

TRAINING DAY12 REPORT:

Topic: Introduction to Metadata and Its Implementation in Websites

Overview: The twelfth day of the training focused on understanding metadata and its implementation in previously created websites. We learned about various meta tags, including those for Google search engine optimization, Facebook, Twitter, favicon, and Apple touch icons. These topics are crucial for enhancing website visibility, social media integration, and overall user experience.

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.

Tasks Done: We incorporated various meta tags into the <head> section of the previously created website.

1. **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.

2. **Google Search Engine Tags:**

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

3. **Facebook Meta Tags (Open Graph):**

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

4. **Twitter Meta Tags:**

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

5. **Favicon and Apple Touch Icon:**

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

Example Meta Tags:

```
<!DOCTYPE html>
<html lang="en">
<head>
  <meta charset="UTF-8">
  <meta name="viewport" content="width=device-width, initial-scale=1,
maximum-scale=1, minimal-ui">
  <title>Food 4 U</title>
  <meta name="description" content="Food available 24*7, all kinds of food,
door delivery, reasonable rates, discount at occasions, catering services">
  <link rel="canonical" href="http://127.0.0.1:5500/html/food.html"/>
```

```
<!-- Google Search Engine Tags -->
<meta itemprop="name" content="Food 4 U">
<meta itemprop="description" content="Food available 24*7, all kinds of
food, door delivery, reasonable rates, discount at occasions, catering
services">
<meta itemprop="image"
content="https://images.pexels.com/photos/958545/pexels-photo-
958545.jpeg?cs=srgb&dl=pexels-chanwalrus-958545.jpg&fm=jpg">
```

```
<!-- Facebook Meta Tags -->
<meta property="og:url" content="http://127.0.0.1:5500/html/food.html">
<meta property="og:type" content="website">
<meta property="og:title" content="Food 4 U">
<meta property="og:description" content="Food available 24*7, all kinds of
food, door delivery, reasonable rates, discount at occasions, catering
services">
```

```
<meta property="og:image"
content="https://images.pexels.com/photos/958545/pexels-photo-
958545.jpeg?cs=srgb&dl=pexels-chanwalrus-958545.jpg&fm=jpg">

<!-- Twitter Meta Tags -->
<meta name="twitter:card" content="summary_large_image">
<meta name="twitter:title" content="Food 4 U">
<meta name="twitter:description" content="Food available 24*7, all kinds of
food, door delivery, reasonable rates, discount at occasions, catering
services">
<meta name="twitter:image"
content="https://images.pexels.com/photos/958545/pexels-photo-
958545.jpeg?cs=srgb&dl=pexels-chanwalrus-958545.jpg&fm=jpg">

<link rel="shortcut icon" href="/images/noodles.png" type="image/png">
</head>
<body>
<!-- Content of your website -->
</body>
</html>
```

Conclusion: The twelfth 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.