

# DOCTYPE and META IN HTML

**How its going to impact SEO-  
search engine optimization?**



# <!DOCTYPE>

**All the HTML documents must start with a <!Doctype>.**

It doesn't have closing tag like other HTML tags

## why doctype is needed?

- 
- <!DOCTYPE> tag is used to inform the browser , about the version of html used in the document
  - Valid doctype declaration ensuring consistent rendering across different browsers.

# Meta Tag

## why meta tag?

- Meta tags helps to enhance the search engine optimization (SEO) and user experience of your web pages.
- search engines may use the description of meta tag as the snippet of text displayed in search results

**much more in details**



# Meta Tag in detail

**The <meta> tag is an HTML element used to provide metadata or additional information about an HTML document**

**The <meta> tag can have various attributes to define different types of metadata**

- **charset**
- **name**
- **viewport**
- **http-equiv**
- **.....much more**

# charset

```
html
```

```
<meta charset="UTF-8">
```


**The charset attribute in the <meta> tag specifies the character encoding used in the HTML document.**

**why?**

- **It ensures that the browser interprets the text correctly.**
- **Without specifying the character encoding, the browser might default to a different encoding, leading to incorrect display or rendering of special characters.**

# Viewport settings

html

 Copy code

```
<meta name="viewport" content="width=device-width, initial-scale=1.0">
```

**The viewport meta tag is essential for making web pages responsive and mobile-friendly.**

## Why?



- **It allows you to control how the web page is displayed on different devices with varying screen sizes. By specifying the width and initial-scale attributes,**

# description

html

```
<meta name="description" content="This is a website about garde
```

**description meta tag provides a brief summary of the web page's content:**

**why?**



- **The description meta tag allows you to provide a concise summary of the page's content,**
- **Relevant meta tags can positively impact the click-through rates and visibility of your web pages in search engines.**

There are lot of meta data types. Have a knowledge, which helps when you a senior pro

```
1
2 <!doctype html>
3 <html lang="en">
4 <head>
5 <meta charset="UTF-8">
6 <meta name="viewport" content="width=device-width, initial-scale=1.0">
7 <meta name='robots' content='index, follow, max-image-preview:large, max-snippet:-1, max-video-preview:-1' />
8 <link rel="shortcut icon" href="https://neilpatel.com/favicon.ico" type="image/x-icon">
9
10 <title>Neil Patel: Helping You Succeed Through Online Marketing!</title>
11 <meta name="description" content="Advanced: The Simple Process That Works To Turn Ice Cold Prospects Into Happy Customers (w/ Automated Conversion Funnels & Sequences)."> />
12 <link rel="canonical" href="https://neilpatel.com/" />
13 <meta property="og:locale" content="en_US" />
14 <meta property="og:type" content="website" />
15 <meta property="og:title" content="Neil Patel: Helping You Succeed Through Online Marketing!" />
16 <meta property="og:description" content="Advanced: The Simple Process That Works To Turn Ice Cold Prospects Into Happy Customers (w/ Automated Conversion Funnels & Sequences)."> />
17 <meta property="og:url" content="https://neilpatel.com/" />
18 <meta property="og:site_name" content="Neil Patel" />
19 <meta property="article:modified_time" content="2020-06-25T16:05:08+00:00" />
20 <meta name="twitter:card" content="summary" />
21 <meta name="twitter:label1" content="Est. reading time" />
22 <meta name="twitter:data1" content="1 minute" />
23 <script type="application/ld+json" class="yoast-schema-graph">{"@context":"https://schema.org","@graph":
24 [{"@type":"WebSite","@id":"https://neilpatel.com/#website","url":"https://neilpatel.com/","name":"Neil Patel","description":"","potentialAction":
25 [{"@type":"SearchAction","target":"https://neilpatel.com/?s={search_term_string}","query-input":"required name=search_term_string"}],"inLanguage":"en"},
26 {"@type":"WebPage","@id":"https://neilpatel.com/#webpage","url":"https://neilpatel.com/","name":"Neil Patel: Helping You Succeed Through Online
27 Marketing!","isPartOf":{"@id":"https://neilpatel.com/#website"},"datePublished":"2015-11-18T20:12:54+00:00","dateModified":"2020-06-
28 25T16:05:08+00:00","description":"Advanced: The Simple Process That Works To Turn Ice Cold Prospects Into Happy Customers (w/ Automated Conversion Funnels &
29 Sequences).","breadcrumb":{"@id":"https://neilpatel.com/#breadcrumb"},"inLanguage":"en","potentialAction":[{"@type":"ReadAction","target":
30 ["https://neilpatel.com/"]}]}],{"@type":"BreadcrumbList","@id":"https://neilpatel.com/#breadcrumb","itemListElement":[{"@type":"ListItem","position":1,"name":"Neil
31 Patel: Helping You Succeed Through Online Marketing!"}]}]}</script>
32 <meta name="google-site-verification" content="lB#s2tqC64hLVWIW_hLQnq4oF_WP4KOB7GNjqd_YFD0" />
```

