

10 Essential HTML Tags for SEO (Best practices)



Save For Later





Doctype

It is an instruction that associates a particular XML, HTML, or SGML document with a document type definition. It lives at the top of all your HTML pages.

```
<!doctype html> <!-- HTML5 -->
```



Charset

To display an HTML page correctly, a web browser must know which character set to use.

```
<!-- Set character encoding for the document -->  
<meta charset="utf-8">
```



Viewport

A viewport is a polygon viewing region in computer graphics.

The browser's viewport is the area of the window in which web content can be seen. The viewport is important to make your page responsive.

```
<!-- Viewport for responsive web design -->  
<meta name="viewport" content="width=device-width, initial-scale=1, viewport-fit=cover">
```



Title

The HTML element defines the document's title that is shown in a browser's title bar or a page's tab. It only contains the text.

```
<!-- Document Title -->  
<title>Page Title less than 55 characters</title>
```





Description

A meta description is an HTML element that provides a brief summary of a web page. A page's meta description tag is displayed as part of the search snippet.

```
<!-- Meta Description -->  
<meta name="description" content="Description of the page less than 150 characters">
```





Favicon

A favicon (favorite icon) is a tiny icon included along with a website, which is displayed in places like the browser's address bar, page tabs, and bookmarks menu.

```
<!-- Standard favicon -->  
<link rel="icon" type="image/x-icon" href="https://example.com/favicon.ico">  
<!-- Recommended favicon format -->  
<link rel="icon" type="image/png" href="https://example.com/favicon.png">
```



Apple Meta Tags

Using the apple specific meta tag in the head element of an HTML page informs the Apple OS(Mac OS and iOS) about the Web App.

```
<!-- Apple Touch Icon (at least 200x200px) -->  
<link rel="apple-touch-icon" href="/custom-icon.png">  
  
<!-- To run web application in full-screen -->  
<meta name="apple-mobile-web-app-capable" content="yes">  
  
<!-- Status Bar Style (see Supported Meta Tags below for available values)  
<!-- Has no effect unless you have the previous meta tag -->  
<meta name="apple-mobile-web-app-status-bar-style" content="black">
```




Canonical Links

A canonical link element is an HTML element that helps webmasters prevent duplicate content issues in search engine optimization by specifying the "canonical" or "preferred" version of a web page.

```
<!-- Helps prevent duplicate content issues -->  
<link rel="canonical" href="http://example.com/2017/09/a-new-article-to-read.html">
```





Facebook OG

OG Tags for Facebook webmaster to show the website's content properly when shared on Facebook.

```
<meta property="og:type" content="website">
<meta property="og:url" content="https://example.com/page.html">
<meta property="og:title" content="Content Title">
<meta property="og:image" content="https://example.com/image.jpg">
<meta property="og:description" content="Description Here">
<meta property="og:site_name" content="Site Name">
<meta property="og:locale" content="en_US">
<!-- Next tags are optional but recommended -->
<meta property="og:image:width" content="1200">
<meta property="og:image:height" content="630">
```



Twitter Cards

Twitter card tags look similar to Open Graph tags, Used for showing the website information when shared on Twitter.

```
<meta name="twitter:card" content="summary">
<meta name="twitter:site" content="@site_account">
<meta name="twitter:creator" content="@individual_account">
<meta name="twitter:url" content="https://example.com/page.html">
<meta name="twitter:title" content="Content Title">
<meta name="twitter:description" content="Content description less t
<meta name="twitter:image" content="https://example.com/image.jpg">
```



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