

## TRAINING TR-102 DAY 12 REPORT

27 June, 2024

### 1. METADATA FOR GOOGLE, FACEBOOK, AND TWITTER:

#### Google:

**Description:** Metadata helps Google understand the content of a page, influencing search engine rankings and display.

**Common Tags:** `<meta name="description">`, `<meta name="keywords">`, `<meta name="author">`.

#### Facebook:

**Description:** Facebook uses Open Graph (OG) metadata to determine how links are previewed on its platform.

**Common Tags:** `<meta property="og:title">`, `<meta property="og:description">`, `<meta property="og:image">`, `<meta property="og:url">`.

#### Twitter:

**Description:** Twitter Cards metadata customizes the appearance of links shared on Twitter.

**Common Tags:** `<meta name="twitter:card">`, `<meta name="twitter:title">`, `<meta name="twitter:description">`, `<meta name="twitter:image">`.

### 2. META NAME:

**Usage:** Specifies the name of a metadata element, providing additional information about the HTML document.

**Examples:** `<meta name="viewport" content="width=device-width, initial-scale=1">` for responsive design.

### 3. FAVICON:

**Description:** A favicon is a small icon that represents a website, displayed in the browser's address bar, tabs, bookmarks, etc.

**Implementation:** Adding a `<link rel="icon" href="path/to/favicon.ico">` tag in the HTML `<head>`.

## 4. CANONICAL PROPERTIES:

**Purpose:** Prevents duplicate content issues by specifying the preferred URL of a page when multiple versions exist.

**Usage:** Adding a `<link rel="canonical" href="https://www.example.com/page.html">` tag in the HTML `<head>`.

### CONCLUSION:

Day 12 focused on enhancing web content for better visibility and user experience across different platforms. Participants learned about the importance and implementation of metadata for Google, Facebook, and Twitter, including key meta tags. They explored the use of meta name tags, favicon integration, and canonical properties to manage SEO and web presence effectively.