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HTML <meta> Tag

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Example

Describe metadata within an HTML document:

```
<head>
  <meta charset="UTF-8">
  <meta name="description" content="Free Web tutorials">
  <meta name="keywords" content="HTML, CSS, JavaScript">
  <meta name="author" content="John Doe">
  <meta name="viewport" content="width=device-width, initial-scale=1.0">
</head>
```

Try it Yourself »

More "Try it Yourself" examples below.

Definition and Usage

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

<meta> tags always go inside the **<head>** element, and are typically used to specify character set, page description, keywords, author of the document, and viewport settings.

Metadata will not be displayed on the page, but is machine parsable.

Metadata is used by browsers (how to display content or reload page), search engines (keywords), and other web services.

There is a method to let web designers take control over the viewport (the user's visible area of a web page), through the **<meta>** tag (See "Setting The Viewport" example below).