HTML META TAG

Head Tag

`<head>` element is a container for `metadata (data about data)`

Metadata is `not` displayed on the page.

it contains

1. meta tag

2. link tag

3. title tag

4. style tag

5. JavaScript file , < `script` > tag

Meta tag

`<meta>` element is typically used to specify the

character set,

page description,

keywords,

author of the document,

and viewport settings.

Favicon (browser tab icon)

1. **Define the character set used:**

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

`charset="UTF-8"`

- Defines the **character set** (the way text is stored and displayed).
- `UTF-8` stands for **Unicode Transformation Format – 8-bit**.

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2. **Define keywords for** `search engines` :

`<meta name="keywords" content="HTML, CSS, JavaScript">`

`name="keywords"`

- Specifies the type of metadata.

`content="HTML, CSS, JavaScript"`

- The actual **keywords** you want to associate with your webpage.

They tell `search engines that this page is related to HTML, CSS, and JavaScript.`

meta keywords = hidden inside the HTML `<head>` but **not shown** in Google search results.

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3. **Define a description of your web page:**

```
<meta name="description" content="Free Web tutorials">
```

`name="description"`

- Specifies that this meta tag contains a **page description**.

`content="Free Web tutorials"`

- The actual **description text** of your webpage.

Why it's important?

Search Engines (SEO):

- Google and other search engines often use this description as the **snippet text** in search results

Social Media Sharing:

- When you share a link on Facebook, Twitter, or LinkedIn, they often display the description from this meta tag.

The recommended length is about **50–160 characters**.

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4. **Define the author of a page:**

```
<meta name="author" content="John Doe">
```

`name="author"`

- Tells the browser (and other systems) that this tag specifies the **author's name**.

`content="John Doe"`

- The actual **author's name** (can be a person, `company, or organization`).
- earch engines (like Google) **do not display the author meta tag** in search results.
- It's more for **metadata, documentation, and tools** (not SEO).

- If you want your name to appear in search results, you'd use **structured data (schema.org/author)** instead.

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5. **Refresh document every 30 seconds:**

```
<meta http-equiv="refresh" content="30">
```

http-equiv="refresh"

- Acts like an **HTTP header instruction**.
- Tells the browser to refresh or redirect the page.

content="30"

- The number of **seconds** after which the page will refresh.

Better alternative

Modern Alternative (Better UX)

setTimeout api , execute specific sections or parts of the page

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6. **Setting the viewport to make your website look good on all devices:**

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

name="viewport"

- Tells the browser how to control the **page's dimensions and scaling** on different devices.
- "viewport" is the **visible area of a webpage** on a device (phone, tablet, laptop, etc.)

`content="width=device-width, initial-scale=1.0"`

- This is the **rule** for how the page should display.

  - `width=device-width` → sets the page width equal to the device's screen width.

    - On a phone = phone's width.

    - On a laptop = laptop's width.

  - `initial-scale=1.0` → sets the **initial zoom level** to 100% (no zoom in/out by default).

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7. favicons

```
<link rel="icon" type="image/png" href="favicon.png">
```

- `rel="icon"` → Tells the browser that this is a favicon.

- `type="image/png"` → Specifies the file type (can also be `"image/x-icon"` for `.ico` files).

- `href="favicon.png"` → Path to your favicon image.

✅ Common favicon formats:

- `.ico` (most traditional, widely supported)

- `.png` (modern and lightweight)

- `.svg` (scalable for all devices)