

Using Meta Tags and SEO Basics

What Are Meta Tags?

Meta tags provide **information about the webpage** to browsers and search engines.

They go inside the `<head>` section and do not appear on the page itself.

Common Meta Tags

1. Charset

```
<meta charset="UTF-8">
```

- Defines the character encoding.
 - UTF-8 covers most characters in all languages.
-

2. Viewport (Mobile Responsiveness)

```
<meta name="viewport" content="width=device-width, initial-scale=1.0">
```

- Makes your website mobile-friendly.
 - Tells the browser to match the screen's width.
-

3. Page Description

```
<meta name="description" content="Learn HTML from scratch with simple examples.">
```

- Summarizes the page content.
 - Often shown in search engine results.
-

4. Keywords (Less important today)

```
<meta name="keywords" content="HTML, web development, coding">
```

- List of keywords related to your page.
 - Not heavily used by modern search engines.
-

5. Author

```
<meta name="author" content="Your Name">
```

- Specifies the name of the content creator.
-

6. Refresh / Redirect (Optional)

```
<meta http-equiv="refresh" content="5; url=https://example.com">
```

- Redirects the page after 5 seconds.
-

SEO Basics

- Use meaningful page titles with the `<title>` tag.

- Include a clear meta description.
 - Structure content using headings (`<h1>` , `<h2>` , etc.).
 - Use semantic tags to describe content.
 - Make sure the page loads fast and works well on mobile.
-

Example Head Section

```
<head>
  <meta charset="UTF-8">
  <meta name="viewport" content="width=device-width, initial-scale=1.0">
  <meta name="description" content="Simple HTML tutorial for beginners.">
  <meta name="author" content="John Doe">
  <title>Learn HTML</title>
</head>
```

Tip

- Good meta tags improve search visibility and user experience.
- Always include the viewport meta tag for mobile responsiveness.