# <meta> Tags

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## What is Meta data?

#### Introduction to <meta> tag:

- **Definition:** The <meta> tag defines metadata about an HTML document. Metadata is data that describes data.
- Importance of Meta Tags: Meta tags lets the browsers know on how to display content or reload page, and improve search engine optimization and other web services.

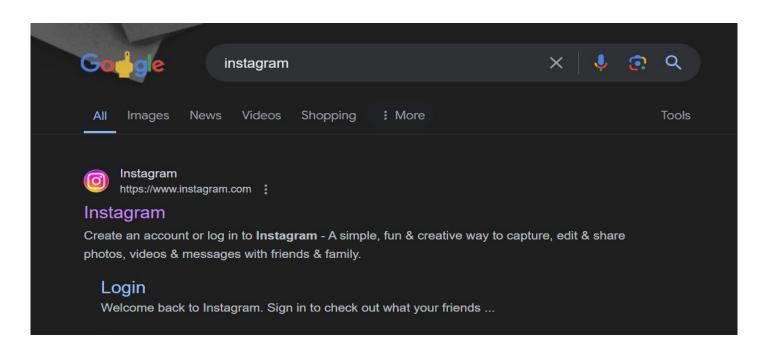
#### **Syntax:**

<meta/>

#### Attributes of Meta tags:

- 1. Name <meta name="author" content="Jaynth">
- 2. Content <meta name="description" content="Your page
   description">
- 3. Charset <meta charset="utf-8"/>
- 4. Http-equiv-<meta http-equiv="refresh" content="30">

#### Search Results of Instagram in Google search engine



#### Example <meta> tag use in Instagram website

```
<head>
    <title>Instagram</title>
    <meta charset="utf-8">
    <meta name="viewport" content="width=device-width, initial-scale=1.0">
    <meta property="og:image" content="https://static.cdninstagram.com</pre>
    rsrc.php/v3/yR/r/hexDR1NOpRC.png">
    <meta name = "description" content = "Create an account or log in to Instagram"</pre>
    - A simple, fun & amp; creative way to capture, edit & amp; share photos, videos
    & amp; messages with friends & amp; family." >
```

</head>

#### Facebook - Open Graph Protocol

```
<meta property="og:image"
content="https://developer.mozilla.org/mdn-social-share.png" />
```

<meta property="og:description" content="The Mozilla Developer Network
(MDN) provides information about Open Web technologies including HTML, CSS,
and APIs for both websites and HTML Apps." />

<meta property="og:title" content="Mozilla Developer Network" />

#### Output for the Open Grap - og



#### Mozilla Developer Network

The Mozilla Developer Network (MDN) provides information about Open Web technologies including HTML, CSS, and APIs for both Web sites and HTML5 Apps. It also documents Mozilla products, like Firefox OS.

DEVELOPER.MOZILLA.ORG

### Thank you!!