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HTML Research Paper

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Week One

**The Roles of Meta tags for SEO**

Bits of text that tell what the content of a page is are called meta tags. Meta tags are always placed in the <head> section of an HTML document. AN example is from the week one lab:

<head>

<meta charset="UTF-8">

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

<title>A Trip to Tokyo</title>

A few of the more common meta tags are

* Keywords you think are relative to the page are known as **Meta Keyword Attributes**. These are not as useful these days because in the past, marketers used too many keywords unrelated to the page. (I think they still do it anyway.)
* A screenshot of a web page

  Description automatically generatedA short description of the page is called a **Meta Description Attribute**. Just a short description of a page that may or may not be visible. A searcher may sometimes view this attribute in certain searches. An example is in this screenshot, with the highlighted text representing the attribute:
* Another commonly used meta tags are **Title** tags. These are seen in the search engine results page (SERP) and function as the title of a page as far as SE’s are concerned.
* **Meta Robots Attribute**, as the name implies, let SE crawlers/bots know what to do with a given page.

Meta tag attributes include **charset,** **content**, **name** and **http-equiv.** The latter Meta tags are supported by most major browsers.

Source— [WordStream.com](https://www.wordstream.com/meta-tags#:~:text=Meta%20tags%20are%20snippets%20of,a%20web%20page%20is%20about.) and [mdn web docs](https://developer.mozilla.org/en-US/docs/Web/HTML/Element/meta#name)

**HTML Validation**

HTML validation helps SEO by helping with indexing and crawling; encourages the use of Semantic Tags to help SEs get the context of your page; leads to a quicker load of pages, thus improving positioning of a page; creates a more error-free user experience, again, improving the user experience and ranking; and validation helps pages to render the same regardless of the browser. HTML validation involves examining that the HTML code of a page against official syntax and structure as designated by the W3C. This validation can occir in a number of ways. The W3C Markup Validation Service is a free tool in which you upload your HTML document where it is checked for errors. Some browsers/extensions have the ability to validate as you work on a page. Another validation form is Integrated Development Environments or (IDEs). This is a tool built into many code editors. (This seems to be the way that Visual Studio works, highlighting potential errors in red?) In this example, I added an invalid element, (ul>) to my lab project, resulting in the appearance of that garbage code on my page (see screenshot.)

<head>

</head>ul>

<meta charset="UTF-8">

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

<title>A Trip to Tokyo</title>

</head>

A close-up of a sign

Description automatically generated

Source - [geeksforgeeks.org](https://www.geeksforgeeks.org/what-is-html-validation-and-why-is-it-important-for-seo/)