Social networks are a great tool

to share content with friends and family,

and even with coworkers and business partners.

When you share a link,

most social networks generate a preview

of the link to let users

know what the linked webpage is about.

Now that you're learning more about

front end web development,

you're probably wondering how

social networks generate these previews.

In this video, you will learn how Meta tags help

webpages create previews of other web pages.

By using Meta tags to control

what information is displayed to users,

you can get more clicks when you share your websites.

But the Meta tags web developers use for this purpose are

different from the traditional

SEO Meta tags that you

learned about earlier in this lesson.

Traditional SEO Meta tags are

oriented towards search results, not direct links.

Facebook's rapid growth led to millions of

people sharing thousands of links every day.

To improve the user experience,

they had to find a way to display information about

a website before a user clicks on the link.

To address this challenge,

Facebook established the Open Graph Protocol in 2010.

The Open Graph Protocol is a set of

Metadata rules that allow

web pages to describe themselves to social networks.

There are many Metadata options

available within the protocol,

but before you learn about them,

let's first discuss how

the Open Graph Protocol Metadata is defined.

Earlier in this lesson,

you learned that Meta tags are defined

inside of the head element of an HTML document.

The Open Graph Protocol also

uses Meta tags added to the head element,

but they are slightly different.

Instead of the name attribute,

the Open Graph Protocol uses

the property attribute to define the Metadata name.

Then, like the regular Meta tags,

it uses the content attribute

to define the Metadata value.

Each property in the Open Graph Protocol starts with og

: as a convention to identify

it as an Open Graph Protocol related tag.

The Open Graph Protocol requires that you must

always include four properties on a webpage.

These are title, type, URL, and image.

The title property defines the title of the page,

this is the text that will appear in the preview.

The type property defines the type of content,

such as website, video, music, or article.

Depending on the value you specify as the type,

other properties may be required.

You will learn about these in a later video.

The URL property defines the permanent web address

that the social network must use for the specific page.

The image property defines a URL to

an image that must display when the website is shared.

Together, these Open Graph Protocol properties enables

social media platforms to create

a preview of the shared web link.

Say, you share a blog post.

The title of the post is the og:title,

the blog post URL is the og:url,

and the image that displays is the og:image.

There are several other optional properties

that you will learn more about later.

But let's briefly explore three of these.

The description property provides

a description of the webpage.

The locale property describes the language

and territory of the webpage's content.

For example, en\_US specifies that

the page is in English and

the locale is the United States.

The site name property describes the name of

the overall website that the webpage belongs to.

You've now learned how to use

Metadata to describe web pages so that

social networks can improve

user experience by previewing shared content.

Next time you share a website on a social network,

you can use what you've learned about

Open Graph Protocol properties to generate more clicks.

Frontend developers use the Open Graph Protocol to improve the user experience of shared links because it helps social media platforms create a preview of the shared web page.



Yes



No

Correct

That's correct, the Open Graph Protocol is a set of metadata rules that allows web pages to describe themselves to social networks. Social media platforms use these meta tags to create a preview of the shared web page.