

Meta Element

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- **Metadata** means data about data i.e. data that gives information about some other data.
- The **meta element** is used to specify metadata - some additional information about the HTML document.

The two main attributes of the meta element are:

- **name:**
 - It specifies **what** kind of metadata the element is representing.
 - This attribute has a specific meaning for the meta element.
 - Hence it can take only certain defined values that the meta element will understand.
 - Values it can take are: “keywords”, “description”, “viewport”, etc.
- **content:**
 - It specifies the **actual value** for the name attribute.
 - It can take up any value or a defined value depending on the name attribute.

For example,

```
<meta name="keywords" content="Frontend, HTML, Meta Tags">
```

It means the meta element is representing keywords. Keywords are used to highlight the main crux of the HTML document. It helps search engines to index your webpage using the keywords specified using the ‘content’ attribute. It means your webpage is about frontend, HTML, and meta tags.

Viewport Meta Element

Setting the viewport meta tag, lets us control the width and scaling of the pages so that they are sized according to the device size.

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

It means,

Attribute	Value	Meaning
name	viewport	It means viewport meta tag is being used
content	width=device-width	<p>width is used to control the viewport width.</p> <p>It means the width of the viewport will be equal to the actual width of the device on which you access the webpage.</p> <p>It can also be set to a specific number of pixels like width=300.</p>
content	initial-scale=1.0	<p>initial-scale is used to define the zoom level of the webpage when it is first loaded.</p> <p>It means the zoom factor of the webpage is 1.0 when it is first loaded i.e. neither zoomed out nor zoomed in.</p>