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1. Knowledge check: Metadata

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**[Practice Quiz:](https://www.coursera.org/learn/html-and-css-in-depth/quiz/Lwqp4/knowledge-check-open-graph-protocol)** [Knowledge check: Open Graph Protocol](https://www.coursera.org/learn/html-and-css-in-depth/quiz/Lwqp4/knowledge-check-open-graph-protocol)

[6 questions](https://www.coursera.org/learn/html-and-css-in-depth/quiz/Lwqp4/knowledge-check-open-graph-protocol)

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**[Practice Quiz:](https://www.coursera.org/learn/html-and-css-in-depth/quiz/TfRX6/knowledge-check-semantic-and-meta-tags)** [Knowledge check: Semantic and meta tags](https://www.coursera.org/learn/html-and-css-in-depth/quiz/TfRX6/knowledge-check-semantic-and-meta-tags)

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**[Reading:](https://www.coursera.org/learn/html-and-css-in-depth/supplement/ddPad/additional-resources)** [ReadingAdditional resources](https://www.coursera.org/learn/html-and-css-in-depth/supplement/ddPad/additional-resources)

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**  Knowledge check: Metadata**

Practice Quiz18 minutes • 18 min

**Submit your assignment**

**Receive grade**

To Pass 80% or higher

**Your grade**

50%

We keep your highest score

**Knowledge check: Metadata**

Practice Quiz. • 18 min. • 6 total points available.6 total points

** Try again once you are ready**

Grade received 50%

To pass 80% or higher

**1.**

Question 1

What are some of the main characteristics of meta tags? Select all that apply.

1 / 1 point



They don’t have a visual representation in your pages

Correct

Correct! They will not be displayed on the page.



They are placed inside the <body> element



They define metadata about an HTML document, namely information about data

Correct

Correct! They are contextual information for browsers.



They are very important for SEO

Correct

Correct! They define and influence how search engines rank your pages.

**2.**

Question 2

What are some of the most important Meta tags you should use for good SEO? Select all that apply.

0 / 1 point



Title

Correct

Correct! Search engines use them as clickable headlines and titles are given high weight in the ranking factor.



Image alt attributes



Description

Correct

Correct! Although it is not a ranking factor, search engines tend to display descriptions as accompanied snippets.



Keywords

This should not be selected

Not quite. While the keywords meta tag is allowed, it is not recommended for modern web pages as many search engines ignore it, and some use it as a spam indicator.

**3.**

Question 3

Which meta tag is used to specify the character encoding for the HTML document?

1 / 1 point



lang



charset



content



language

Correct

That’s correct! You should use charset to tell the browser the encoding used in your HTML pages, like UTF-8, for example.

**4.**

Question 4

Which meta tag and properties do you need to set to make your pages responsive in desktop and mobile viewports?

1 / 1 point



1







1







1







1





Correct

That’s correct! It’ll establish a 1:1 relationship between CSS pixels and device-independent pixels, taking screen orientation into account.

**5.**

Question 5

How do you tell Google you don’t want to provide an automatic translation for your page if the user uses a different language?

0 / 1 point



1







1







1





Incorrect

Not quite. Language is used to specify the content language.

**6.**

Question 6

Which of the following statements are true about HTTP-equiv tags? Select all that apply.

0 / 1 point



They can simulate HTTP response headers

Correct

Correct! The server can attach http-equiv meta tags for additional instructions to the browser.



They are useful if you don’t have access to the server configuration



They are the recommended way to set HTTP response headers

This should not be selected

Not quite They are rare to see and it’s preferable to use HTTP headers.