

# Meta tagovi-elementi

Meta podatak je informacija o podacima. **<meta>** tag sadrži informacije o (X)HTML dokumentu.

Ovi podaci se neće prikazati u prozoru web čitača ali će ove informacije biti dostupne ostalim klijentima (web pretraživači, web čitači ili razni web servisi). Klijenti će prihvatiti samo one meta tagove koje razumeju.

Meta podaci se smeštaju unutar **<head>** elementa (x)html stranice.

# Meta tagovi-elementi

`<meta name="vrednost" content="vrednost" />`

**author:** definiše autora dokumenta

**copyright:** definiše informacije o autorski pravima dokumenta

**description:** definiše opis dokumenta (max 160 chars)

**distribution:** definiše nivo distribucije dokumenta

**generator:** definiše program koji se koristi za generisanje dokumenta

**keywords:** definiše ključne reči da se definiše dokument (max 20 words, 10 words)

**progid:** definiše ID programa koji se koristi za generisanje dokumenta

**rating:** definiše rejting stranice

**resource-type:** definiše tip web resursa

**revisit-after:** definiše stopu ažuriranja web resursa

**robots:** definiše pravila za robote (popisivači za pretraživače)

**others:** možete da definišete sopstvena imena

# Meta tagovi-elementi

```
<meta name="vrednost" content="vrednost" />
```

Obavezni atribut **content** definiše sadržaj meta informacije. Sadržaj zavisi od vrednosti **name** atributa.

```
<meta name="keywords" content="xhtml,css,php" />
```

```
<meta name="author" content="VTS Subotica" />
```

# Meta tagovi-elementi

`<meta http-equiv="vrednost" content="vrednost"/>`

Ovaj atribut daje HTTP zaglavlje za informaciju u **content** atributu. Ovaj atribut može da se koristi za simulaciju HTTP zaglavlja. Njegova vrednost zavisi od vrednosti **content** atributa. Ukoliko je **name** atribut definisan, `http-equiv` ne bi trebali koristiti.

**Allow:** definiše metod podržan od strane servera

**Content-Encoding:** definiše dodatno kodiranje sadržaja dokumenta

**Content-Length:** definiše veličinu dokumenta (u bajtovima)

**Content-Type:** definiše MIME tip dokumenta (text/html)

**Date:** definiše datum kreiranja dokumenta

**Expires:** definiše kada će se dokument smatrati zastarelim

**Last-Modified:** definiše datum poslednje promene

**Location:** definiše absolutnu URL adresu dokumenta

**Refresh:** definiše vremenski interval za samo osvežavanje

**Set-Cookie:** definiše vrednost za cookie

**WWW-Authenticate:** definiše pravila autentifikacije

# Meta tagovi-elementi

<meta http-equiv="Content-Type" content="text/html; charset=UTF-8" />

<meta http-equiv="Content-language" content="sr" />

<meta http-equiv="Expires" content="0" />

<http://www.seoconsultants.com/meta-tags/language>

# Google i meta tagovi

Google razume sledeće meta tagove:

```
<meta name="description" content="A description of the page" />
```

```
<title>The Title of the Page</title>
```

```
<meta name="robots" content="..., ..." />
```

```
<meta name="googlebot" content="..., ..." />
```

```
<meta name="google" content="nottranslate" />
```

```
<meta name="google-site-verification" content="..." />
```

```
<meta http-equiv="Content-Type" content="...; charset=..." />
```

```
<meta http-equiv="refresh" content="...;url=..." />
```

# Google i meta tagovi

```
<meta name="description" content="A description of the page" />
```

Kratak opis stranice

```
<title>The Title of the Page</title>
```

Ovo nije meta tag ali ga google koristi često sa opisom stranice.

```
<meta name="robots" content="..., ..." />
```

```
<meta name="googlebot" content="..., ..." />
```

Kontroliše ponašanje web pretraživača i web robota. Podrazumevana vrednost je

```
<meta name="robots" content="index, follow" />
```

i ona se ne mora koristiti. **Index,follow** je isto što i **all**

**NoIndex**

**NoFollow**

**NoIndex, NoFollow**

# Google i meta tagovi

`<meta name="robots" content="..., ..." />`

`<meta name="googlebot" content="..., ..." />`

`noindex`

`nofollow`

`nosnippet`

`noodp (http://www.dmoz.org/)`

`noarchive`

`noimageindex`

`<meta name="googlebot" content="NOODP" />`



# Google i meta tagovi

```
<meta name="google" content="notranslate" />
```

```
<meta name="google-site-verification" content="..." />
```

Webmaster Tools

```
<meta http-equiv="Content-Type" content="...; charset=..." />
```

```
<meta http-equiv="Content-Type" content="text/html; charset=UTF-8" />
```

```
<meta http-equiv="refresh" content="...;url=..." />
```

```
<meta http-equiv="refresh" content="5;url=2.html" />
```

# Robots.txt

**`www.domen.com/robots.txt`**

`User-agent: *`

`Disallow: /folder1/`

**(blokira direktorijum *folder1* za sve user agente)**

`User-Agent: Googlebot`

`Disallow: /folder2/`

**(blokira pristup direktorijumu *folder2* za Googlebot)**

**Spisak svih robota: <http://www.robotstxt.org/>**

# Robots.txt

Disallow: /  
(blokira ceo sajt)

Disallow: /junk-directory/  
(blokira direktorijum i sve unutar njega)

Disallow: /private\_file.html  
(blokira fajl)

User-agent: Googlebot-Image  
Disallow: /images/dogs.jpg  
(uklanja određenu sliku iz Google Images)

# Robots.txt

```
User-agent: Googlebot-Image
```

```
Disallow: /
```

(uklanja sve slike sa sajta iz Google Images)

```
User-agent: Googlebot
```

```
Disallow: /*.gif$
```

(blokira fajl ili određeni tip fajla)

```
User-agent: Googlebot
```

```
Disallow: /private*/
```

(blokira sve poddirektorijume koji počinju sa rečju private)

Info: <https://support.google.com/webmasters/answer/156449>

# Sitemap

<http://www.xml-sitemaps.com/>

**sitemap.xml**

# Facebook Open Graph Meta Tags

```
<meta property="og:{tagName}" content="{tagValue}"/>
```

```
<meta property="og:image"  
  content="http://vts.su.ac.rs/docs/logo/VTS_logo.jpg"  
/> (minimum 50x50)
```

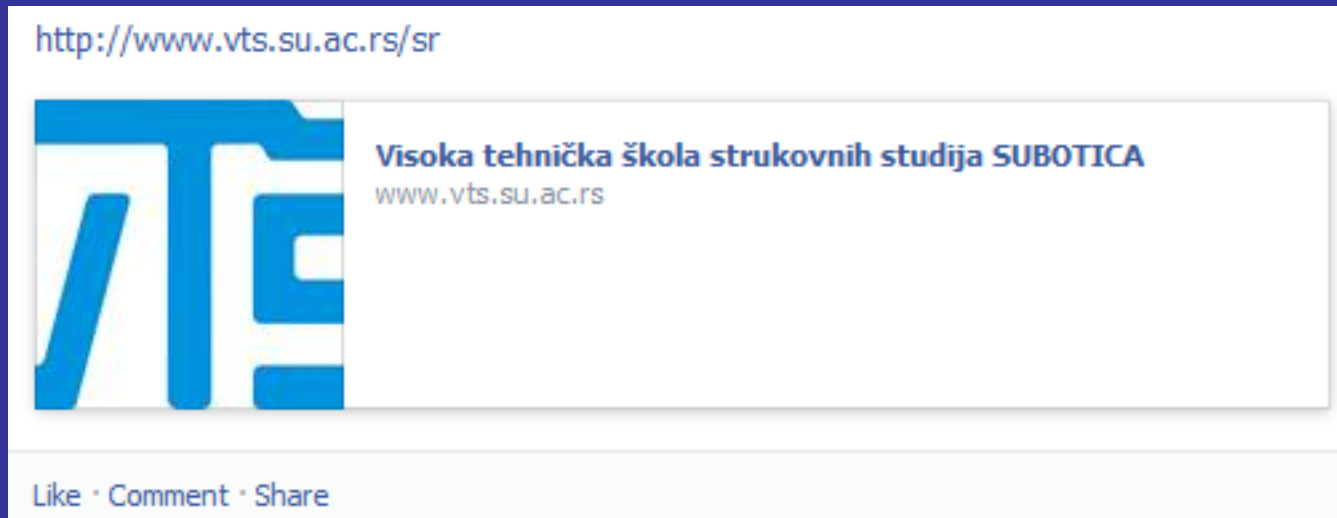
```
<meta property="og:type" content="website"/>
```

```
<meta property="og:title" content="Visoka tehnička  
škola strukovnih studija SUBOTICA"/>
```

```
<meta property="og:url"  
  content="http://www.vts.su.ac.rs/" />
```

```
<meta property="og:site_name" content="VTS Subotica"/>
```

# Facebook Open Graph Meta Tags



<https://developers.facebook.com/docs/opengraph/>

<http://ogp.me/>

# nofollow

```
<meta name="robots" content="nofollow" />
```

```
<a href="signin.php" rel="nofollow">sign in</a>
```



# Kanonički linkovi

```
http://www.example.com/product.php?item=swedish-  
fish&trackingid=1234567&sort=alpha&sessionid=5678asfasdfa  
sfd
```

```
http://www.example.com/product.php?item=swedish-  
fish&trackingid=1234567&sort=price&sessionid=5678asfasdfa  
sfd
```

```
<link rel="canonical"  
href="http://www.example.com/product.php?item=swedish-  
fish"/>
```

```
<link rel="canonical" href="http://www.example.com/" />
```

```
<link rel="canonical" href="http://www.example.com/page.html" />
```

```
<link rel="canonical" href="http://www.example.com/directory/page.html"  
/>
```

```
<link rel="canonical" href="page.php?item=purse" />
```

# Meta tagovi

```
<head>
<title>VTS</title>
<meta http-equiv="Content-Type" content="text/html;
charset=UTF-8" />
<meta http-equiv="Content-language" content="en" />
<meta http-equiv="Expires" content="0" />
<meta name="author" content="VTS" />
<meta name="keywords" content="student,it,web" />
<meta name="description" content="web site of vts" />
<meta name="robots" content="index, follow" />
<meta name="revisit-after" content="1 days" />
</head>
```

**WEB HOSTING REVIEWS**

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## Meta Tag Generator

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Title:

Keywords:

Description:

Author:

E-mail:

Copyright:

Revisit  
After:

Refresh To:  after  secs

Expires:

Distribution:

Robots:

Rating:

Character  
Set:

Language:  Other



<OnlineMetaTag.com>

online free meta tag generator tool

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## Online Meta Tag Generator

**Meta Tags** are HTML tags used to control your site description in the search engines that support them: **Google, Yahoo, MSN Search, AOL Search, AltaVista, AllTheWeb (FAST), HotBot, Lycos, Infoseek (Go), Excite, and WebCrawler.** It is important to have well made meta tags because they can help increase your **Search Engine Position.**

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**XSD Documentation Tool** [Automated XSD and XML documentation with full WYSIWYG authoring](#) [www.innovasys.com](http://www.innovasys.com)

**Name tag maker** [Cost Effective Label Printer System Label Software Included. At \\$99.99+](#) [www.SIIBusinessProducts.com](http://www.SIIBusinessProducts.com)



AdChoices

Below you can generate meta tags for your site freely

If your page already has META tags you may import and edit them.

URL:

Site Title:

Site Description:

