

TRAINING TR-102 DAY 16 REPORT

3 July, 2024

1. Metadata for Google, Facebook, and Twitter:

- **Google:**

Overview: Metadata plays a crucial role in helping Google comprehend the content of a webpage, which in turn affects its ranking in search results.

Key Tags: `<meta name="description">`, `<meta name="keywords">`, `<meta name="author">`.

- **Facebook:**

Overview: Facebook utilizes Open Graph (OG) metadata to manage how links appear on its platform.

Key Tags: `<meta property="og:title">`, `<meta property="og:description">`, `<meta property="og:image">`, `<meta property="og:url">`.

- **Twitter:**

Overview: Twitter Cards metadata allows for customization of the display of links shared on Twitter.

Key Tags: `<meta name="twitter:card">`, `<meta name="twitter:title">`, `<meta name="twitter:description">`, `<meta name="twitter:image">`.

2. Meta Name:

Function: Defines the name of a metadata element to provide additional context about the HTML document.

Example: `<meta name="viewport" content="width=device-width, initial-scale=1">` for optimizing responsive design.

3. Favicon:

Overview: A favicon is a small graphic that represents a website, shown in browser address bars, tabs, bookmarks, etc.

How to Implement: Use the tag `<link rel="icon" href="path/to/favicon.ico">` within the HTML `<head>` section.

4. Canonical Properties:

Purpose: Helps to avoid issues with duplicate content by indicating the preferred version of a URL when multiple versions exist.

How to Use: Add the tag `<link rel="canonical" href="https://www.example.com/page.html">` in the HTML `<head>` section.

Conclusion:

On Day 14, the focus was on optimizing web content to enhance visibility and improve user experiences across various platforms. Participants gained insights into the significance and implementation of metadata for Google, Facebook, and Twitter, including essential meta tags. The session also covered the integration of meta name tags, the use of favicons, and the establishment of canonical properties to effectively manage SEO and online presence.