

Metadata

Metadata

The following example represents the document metadata:

```
<head>
  <meta charset="utf-8">
  <title>About W3C | World Wide Web Consortium(W3C)</title>
  <meta name="description"
    content="The World Wide Web Consortium (W3C) is an international community
    where Member organizations, a full-time staff,
    and the public work together to develop Web standards.">
  <meta name="keywords" content="W3C, HTML, HTML5, XHTML,
    CSS, CSS3, SVG, MathML, WCAG">
</head>
```

character setting

The character encoding used by the document is specified by **the charset attribute** for the meta element.

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

See also [The meta element](https://www.w3.org/community/webbed/wiki/HTML/Elements/meta) [_\(https://www.w3.org/community/webbed/wiki/HTML/Elements/meta\)_](https://www.w3.org/community/webbed/wiki/HTML/Elements/meta).

title

Web page's title is specified by <title>.

- Title is used in a title bar of Web browsers, user's history, bookmarks, or in search results.
- You should use titles that identify their documents even when they are used out of context.

```
<title>About W3C | World Wide Web Consortium(W3C)</title>
```

1. describe the Web page's title between <title> ... </title>.

[Example]

```
<head>
  <meta charset="utf-8">
  <title>HOME | W3C cafe</title>
</head>
```

Web page's description

Web page's description is specified by `<meta name="description">`.

- You describe the Web page's description in the content attribute.

```
<meta name="description" content="The World Wide Web Consortium (W3C) is an international community
      where Member organizations, a full-time staff, and the public work together to develop Web standard
s.">
```

1. Describe the Web page's description. [Example]

```
<head>
  <meta charset="utf-8">
  <title>About W3C cafe | W3C cafe</title>
  <meta name="description" content="The W3C cafe is .....">
</head>
```

Web page's keywords

Web page's keywords are specified by `<meta name="keywords">`.

- You describe the Web page's keywords in the content attribute.

```
<meta name="keywords" content="W3C, HTML, HTML5, XHTML, CSS, CSS3, SVG, MathML, WCAG">
```

1. Describe the Web page's keywords. [Example]

```
<head>
  <meta charset="utf-8">
  <title>About W3C cafe | W3C cafe</title>
  <meta name="description" content="The W3C cafe is .....">
  <meta name="keywords" content="W3C cafe, coffee, .....">
</head>
```