

(TR-102)

MASTERING THE SEMANTIC WEB

Training Day 13 Report:

28 June 2024

The thirteenth day of the training focused on introducing metadata and its implementation in previously created websites.

Introduction to Metadata:

Metadata is data that provides information about other data. It is essential for organizing, finding, and understanding information in various formats. In the context of websites, metadata helps search engines understand the content and context of web pages, enhances search engine optimization (SEO), and improves how content is displayed when shared on social media platforms

Metadata Exchange: Metadata exchange is the process of sharing or transferring metadata between different systems or organizations. This allows information to be understood and used across different platforms or contexts.

Task: Incorporated various meta tags into the section of the previous website.

Meta Tags:

- Defined the character set as UTF-8 for broad character support.
- Set the viewport to ensure proper rendering and touch zooming on mobile devices.
- Included a title for the page.
- Added a description to provide a summary of the website content.
- Provided a canonical link to avoid duplicate content issues.

1. Google Search Engine Tags:

Used item prop attributes to enhance search engine understanding of the page content with the name, description, and image properties.

2. Facebook Meta Tags (Open Graph):

Specified the URL, type, title, description, and image to optimize how the website appears when shared on Facebook.

3. Twitter Meta Tags:

Defined the card type, title, description, and image for Twitter sharing optimization.

4. Favicon and Apple Touch Icon:

Included links to shortcut icon and apple touch icon for branding and visibility on different devices and platforms.

Conclusion:

The thirteenth day of the training focused on understanding and implementing metadata in previously created websites. Participants gained practical knowledge in enhancing web pages with meta tags for improved SEO and social media sharing. Hands-on sessions enabled them to add various meta tags, including those for Google, Facebook, and Twitter, as well as favicon and apple touch icons, ensuring a comprehensive understanding of metadata's role in web development.