

(TR-102) MASTERING THE SEMANTIC WEB –

Training Day 12 Report :

28 June 2024

Introduction to Metadata Exchange:

Metadata:

Metadata is data that describes other data. Imagine about a book. The content of the book (the story and words) is the actual data. Now, metadata about the book would include things like the title, author's name, publication date, and genre.

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.

- Example: When a photo is uploaded to a social media site, it may automatically extract metadata like the date taken and location from the photo file. This metadata helps categorize and display the photo correctly on the platform.

Meta Tags

- Description: Meta tags provide information about the webpage's content. For example, they might describe what the page is about or summarize its main topics.
- Search Engines: They help search engines understand the page's content so they can display relevant results to users searching for related topics.
- No Display: Meta tags are not visible on the webpage itself. Instead, they are used by browsers, search engines, and other web services to categorize and understand the page.

Common Types of Meta Tags:

- Meta Description: Provides a brief summary of the page's content.
- Meta Keywords: Lists keywords relevant to the page's content (less commonly used now).
- Viewport Meta Tag: Defines how the webpage should be displayed on different devices (e.g., mobile phones).

Google Search Engine Tags:

Use itemprop attributes to enhance search engine understanding of the page content with the name, description, and image properties.

Facebook Meta Tags (Open Graph):

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

Twitter Meta Tags:

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

Favicon and Apple Touch Icon:

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