
`<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.
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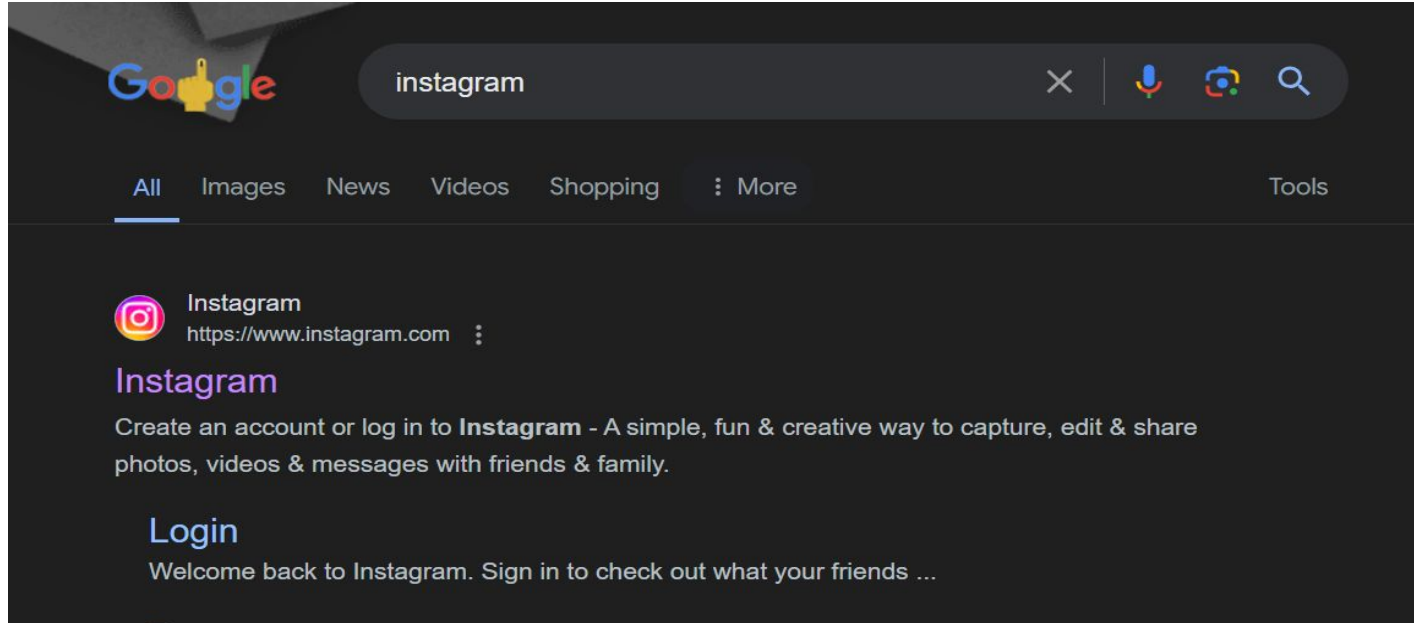
Syntax:

`<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">`
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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  
  rsrc.php /v3/yR/r/hexDR1NOpRC.png">
```

```
  <meta name = "description" content = "Create an account or log in to Instagram  
  - A simple, fun & creative way to capture, edit & share photos, videos  
  & messages with friends & family.">
```

```
</head>
```

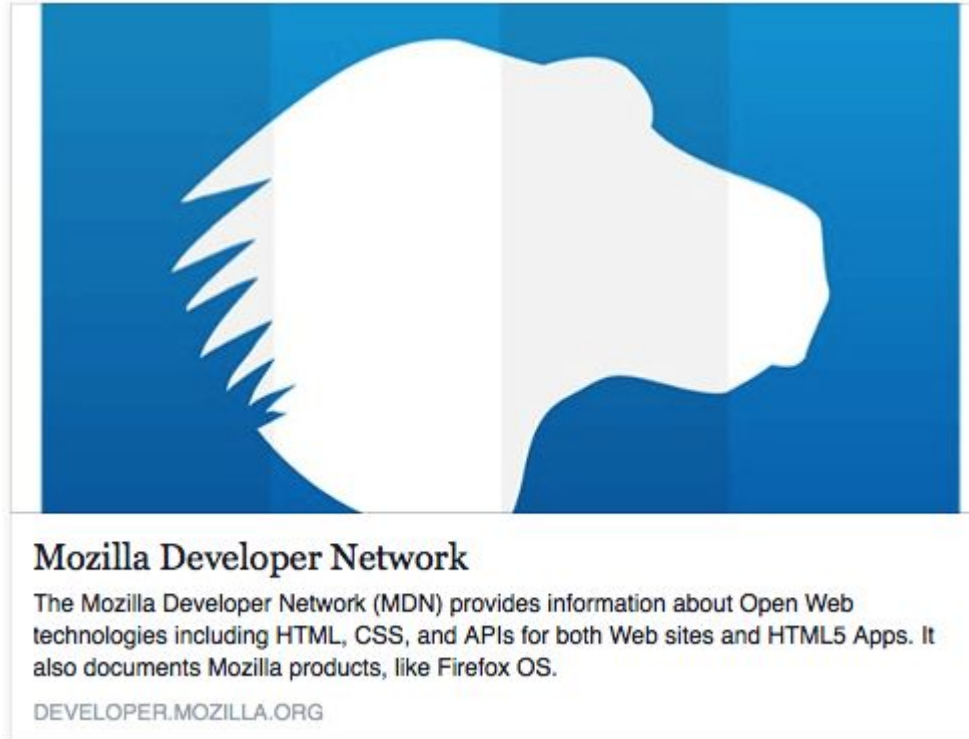
Facebook - Open Graph Protocol

```
<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



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Thank you!!