



Web Technologies

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HTML Meta Tag

Objectives

- Upon completing this section, you should be able to:
 - How to use Meta Tag in HTML





<Meta> Tag

- Metadata is data about data.
- The <meta> tag provides metadata about the HTML document.
- Metadata will not be displayed on the page.
- Meta elements are typically used to specify page description, keywords, author of the document, last modified, and other metadata
- The meta tag can be used by browsers (how to display content or reload page), search engines (keywords), or other web services.



<Meta> Tag

- <meta> tags always go inside the <head> element.
- Metadata is always passed as **name/value** pairs.
- The **content** attribute must be defined if the **name** or the **http-equiv** attribute is defined.
- If none of these are defined, the content attribute cannot be defined.
 - <META HTTP-EQUIV="name" CONTENT="content">
 - <META NAME="name" CONTENT="content">

Attributes of <meta> tag



| Attribute | Description |
|------------|--|
| Name | Name for the property Ex: keywords, description, author, revised, generator etc. |
| content | Specifies the property's value |
| http-equiv | Used for http response message headers Ex: http-equiv can be used to refresh the page Values include content-type, expires, refresh and set-cookie |



HTTP EQUIV and NAME Attributes

HTTP-EQUIV Attribute

- Control the action of browsers, and may be used to refine the information provided by the actual headers.

NAME Attribute

- Used to define information which is to be referenced outside of the document.
- This includes data passed to search engines and directories.

If the http-equiv attribute is set, the name attribute should not be set



Name Attribute Values

| Value | Description |
|------------------|--|
| application-name | Specifies the name of the Web application that the page represents |
| author | Specifies the name of the author of the document. Example: <code><meta name="author" content="Hege Refsnes"></code> |
| description | Specifies a description of the page. Search engines can pick up this description to show with the results of searches. Example: <code><meta name="description" content="Free web tutorials"></code> |
| keywords | Specifies a comma-separated list of keywords - relevant to the page (Informs search engines what the page is about) Tip: Always specify keywords (needed by search engines to catalogize the page) Example: <code><meta name="keywords" content="HTML, meta tag, tag reference"></code> |



Example

```
<!DOCTYPE html>
<html>
<head>
<title>Meta Tags Example</title>
<meta name="keywords" content="HTML, Meta Tags, Metadata" />
<meta name="description" content="Learning about Meta Tags." />
</head>
<body>
<p>Hello HTML5!</p>
</body>
</html>
```



Meta http-equiv Attribute Values

| Value | Description |
|---------------|---|
| content-type | <p>Specifies the character encoding for the document.</p> <p>Example:</p> <pre><meta http-equiv="content-type" content="text/html; charset=UTF-8"></pre> |
| default-style | <p>Specified the preferred style sheet to use.</p> <p>Example:</p> <pre><meta http-equiv="default-style" content="the document's preferred stylesheet"></pre> |
| refresh | <p>Defines a time interval for the document to refresh itself.</p> <p>Example:</p> <pre><meta http-equiv="refresh" content="30"></pre> <p>Note:</p> <p>The value "refresh" should be used carefully, as it takes the control of a page away from the user</p> |



Client Pull Documents

- Client pull provides the ability to automatically load a new document in the specified time or reload a document on a regular basis.
- Meta tag with an HTTP- EQUIV attribute is used to create client pull documents.
- The special tag tells the client browser to display the current document for a specified period of time and then load and display an entirely new one, just as if the user had selected the new document from a hyperlink.



Refreshing

Refreshing with the Same Web Page

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

Refreshing with a different web page

- `<meta http-equiv="refresh" content="30 ;URL=newPage.html">`



Drawbacks of Meta Refresh Attribute

- Meta refresh redirects have been used by spammers to fool search engines.
- If the redirect happens quickly (less than 2–3 seconds), readers with older browsers can't hit the “Back” button.
- If the redirect happens quickly and goes to a non-existent page, your readers may get stuck in a loop without seeing any content other than a 404 page.
- Refreshing the current page can confuse people.



Setting the Viewport

- The viewport is the user's visible area of a web page. It varies with the device – it will be smaller on a mobile phone than on a computer screen.

`<meta name="viewport" content="width=device-width, initial-scale=1.0">`

- This gives the browser instructions on how to control the page's dimensions and scaling.
- The width=device-width part sets the width of the page to follow the screen-width of the device (which will vary depending on the device).
- The initial-scale=1.0 part sets the initial zoom level when the page is first loaded by the browser.



Setting the Viewport – Example



Without the viewport meta tag



With the viewport meta tag

Questions ???





Thank You.