

Types of websites

STATIC

HTML
CSS
JS
MEDIA

DYNAMIC

DATABASES
WORDPRESS
BLOGS
ECOMMERCE



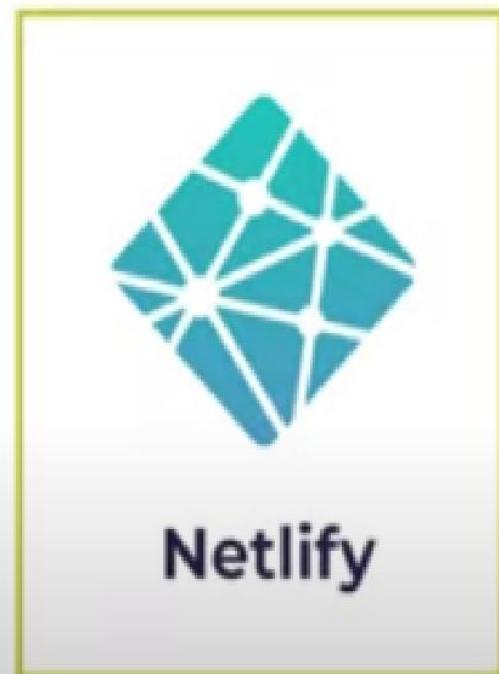
Drive



Firebase



Github



Netlify

Singleton Tags

- A few tags are not paired
- They do not have a matching ending tag
- For those tags, the closing angle bracket > of the singleton tag is replaced by />
- Examples:<hr /> produces a horizontal line
 continues the text on the next line

 Firefox

Firefox is a free **open source** browser
Open source means that the program code is publicly available, and any programmer can contribute improvements to it

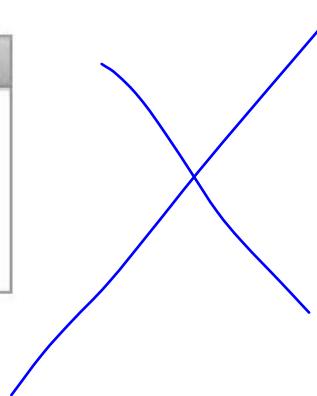
What is the role of meta tag html

- The meta tag provide additional information about web page such as:

Author , description, keywords and located at <head> section of html document

Span

```
<span style="color:darkturquoise">Eeny</span>
<span style="color:blue">Meeny</span>
<span style="color:violet">Miny</span>
<span style="color:darkmagenta">Mo</span>
```



Do not write title meta tags longer than 60 characters.

- Titles with numbers work better, same is true for title tags as well.
- Insert your primary keyword in the title tag, preferably right at the beginning.
- Write a unique title tag for each page.
- If you have a well-known brand, then you can add your brand name to your title tags to get more clicks

Meta tags - what, where, when, why?

- **What are Meta Tags?**

The **Meta** tag in html is not a required tag when you're creating your web pages; many pages don't use the tag at all, and I must confess that I've not used it on my home page, although I put it into this page by way of demonstration. To put it briefly, the **meta tag** is used by **search engines** to allow them to more accurately list your site in their indexes.

What Are Meta Tags?

The term “meta” stands for “metadata,” which means data about data. Meta tags provide information about a webpage and directly influence how search engines view a website. Most meta tag elements are for the benefit of search engines, like Google and other web crawlers.

Meta tags are added to the HTML code of a document to help search engines understand additional information about a page. They’re also used to rank content or pages. Title tags and meta descriptions are displayed in the search results.

page title



How To Write Page Titles and Meta Descriptions for SEO (July ...)

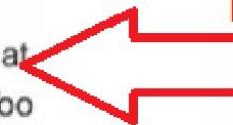
<https://exposureninja.com> › blog › how-to-write-meta-titles-and-descriptions

31 Jul 2019 - How to Write Perfect Meta Descriptions for SEO. 1. Make Each Meta

Description Unique. Each page of your website should have a unique meta description that accurately describes the page's content. Use Unique Target Keywords. Don't Make Them Too Short. Don't Make Them Too Long. Write for Humans, Not Robots.

What Are Page Titles and ... · What Is a Meta Description? · How Does Google Use ...

page description



<https://www.seoptimer.com/meta-description-checker>

What is a full stack web development?

Full stack development is the process of developing both the frontend and backend of applications. Any application has a frontend (user interface) component and a backend (database and logic) component. The frontend contains the user interface and code related to user interactions with the application.

What is the meaning of machine parsable?

information or data that is in a format that can be easily processed by a computer without human intervention while ensuring no semantic meaning is lost.

Meta tags, also known as metadata, are pieces of HTML code used to provide more information about a web page and its contents to both search engines and users. Search engines use the information provided within the meta tags to **understand the contents of the web page**

What is the tag to define machine parsable information?

<meta> tags always go inside the <head> element, and are typically used to specify character set, page description, keywords, author of the document, and viewport settings. Metadata will not be displayed on the page, but is machine parsable.

Examples of machine-readable media include:

magnetic media such as magnetic disks, cards, tapes, and drums, punched cards and paper tapes, optical discs, barcodes and magnetic ink characters.

What's a Web Cache? Reason of using them?

A Web cache is between one or more:

- 1) Web servers (also known as origin servers) and
- 2) a client or many clients, and watches requests come by, saving copies of the responses — like HTML pages, images and files (collectively known as representations) — for itself. Then, if there is another request for the same URL, it can use the response that it has, instead of asking the origin server for it again.

Browser Support

Element					
<meta>	Yes	Yes	Yes	Yes	Yes

Web Browsers that support Meta



Start Simple - meta tag example

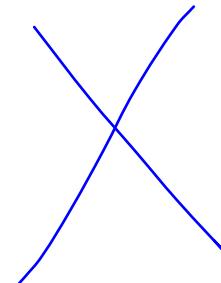
In our example we start with the most simple HTML. The title and a some text. If you look in the source of every web-page you will find these basic HTML codes.

```
<!DOCTYPE HTML PUBLIC "">
<html>
  <head>
    <title>My Test page</title>
  </head>
```

```
<body>
```

This is a test text.

```
</body>
</html>
```



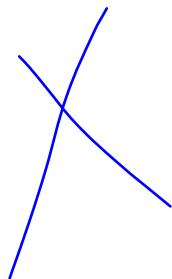
Meta tags have to be placed in the <HEAD></HEAD> part of the website. For example, we want to sell wooden garden furniture on our website. We start very simple by adding a title, keywords and a description. Take a look at the example below. We use colored letters in this example so it makes reading HTML easier. The colors have no effect or influence on the results in a search engine.

Step 1 Adjust the title in the source

Step 2 Adding keywords - keyword meta tag example

Step 3 Adding a relevant description - meta description tag

Step 4 Provide relevant information



Step 1 Adjust the title in the source

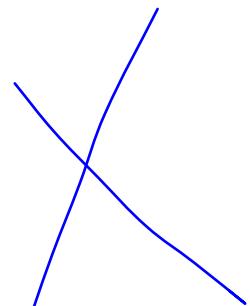
The first phrase you will see and will click on in the search engines is the title. Make sure your title is effective and attractive.

```
<!DOCTYPE HTML PUBLIC "">
<html>
<head>
<title>All our wooden furniture is water proof.</title>
</head>
```

```
<body>
```

This is a test text

```
</body>
</html>
```



Step 2 Adding keywords - keyword meta tag example

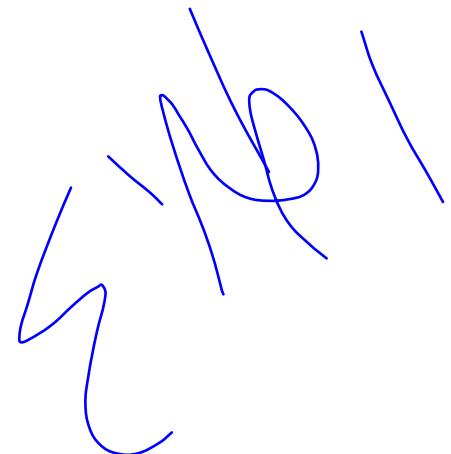
Add maximal 20 keywords and separate them from each other by a comma en a space.

```
<!DOCTYPE HTML PUBLIC "">
<html>
<head>
<title>All our wooden furniture is water proof.</title>
<meta name="keywords" content="wood, furniture, garden, garden-table, etc.">

</head>

<body>
This is a test text

</body>
</html>
```



Step 3 Adding a relevant description - meta description tag

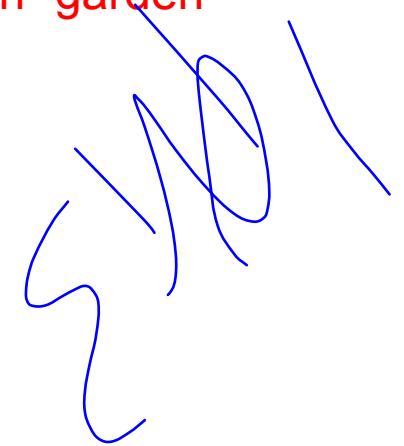
The descriptions are the phrases that will appear under every title in Google, Yahoo, Bing and other search engines. The search engines show the description you add to your meta tags so it's important to make a relevant description for every single page on your website

```
<!DOCTYPE HTML PUBLIC "">
<html>
  <head>
    <title>All our wooden furniture is water proof.</title>
    <meta name="keywords" content="wood, furniture, garden, garden-table,
etc.">
      <meta name="description" content="Official dealer of wooden garden
furniture.">
```

```
</head>
<body>
```

This is a test text

```
</body>
</html>
```

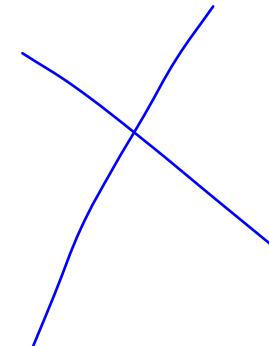


Step 4 Provide relevant information

Without a doubt a good website has to provide good information. If writing relevant text is not your thing, you should hire a writer to help you make your text relevant and easy to read.

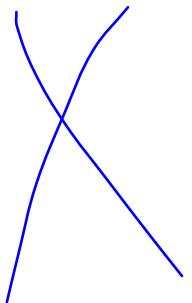
```
<!DOCTYPE HTML PUBLIC "">
<html>
  <head>
    <title>All our wooden furniture is water proof.</title>
    <meta name="keywords" content="wood, furniture, garden, garden-table, etc">
    <meta name="description" content="Official dealer of wooden garden furniture.">

  </head>
  <body>
    Visit our showroom on weekdays from 9 to 5...
  </body>
</html>
```



- <meta> tags are a component of the invisible part of your HTML page —
- all that stuff between the <head> </head> tags. So far, you probably haven't seen much beyond the <title> tag in there, but now I'll show you a few more. None of these tags will actually change how your page looks, they are purely for search engine's use and to provide some additional information about your pages.

- <meta name="keywords" content="france, europe, francais, french, la baguette">
- <meta name="description" content="This page is about France, with particular emphasis on baguettes">



Meta Tag statement example

- Here's how a meta tag is structured
- <META NAME="value" CONTENT="comments">

Be sure that your syntax is correct, otherwise your hours of work may be totally wasted (I speak from experience).



Meta tags reside between the <HEAD> and </HEAD> tags of your document.

Keywords Meta Tag:

- <META NAME="keywords" CONTENT=" metatags, keywords, description, definition">
- The contents of a keyword meta tag should be a comma separated list of relevant words for the search engines to index your page.

Description Meta Tag:

- Example:

```
<META NAME="description" CONTENT="A human readable  
description of your site. This will appear in the search engine  
results query">
```

- Make no mistake, the description meta tag is very important. It won't get you number one rankings on its own, but it will certainly help you get there.
- <META NAME="description" CONTENT="">
- A blank description meta tag may cause you some ranking problems.

Recommended length of 170-250 characters

What does a meta tag look like?

You should insert the meta tag element at the top of your document, just after the <TITLE> element. It follows the usual form of tags, ie

<META name="something" content="something else">

but note that you don't have to have a </META> at the end of the tag, the way that you do with something like

<BOLD> **bold** </BOLD>. However, make sure that each tag does not include any line breaks, since some search engines get a little bit tetchy about this.

What can I include in a meta tag?

- There are basically four major meta tags that you can use:
- `<META name="resource-type" content="document">`
 - The only resource type that is currently in use is "document" This is the only tag that you need to put in for indexing purposes, but use of the others is a good idea.
- `<META name="description" content="a description of your page">`
 - Depending on the search engine, this will be displayed along with the title of your page in an index. "content" could be a word, sentence or even paragraph to describe your page. Keep this reasonably short, concise and to the point. However, don't be so mean with your description that its not an appropriate reflection of the contents!
- `<META name="keywords" content="a, list, of, keywords">`
 - Choose whatever keywords you think are appropriate, seperated by commas. Remember to include synoyms, americanisms and so on. So, if you had a page on cars, you might want to include keywords such as car, cars, vehicles, automobiles and so on.
- `<META name="distribution" content="one of several">`
 - Content should contain either global, local or iu (for Internal Use). To be perfectly honest, I can't quite get my head around this one; its supposed to list available resources designed to allow the use to find things easily, but I still don't quite get it. My advice is to stick to "global".

- ~~HTML lets you specify metadata - information about a document rather than document content -in a variety of ways. The META element can be used to include name/value pairs describing properties of the HTML document, such as author, Expiry Date, a list of key words, author etc.~~
- ~~The <meta> tag is an empty element and so does not have a closing tag, rather, <meta> tags carry information within attributes, so you need a forward slash character at the end of the element.~~
- ~~Metadata provided by using meta tag is a very important part of the web. It can assist search engines in finding the best match when a user performs a search. Search engines will often look at any metadata attached to a page - especially keywords - and rank it higher than another page with less relevant metadata, or with no metadata at all.~~

- <meta> tag
 - is used to specify *keywords* that describe a document's **contents** as well as a **short description**.
- Two necessary attributes – "name" & "content"

```
<meta name="keywords" content="baseball,  
soccer, tennis"/>
```

```
<meta name="description" content="Sports  
information page"/>
```

- ▶ Meta tags provide metadata about the web page.
- ▶ They are not displayable on the page, but will be machine parsable.
- ▶ Meta elements are usually specified into three types
 - ▶ Meta Descriptions
 - ▶ Meta Keywords
 - ▶ Meta Author
- ▶ Meta Tags sit within the <head> and </head> tags.

How Does It Help My Site?

- ▶ Simply put, Meta Tags are picked up by search engines and help your site come up in the rankings when someone searches for an associated keyword.
- ▶ For example, if one of your Meta Keywords is " " then a search engine like Google would know to list your site in the rankings. The Meta Description of that site is what the reader can see
- ▶ Ideally, each page of your site should have a different meta description to help it's rankings.

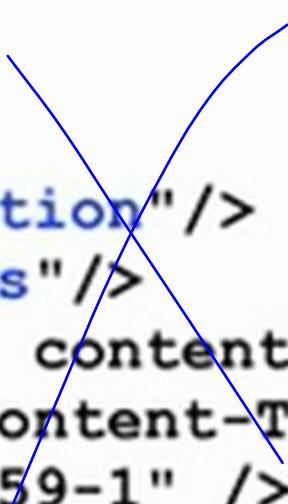
Meta Description

This is a one-line or one sentence description about that web particular web page.

Make it benefit-orientated so when the reader reads that line in the search engines, they'll want to click and visit your website.

The Code You Need To Insert

```
<head>
<meta name="description"/>
<meta name="keywords"/>
<meta name="author" content="your name" />
<meta http-equiv="Content-Type" content="text/
html; charset=ISO-8859-1" />
</head>
```



Example:

```
<head>
<meta name="Learn how to promote your music and
sell more music with these music marketing
strategies"/>
<meta name="music marketing, music promotion,
music business, songwriting, sell more cd, cd
baby, kavit haria, insider music business"/>
<meta name="author" content="Kavit Haria" />
<meta http-equiv="Content-Type" content="text/
html; charset=ISO-8859-1" />
</head>
```

1) <BODY BGCOLOR="#RRGGBB">

specifies the background colour of the document the value **RRGGBB** is given in Hexadecimal (base 16) and refers to the 3 colours RED, GREEN and BLUE i.e a bright red background would be

<BODY BGCOLOR="#FF0000">.

2) <BODY TEXT="#RRGGBB">

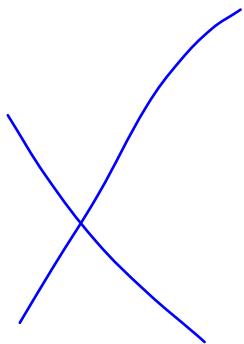
specifies the default colour of the text in the document, value **RRGGBB** given in Hexadecimal (base 16).

3) <BODY ALINK="#RRGGBB">

specifies the colour of the active link (the link the user has clicked on), the value **RRGGBB** is also given in Hexadecimal (base 16).

- 4) <BODY LINK="#RRGGBB">
specifies the default colour of links within the document, the value **RRGGBB** is also given in Hexadecimal (base 16).
- 5) <BODY VLINK="#RRGGBB">
specifies the colour of visited links in the document, the value **RRGGBB** is also given in Hexadecimal (base 16).

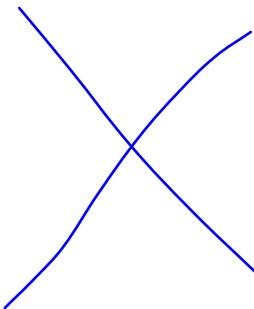
- Other examples in Meta tags
(HTML Elements)



HTML keyword & description

```
<html>
  <head>
    <meta name="description" content="tutorials on HTML, CSS, JavaScript, j
Query" />
    <meta name="keywords" content="HTML, CSS, XML, JavaScript, jQuery" />
  </head>
  <body>
    The
    &lt;meta&gt;
    tag provides metadata about the HTML document. Metadata will not be dis
played on the page, but will be machine parsable.
  </body>
</html>
```

The `<meta>` tag provides metadata about the HTML document. Metadata will not be displayed on the page, but will be machine parsable.

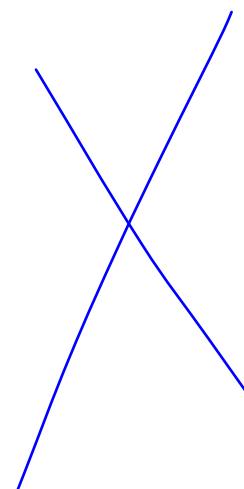


```
<!DOCTYPE html>
<html>
<head>
  <meta charset="UTF-8">
  <meta name="description" content="Free Web tutorials">
  <meta name="keywords" content="HTML,CSS,XML,JavaScript">
  <meta name="author" content="John Doe">
  <meta name="viewport" content="width=device-width, initial-scale=1.0">
</head>
<body>

  <p>All meta information goes in the head section...</p>

</body>
</html>
```

All meta information goes in the head section...



HTML Refresh

```
<html>
<head>
  <meta http-equiv="refresh" content="30; url=http://www.webgrid.com" />
```

```
</head>
```

```
<body>
```

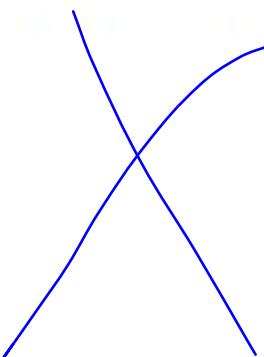
Above shows refreshing webgrid's home page every 30 seconds. A quick refresh may

be necessary for news, stocks, or any other time-sensitive information.

```
</body>
```

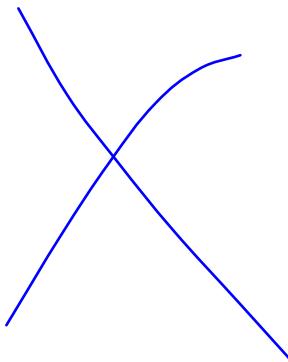
```
</html>
```

Above shows refreshing webgrid's home page every 30 seconds. A quick refresh may be necessary for news, stocks, or any other time-sensitive information.



```
1 <html>
2   <head>
3     <meta name="revised" content="Happy New Year: 1/1/2013" />
4   </head>
5   <body>
6     Revised &lt;meta&gt; tag that records when the last update was done to
7     the site.
8   </body>
9 
10
```

Revised <meta> tag that records when the last update was done to the site.



HTML Revised

```
<html>
<head>
    <meta http-equiv="expires" content="Wed, 26 Feb 2013 08:21:57 GMT">
</head>
<body>
    Note: Time zone must be in GMT.

    <p>
        If you are looking for a way to stop Google from caching your site,
        the Meta Expires
        tag will not do this for you. <br/><br/>To stop Google to caching you
        r site use following
        meta tag: <br/>
        &lt;meta http-equiv="cache-control" content="no-cach
        e"&gt;</p>
    </body>
</html>
```

Note: Time zone must be in GMT.

If you are looking for a way to stop Google from caching your site, the Meta Expires tag will not do this for you.

To stop Google to caching your site use following meta tag:

<meta http-equiv="cache-control" content="no-cache">

HTML Expires

There is a difference between html and xml.

- If you see at the end of a line " /> it means it is xml
- if you see ">" it is html.

Optimizing for search engines: meta tags.

Meta tags go inside the <head> tags.

Examples:

<meta name="description" content="Free
Web tutorials on HTML, CSS, XML, and
XHTML"> Is sometimes used as the text that
shows up below your webpage in search
engine results.

<meta name="keywords" content="HTML,
DHTML, CSS, XML, XHTML, JavaScript,
VBScript">

```
< meta name="revised" content="Jill Brady,  
6/10/2022">
```

```
< meta http-equiv="refresh" content="5">
```

Refreshed page every five seconds- only useful of course if you have frequently updated content, like perhaps news sites or a non-javascript clock, or a on-site forum.

```
< META NAME="ROBOTS"
```

```
CONTENT="NOINDEX,FOLLOW"> search engine
```

spiders may follow the links from the page, but may not record the page in their database.

- <META HTTP-EQUIV="Content-Language" CONTENT="en-GB"> Says that the page is written in English... more specifically, Great Britain (GB) English.

And there are meta tags for many, many other things.

Also, try to view some other websites' meta tags and try to incorporate it into your own website!

Do use a <title> inside your <head> tag. Use your keywords in your webpage (but don't repeat them like 'Apples Apples Apples Apples Apples' - Search Engines approve of good organization, disapprove of attempts at 'cheating'. Use Headlines to distinguish the sections of your page. Use comments in your page, and include keywords in your comments.

For your web to appear high up the rankings, you need several things:

- 1 - Good Meta Tags in your Web (Titles, Keywords and Description at least)
- 2 - The more times your keywords appear in the body (text) of your web the better. For example if you're web is about Football and the word 'football' appears in the text of your web 20 times, you will rank higher than another web that has the word football only 15 times (assuming the Meta Tags are equal)

Q) How many meta tags should I use?

How many meta keywords should I use?

As a general rule, **don't use more than about 10 meta keywords for a single page**

Q) What viewport meta tag does?

The viewport meta tag allows you to tell the mobile browser what size this virtual viewport should be. This is often useful if you're not actually changing your site's design for mobile, and it renders better with a larger or smaller virtual viewport

Q) Meta Tags give a search engine more information about web page?

Q) Understood that is not visible to visitor?

Q) Meta tags found in <head>... </head>

Q) By putting meta tags in the <body>, some browser may not recognize

Q) which meta tag type is most useful meta tag

Q) one of the most important meta tag is -----

Q) Meta tag give more power of ranking

Notes:
1. 10 meta keywords
2. viewport meta tag
3. search engines
4. not visible to visitors
5. found in <head>... </head>
6. browser recognition
7. most useful meta tag
8. ranking power

Q) The recommended lengths of description is 160 character

Q) The meta Key words has an important value with in search engine

Q) In meta keywords can store several keywords about the page

<meta name="keyword" content=" meta tags, search engine optimization" >

Q) meta Content Type(charset)

< meta http-equiv ='content type' content='type' =text/html charset='utf-8'>

Q) meta language

<meta http-equiv="content –language" content='en' />

Q) Robots Meta Tags is one of the important tags and let you specify particular page should not be indexed by the search engine should NOT be indexed in search engine

- The robots meta tag lets you specify that a particular page should *not* be indexed by a search engine or if you do or do not want links on the page followed.
- It is still common for a site to be deindexed because someone accidentally added a noindex tag to the entire site.
- <META NAME="ROBOTS" CONTENT="NOINDEX, NOFOLLOW">
 - This means: "Do not Index this page. Do not follow the links on the page."
 - Your page will drop OUT of the search index AND your links to other pages will not be followed.
 - This will break the link path on your site from this page to other pages.

Q) The recommended lengths of description is 160 charector

```
<!DOCTYPE html>
<html>
<head>
    <title>Meta Tags</title>
    1   <meta http-equiv="refresh" content="5">
    2
<meta name="viewport" content="width=device-width, initial-scale=1.0">

</head>
<body>
<!--
Refresh
Viewport
-->

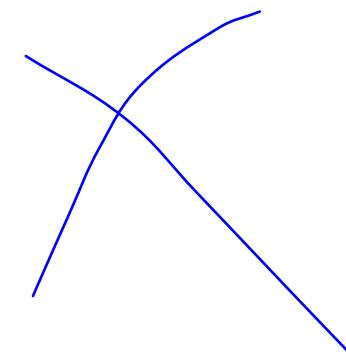
<h1>This is a simple Heading</h1>

</body>
</html>
```

←

```
<meta http-equiv="refresh" content="5;url=https://www.kurdsubtitle.net/" >
```

```
<!DOCTYPE html>
<html lang="en">
<head>
  <meta charset="UTF-8">
  <meta name="description" content="This is a sample web
page">
  <meta name="keywords" content="HTML, CSS, JavaScript">
  <meta name="author" content="Your Name">
  <meta name="viewport" content="width=device-width,
initial-scale=1.0">
  <title>Your Web Page Title</title>
</head>
<body>
  <!-- Your page content goes here -->
</body>
</html>
```



1. The `<meta charset="UTF-8">` tag sets the character encoding to UTF-8.
2. The `<meta name="description" content="This is a sample web page">` tag provides a brief description of the web page.
3. The `<meta name="keywords" content="HTML, CSS, JavaScript">` tag specifies keywords related to the content of the page.
4. The `<meta name="author" content="Your Name">` tag indicates the author of the page.
5. The `<meta name="viewport" content="width=device-width, initial-scale=1.0">` tag is often used for responsive web design, ensuring proper scaling on different devices.

Meta Tags Analyzer

Enter URL

<http://www.farajk.itgo.com>

Analyze Meta Tags

Result

Result



Meta tags report for: <http://www.farajk.itgo.com>

Meta Title	kamran1
Meta Description	Meta Description Not Found



Meta Tags Analysis

Meta Title	Title is smaller than 60 characters (7) characters kamran1
Meta keyword	Meta Keywords Not Found
Meta Description	Meta Description Not Found
Meta viewport	Meta viewport Not Found
Meta robots	Webpage has no robots meta tag
Open Graph	Open Graph is not used

What are meta tags?

Meta tags are HTML tags that provide information about a webpage to search engines and users. They are placed in the head section of a webpage's HTML code and include information such as the page title, description, keywords, and other metadata.

Why are meta tags important for SEO?

Meta tags help search engines understand the content and purpose of a webpage, which can affect how it ranks in search results. Title tags and meta descriptions are particularly important.

What is the optimal length for a title tag?

The optimal length for a title tag is around 60 characters. Any longer than that,,,

What is the optimal length for a meta description?

The optimal length for a meta description is around 155 characters.