Day 12: Metadata, Indexing Standards, and Google Webmaster Tools

Contents Covered:

Day 12 focused on the importance of metadata, indexing standards, and tools for optimizing web pages for search engines. Key topics included:

- **Metadata and HTML Meta Tags:** Understanding the role of metadata in web development and search engine optimization (SEO). This included the use of meta tags such as:

  - meta charset="UTF-8": Specifies the character encoding for the HTML document.
  - meta name="description": Provides a brief description of the page content.
  - link rel="canonical": Prevents duplicate content issues by specifying the preferred URL.
  - Title Tag: Crafting appropriate and descriptive content for the title tag to improve indexing and search engine ranking.
  - Favicon: Adding a small icon that appears in the browser tab, enhancing the website's branding.
  - Itemprop Images: Using schema markup to provide additional information about the content to search engines.

- **Indexing on Google:**

  - Understanding the principles of indexing and how search engines like Google crawl and index web pages.
  - Using tools like Google Search Console (previously known as Google Webmaster Tools) and Google Analytics to monitor and improve website performance.

Tasks:

- **Incorporating Metadata and Indexing Standards:**

  - Study and implement the discussed concepts into previously created web pages. This involved adding meta tags, optimizing the title tag, and ensuring the inclusion of a favicon and schema markup.

- **Using Google Search Console:**

  - Steps for setting up and using Google Search Console for website verification and monitoring:
    1. Sign in to Google Search Console.
    2. Add the website link for verification.
    3. Download the HTML verification file provided by Google Search Console.
    4. Upload the HTML file to the website's repository.
    5. Publish the changes and complete the verification process on Google Search Console.

Tools:

- **Visual Studio Code (VSCode):** Used for editing and incorporating metadata and indexing standards into the HTML code.
- **Google Search Console:** A tool for monitoring and maintaining website presence in Google Search results, used for verifying the website and submitting sitemaps.

Summary:

Day 12 emphasized the critical role of metadata and indexing standards in web development and SEO. The session covered essential meta tags, title tag optimization, and the use of schema markup to enhance search engine visibility. The tasks involved applying these concepts to existing web pages and setting up Google Search Console for website verification and monitoring.