**What is Meta Data?**

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In Data Analytics, metadata is a vital component of effective search engine optimization (SEO) and can significantly impact the visibility of web content. Search engines rely on metadata, including page titles, descriptions, and other tags, to comprehend the context and relevance of web pages in response to user queries. Located at the beginning of a document, a meta title is "a title that a web page presents in the uppermost section of the search engines results so that when a person is searching for content, they are able to reference and link to the page from the SERP (Search Engine Results Page)." (enelafdv, 2017). These result in the most popular keywords being searched on a browser that users see in search engine results, influencing their decision to click through to a website. Below a meta title are the meta descriptions, around 160 characters, that provide a concise overview of a particular web page (enelafdv, 2017). Since a search result on Google or another web search engine can bring in well over half a million results, usually compelling meta titles and descriptions will lead to more click-throughs, better rankings, or a change of one person's website viewed first. (enelafdv, 2017).

Also, metadata plays a role in social media platforms, guiding what information is displayed when a web page is shared, which can affect click-through rates and engagement. Content creators who utilize social media often use keywords to determine how many viewers watch their content based on specific metadata. Content creators must realize that the popularity surrounding specific keywords changes based on trends, which change as frequently from 24 hours to as long as yearly, depending on how popular that specific keyword is. Similar to search engine optimization (SEO), content creators must write meta tags, including title tags, description tags, content type tags, and viewport tags, to ensure that their content is searchable and will display accurately in the search engine results pages (SERPs) (*Metadata for Content Marketers: A Quick and Easy Guide*, 2022). Content creators can also write robot tags to "provide instructions to web crawlers regarding what you want them to do with a web page. For example, you can tell Google to index the page, not to index a page, to follow links on the page, not to follow links, and so much more." (*Metadata for Content Marketers: A Quick and Easy Guide*, 2022). Other metadata guidelines that content creators can utilize, other than determining the audience of their content and writing different meta tags, are to follow different social media content guidelines or even incorporate accessibility considerations to make your content more inclusive.

**References**

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