

✓ Congratulations! You passed!

Go to next item

Grade received 100% To pass 80% or higher

1. What are some of the main characteristics of meta tags? Select all that apply.

1 / 1 point

☒ They define metadata about an HTML document, namely information about data

✓ Correct
Correct! They are contextual information for browsers.

☐ They are placed inside the <body> element

☒ They are very important for SEO

✓ Correct
Correct! They define and influence how search engines rank your pages.

☒ They don't have a visual representation in your pages

✓ Correct
Correct! They will not be displayed on the page.

2. What are some of the most important Meta tags you should use for good SEO? Select all that apply.

1 / 1 point

☒ Image alt attributes

✓ Correct
Correct! They help search engines understand what the images are about.

☐ Keywords

☒ Description

✓ Correct
Correct! Although it is not a ranking factor, search engines tend to display descriptions as accompanied snippets.

☒ Title

✓ Correct
Correct! Search engines use them as clickable headlines and titles are given high weight in the ranking factor.

3. Which meta tag is used to specify the character encoding for the HTML document?

1 / 1 point

☐ content

☒ charset

☐ language

☐ lang

✓ Correct
That's correct! You should use charset to tell the browser the encoding used in your HTML pages, like UTF-8, for example.

4. Which meta tag and properties do you need to set to make your pages responsive in desktop and mobile viewports?

1 / 1 point

☒

```
1 <meta name="viewport" content="width=device-width, initial-scale=1" />
```

☐

1 `<meta name="viewport" content="height=device-height, initial-scale=1" />`

☐

1 `<meta name="viewport" content="width=window-width, initial-scale=1" />`

☐

1 `<meta name="viewport" content = " width = device-width, initial-scale = 0 " />`

☒ **Correct**

That's correct! It'll establish a 1:1 relationship between CSS pixels and device-independent pixels, taking screen orientation into account.

5. How do you tell Google you don't want to provide an automatic translation for your page if the user uses a different language?

1 / 1 point

☐

1 `<meta name="language" content="english" />`

☐

1 `<meta name="googlebot" content="english" />`

☒

1 `<meta name="googlebot" content="notranslate" />`

☒ **Correct**

That's correct! This is how you instruct Google to skip an automatic translation.

6. Which of the following statements are true about HTTP-equiv tags? Select all that apply.

1 / 1 point

☒ They can simulate HTTP response headers

☒ **Correct**

Correct! The server can attach http-equiv meta tags for additional instructions to the browser.

☐ They are the recommended way to set HTTP response headers

☒ They are useful if you don't have access to the server configuration

☒ **Correct**

Correct! This is true if you are using a shared hosting where it's up to the hosting company how to respond to the requests.