



Lesson 21

Meta tags

In our previous lesson, we have briefly mentioned that one of <head> tags is <meta> tag. In this lesson we will cover all that you need to know about <meta> tag.

At first, let's recap what are <meta> tags.

<meta> tags are tags that we use to define various instructions and information for HTML document (website).

For example, if we want to set who is author of website, we can use author <meta> tag.

```
<meta name="author" content="MasterMinds" />
```

author = MasterMinds

Or, if we want to set period after which website content will be refreshed, we can use refresh <meta> tag.

```
<meta http-equiv="refresh" content="30" />
```

refresh = 30 seconds

Available <meta> tags are **author**, **description**, **keywords**, **revised**, **refresh**, **Content-Type**, and **viewport**.

Now let's analyze structure of <meta> tag. <meta> tag contains **name** or **http-equiv** HTML attributes, and **content** HTML attribute.

name and http-equiv attributes are mutually exclusive attributes, which means if you use name attribute you can't use http-equiv attribute in the same time, and vice versa.

name attribute represents what we want to set with meta tag. We can see in our example from above, if we want to set author name, we need to set author like a value for name attribute. Or, if we want to set description of website, we need to set description like a value for name attribute. (name="description")

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`http-equiv` represents instruction for HTTP.

HTTP (Hypertext Transfer Protocol) is protocol that we use for communication between web browser and web server. We send and receive HTML documents with HTTP.

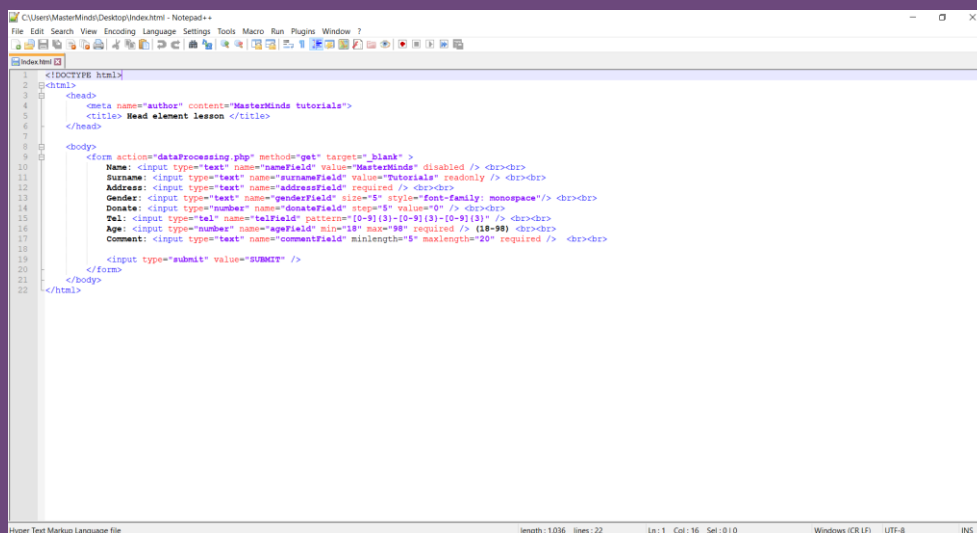
In our example from above, we can see that we use `http-equiv` to set refresh period, after which our web browser will refresh content of web page.

`content` attribute represents value for `<meta>` tag. So, as we said with `name` and `http-equiv` attributes we point on what we want to set and with `content` attribute we define value for that that we want to set. We can see from examples that we have, if we want to set author name, we will set name attribute to be author and name of author need to be set with content attribute.

author `<meta>` tag, as we said, is tag that we use to set who is author of website.

```
<meta name="author" content="MasterMinds tutorials" />
```

This information will be visible in source code of your website.



```

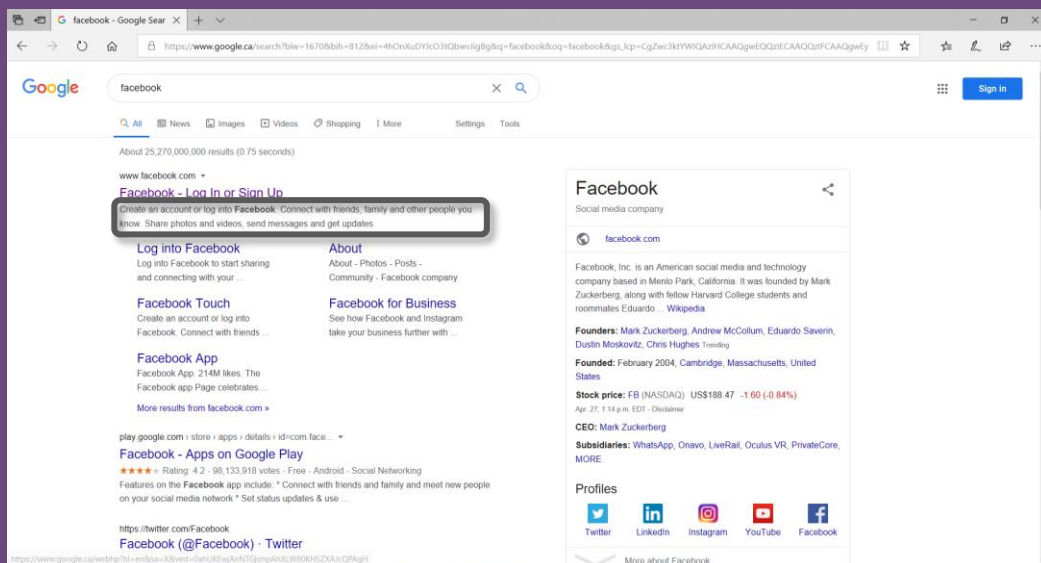
1 <!DOCTYPE html>
2 <html>
3 <head>
4   <meta name="author" content="MasterMinds tutorials">
5   <title> Head element lesson </title>
6 </head>
7 <body>
8   <form action="dataProcessing.php" method="get" target="_blank">
9     Name: <input type="text" name="nameField" value="MasterMinds" disabled /> <br><br>
10    Surname: <input type="text" name="surnameField" value="Tutorials" readonly /> <br><br>
11    Address: <input type="text" name="addressField" required /> <br><br>
12    Gender: <input type="text" name="genderField" size="5" style="font-family: monospace;" /> <br><br>
13    Donator: <input type="number" name="donatorField" step="5" value="0" /> <br><br>
14    Tel: <input type="tel" name="telField" pattern="[0-9]{3}-[0-9]{3}-[0-9]{3}" /> <br><br>
15    Age: <input type="number" name="ageField" min="18" max="99" required /> (18-99) <br><br>
16    Comment: <input type="text" name="commentField" minlength="5" maxlength="20" required /> <br><br>
17    <input type="submit" value="SUBMIT" />
18  </form>
19 </body>
20 </html>
  
```

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description <meta> tag is tag that we use to set description of website.

```
<meta name="description" content="Description text" />
```

Text that we define like description text is text that is visible in searching engines (Google, Yahoo etc.) when our website is suggested like search result.



keywords <meta> tag is tag that we use to set keywords that are website related.

```
<meta name="keywords" content="nature, save nature, save the world" />
```

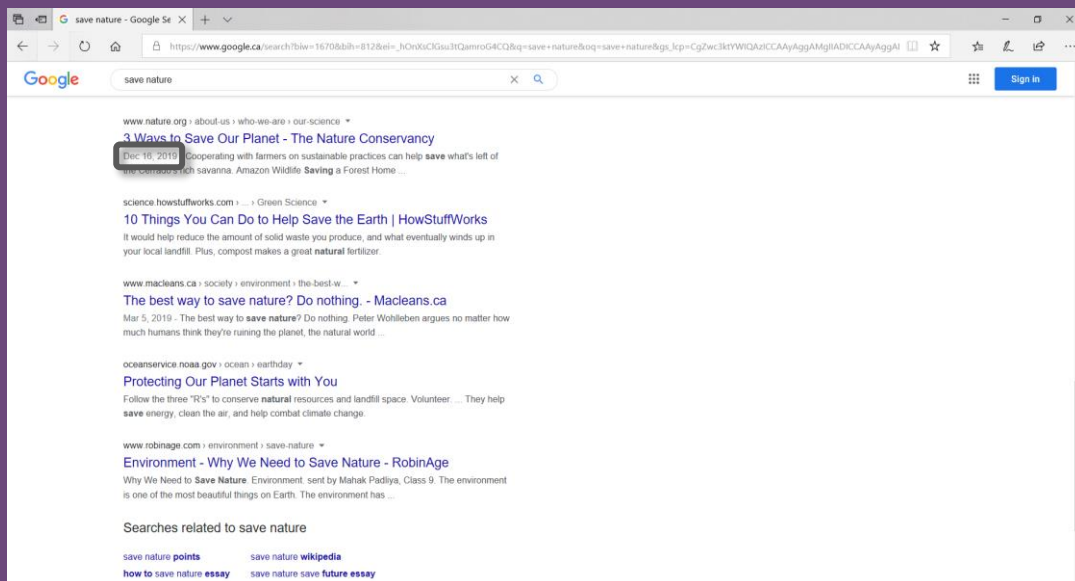
Keywords are important for searching engines (Google, Yahoo etc.) because if some user search for content that is same or similar to the content that we have in our keywords, there is higher possibility that our website will be suggested to that user.

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revised <meta> tag is tag that we use to set date of the last update for website.

```
<link name="revised" content="16/12/2019" />
```

Date that we set like a date of the last update for our website is also visible in searching engines like Google or Yahoo, or we can check this date in source code of website.



refresh <meta> tag is tag that we use to set period of time after which our website will be refreshed/ reloaded.

```
<link http-equiv="refresh" content="5" />
```

This setting is related with HTTP that's why we are using http-equiv attribute. Value that is set for content attribute represents number of seconds. So, in our example content of website will be refreshed on every 5 seconds.



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Content-Type <meta> tag is tag that we use to define what is type of content that we send.

For example, if we use standard charset in our website, we will set charset utf-8.

```
<meta http-equiv="content-type" content="text/html; charset=utf-8" />
```

With utf-8 we specified that we are using standard alphanumeric values.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Xx Zz

But if we want to specify that we are using Chinese letters in our document we will set charset Big5.

```
<meta http-equiv="content-type" content="text/html; charset=Big5" />
```

手田水口廿卜山戈人心日尸木火土竹十大中難金女月弓

viewport <meta> tag is tag that we use to define how content of website will be scaled on small size devices.

```
<meta name="viewport" content=" initial-scale=2.0" />
```

Here in our example, we have set that content of our website will be twice bigger (**initial-scale=2.0**) for small size devices. This could be very useful because sometimes content of our website is less readable on mobile phones or tablets, because font is too small, or images are too small. With viewport <meta> tag we can fix this easily, we just need to set initial scale value to be more than 1.0 (2.0, 3.0 or any other value depending on how big content do we want). Value 1.0 means that content of your website will be scaled proportionally with original size that we have on computer screens.