COURSEWARE

Metadata

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Overview

The HTML `<meta>` tag defines metadata about an HTML document. Metadata is data (information) about data.

`<meta>` tags always go inside the `<head>` element, and are used to specify the webpage's character set, description, keywords, author of the document, and viewport settings.

Metadata is never displayed the page, but is **parsed** by your browser.

`<meta>` attributes

The `<meta>` tag attributes can allow for several key configuration options for your Web page.

Below are some examples of how we can use use `<meta>` attributes within an HTML document. Feel free to try them in a page of your own!

Defining the character set for HTML character encoding:

```
<meta charset="UTF-8">
```

Include keywords for search engines:

```
<meta name="keywords" content="HTML, CSS, JavaScript">
```

Include a description of your Web page:

```
<meta name="description" content="tutorials for HTML">
```

Show the author of that Web page:

```
<meta name="author" content="John Smith">
```

Fun commands, such as one to reload the document every 30 seconds:

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

Scale the page to the size of a user's screen (viewport):

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

Some additional information on the above example...

- `width=device-width` sets the width of the page to follow the screen-width of the device
- `initial-scale=1.0` sets the initial zoom level when the page is first loaded by the browser

Tutorial