

HTML Tags



HTML Tags

HTML tags are the fundamental building blocks of an HTML document. They are used to structure and format content on a webpage. Tags define all elements of the document, i.e. they give meaning to the plain text of HTML

Basics of HTML tags

- HTML tags are enclosed within angle brackets: < and >.
- A tag name must start with a letter or an underscore (_).
- HTML is not case-sensitive: <p> and <P> are treated the same.

Examples:

<html>

<head>

<title>

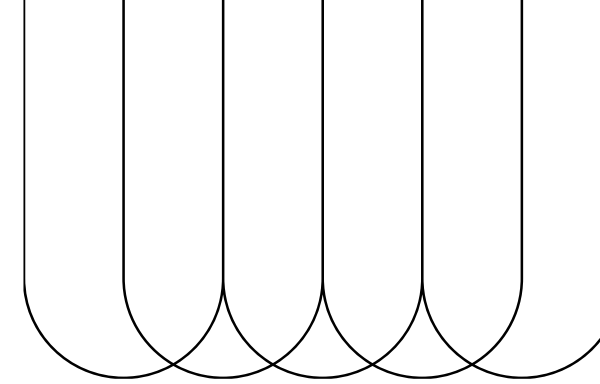
<body>

<p>

<h1>



PAIRED & UNPAIRED TAGS



Paired Tags

Paired tags are HTML tags that come in a set with an opening tag and a closing tag. They enclose content and define how it should be displayed on the webpage.

Structure

- **Opening Tag** : Starts with `<` and ends with `>`.
- **Closing Tag** : Starts with `<` but includes a forward slash `/` before the tag name, and ends with `>`.

Example:

```
8  <body>
9
10 <p>Paragraph</p>
11 <b>Bold</b>
12 <i>Italic</i>
13 <h1>Heading</h1>
14 </body>
```

Output:



PAIRED & UNPAIRED TAGS

Un-paired Tags

Unpaired tags, also called self-closing or empty tags, do not need a closing tag. They usually represent elements that don't hold content, like line breaks or images. In HTML5, the slash (/) at the end is optional, but it is sometimes used for compatibility with older versions like XHTML.

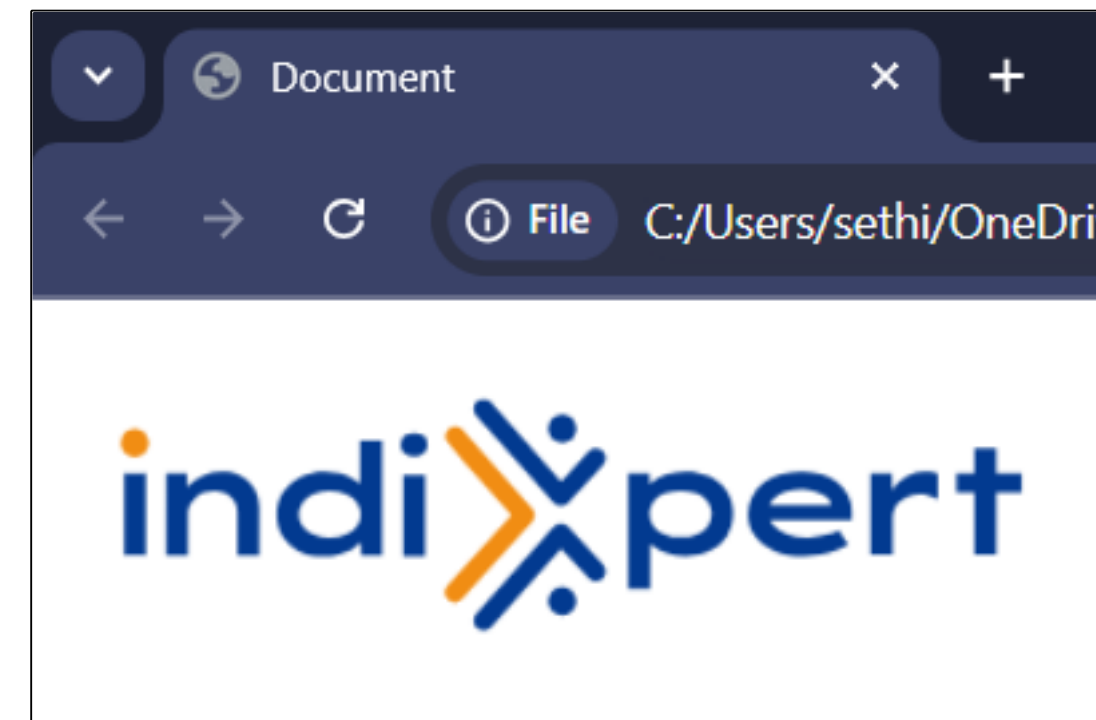
Structure

- Starts with <, contains the tag name, and ends with >.
- It does not have a separate closing tag.

Example:

```

<body>
| | | |  <!--Path to img-->
</body>
  
```



Output

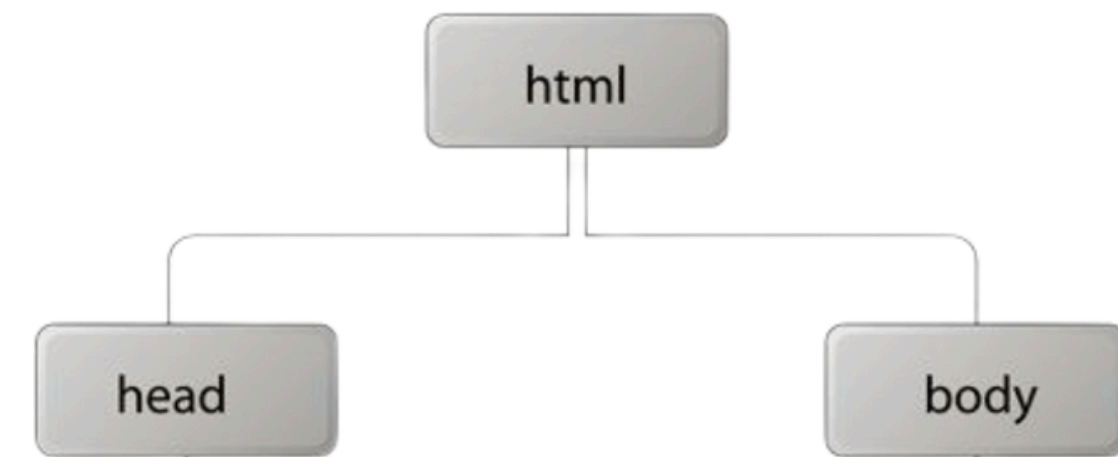
Commonly Used Tags

Document Structure Tags

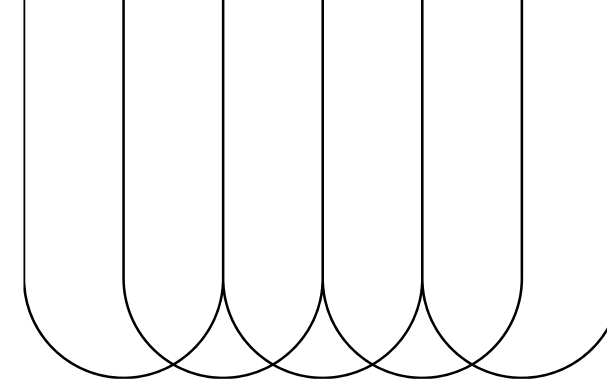
Document structure tags are used in HTML to define the organization of a web-page's content. These tags help browsers render content correctly and assist search engines and assistive technologies in understanding the document's structure.

Basic HTML Document Structure:

```
<!DOCTYPE html>
<html lang="en">
  <head>
    <!-- Metadata, Document Title, style and script -->
  </head>
  <body>
    <!-- All visible contents -->
  </body>
</html>
```



Document Structure Tags



<!DOCTYPE html>

Declares the document type and version of HTML being used. Since we're using HTML 5 we just need to write html in doctype

<html>

The <html> tag is the root element that contains all the content of the webpage. It can also include a lang attribute to specify the language of the content for browsers.

<body>

The <body> tag contains the main content of the page, and everything within this tag is displayed in the browser.

<head>

The <head> tag contains meta-information about the document, such as the page title, links to stylesheets, scripts, and other external resources.

HTML Meta Tags



What are meta tags?

Meta tags in HTML are used to provide metadata (data about data) about the web-page. Meta tags are placed inside the <head> section to provide metadata about the web-page, which helps browsers and search engines understand the content.

Why are meta data important?

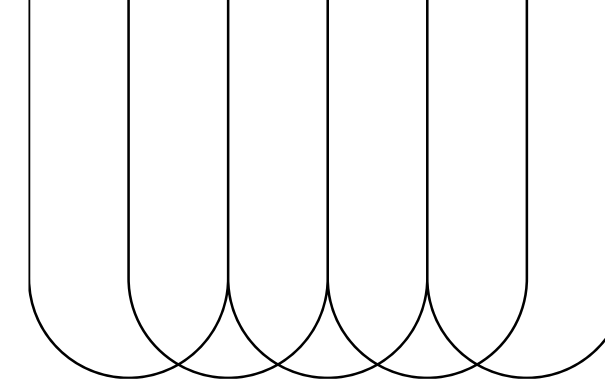
- Help search engines understand your content (SEO).
- Define character set, viewport settings, and more.
- Enable social media previews with Open Graph / Twitter tags.

Example:

```
<head>
  <meta charset="UTF-8">
  <meta name="viewport" content="width=device-width, initial-scale=1.0">
  <meta name="description" content="Learn about HTML meta tags.">
</head>
```



HTML Meta Tags



Character Set (charset)

Defines the character encoding for the document (important for handling non-ASCII characters).

Syntax:

```
<head>
  <meta charset="UTF-8">
  <!-- UTF-8 is now the default character
  encoding in all modern browsers -->
</head>
```

What it does?

charset="UTF-8" tells the browser to use UTF-8 encoding, which supports almost all characters in all languages.

Viewport

It sets the viewport to scale the page to the screen width. Useful for responsive design on all devices.

Syntax:

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

What it does?

- width=device-width sets the page width to match the screen width of the device.
- initial-scale=1.0 sets the initial zoom level (1:1 scale).

Description

It provides a short description of the page content. Search engines often use this in search results.

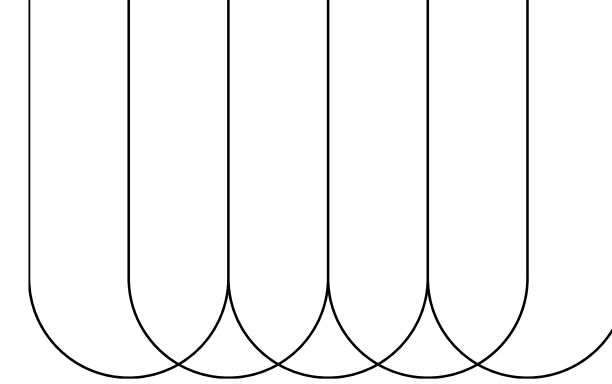
Syntax:

```
<head>
  <meta name="description"
  content="Learn about HTML meta tags.">
</head>
```

What it does?

- The content is often shown below the page title in search results.
- Helps improve SEO and click-through rates.

HTML Meta Tags



Keywords

Specifies keywords that describe the page content. Though less important for SEO today, it is still recognized by some search engines.

Syntax:

```
<head>
  <meta name="keywords"
  | content="Meta Tags, Keywords, HTML">
</head>
```

What it does?

Lists relevant keywords for the page.
Rarely used by modern search engines.

Robots

Tells search engines how to index or follow links on the page. It can be used to prevent certain pages from being indexed or followed.

Syntax:

```
<head>
  <meta name="robots"
  | content="index || noindex, follow || nofollow">
</head>
```

What it does?

- Controls how search engine crawlers interact with the page.
- index / noindex: Whether the page should appear in search results.
- follow / nofollow: Whether links on the page should be followed.

Author

Specifies the name of the author of the document.

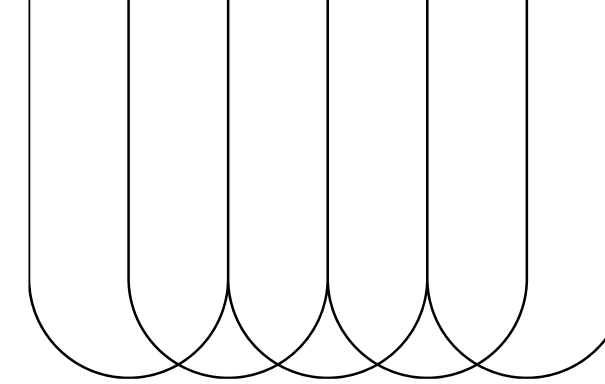
Syntax:

```
<head>
  <meta name="author"
  | content="indixpert.com, Anand Singh">
</head>
```

What it does?

Useful for content ownership, documentation, and displaying author info in some browsers or developer tools.





HTML Meta Tags



Open Graph (OG) Tags

Used to improve how your content appears when shared on social media platforms like Facebook, Twitter, and LinkedIn

Syntax :

-  **og:title** – Sets the title shown in the link preview
-  **og:description** – Provides a short summary under the title
-  **og:image** – Displays a preview image
-  **og:url** – Specifies the URL of the page being shared

Example:

```
<head>
  <meta property="og:title" content="HTML Meta Tags">
  <meta property="og:description" content="Meta tags and its role in html">
  <meta property="og:image" content="https://www.indixpert.com/logo.svg">
  <meta property="og:url" content="https://www.indixpert.com/">
</head>
```



Favicon

A Favicon is a small icon that appears next to your website's title in browser tabs. It helps in branding and easy identification among multiple tabs.

How to add Favicon to your site?

- The <link> tag is used to add a favicon to a web-page.
- Multiple favicon sizes and formats are included to ensure compatibility across various devices and browsers.

Example:

```
<head>
  <!-- Standard browser favicon -->
  <link rel="icon" href="favicon.ico" type="image/x-icon">
  <!-- High-resolution PNG favicon -->
  <link rel="icon" href="favicon-32x32.png" type="image/png" sizes="32x32">
  <!-- Apple devices (iOS homescreen icon) -->
  <link rel="apple-touch-icon" href="apple-icon-180x180.png" sizes="180x180">
  <!-- Android devices -->
  <link rel="icon" href="android-icon-192x192.png" sizes="192x192">
</head>
```



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