Week 17: Metatags

251514 WEB PROGRAMMING ESSENTIALS

Objectives

- By the end of this session students should be able to;
  - Understand how forms work
  - Use the \<form\> element
  - Create input objects
  - Style forms with Cascading Style Sheets (CSS)

What is Meta tag?

- **HTML <meta>** tag - specify metadata, which is additional important information about a webpage or HTML document.

- **HTML <meta>** tag is a self-closing element, meaning it doesn't require a closing tag but carries information within its attributes.

- The META elements can be used to include **name** and **content** pairs describing properties of the HTML document, such as author, expiry date, a list of keywords, document author, etc.

- You can include one or more meta tags in your webpage based on what information you want to keep in your document.

- Meta tags do not impact the physical appearance of the document.

Adding Metadata to Web Pages

- You can add metadata to your web pages by placing <meta> tags inside the header <head> of the web page.

- The following metadata can be added using the <meta> tag:
  - ❖Specifying Keywords
  - ❖Document Revision Date
  - ❖Page Redirection
  - ❖Setting Author Name
  - ❖Document Description
  - ❖Document Refreshing
  - ❖Setting Cookies
  - ❖Specify Character Set

Specifying Keywords

- Use the **\<meta\>** tag to specify important keywords related to the webpage, and later these keywords are used by the search engines while indexing your webpage for searching purposes.

- Following is an example where we are adding "HTML, Meta Tags, and Metadata" as important **keywords** about the webpage.

```
<!DOCTYPE html>
<html>
<head>
    <title>Meta Tags Example</title>
    <meta name="keywords" content="HTML, Meta Tags, Metadata"
/>
</head>
<body>
    <p>Hello HTML5!</p>
</body>
</html>
```

Document Description

- You can use the **<meta>** tag to give a short description about the document. This again can be used by various search engines while indexing your webpage for searching purposes.

- The following example demonstrates how you can define a meta description for a webpage.

```html
<!DOCTYPE html>
<html>
<head>
    <title>Meta Tags Example</title>
    <meta name="keywords" content="HTML, Meta Tags, Metadata" />
    <meta name="description" content="Learning about Meta Tags." />
</head>
<body>
    <p>Hello HTML5!</p>
</body>
</html>
```

Document Revision Date

- You can use the **<meta>** tag to give information about the last time the document was updated. This information can be used by various web browsers while refreshing your webpage.

- The following example demonstrates how you can define a revision date:

```html
<!DOCTYPE html>
<html>
<head>
    <title>Meta Tags Example</title>
    <meta name="keywords" content="HTML, Meta Tags, Metadata" />
    <meta name="description" content="Learning about Meta Tags." />
    <meta name="revised" content="Tutorialspoint, 3/7/2014" />
</head>
<body>
    <p>Hello HTML5!</p>
</body>
</html>
```

Document Refreshing

- The **<meta>** tag can be used to specify a duration after which your web page will keep refreshing automatically.

- If you want your page to keep refreshing after every 5 seconds, then use the following syntax:

```html
<!DOCTYPE html>
<html>
<head>
    <title>Meta Tags Example</title>
    <meta name="keywords" content="HTML, Meta Tags, Metadata" />
    <meta name="description" content="Learning about Meta Tags." />
    <meta name="revised" content="Tutorialspoint, 3/7/2014" />
    <meta http-equiv="refresh" content="5" />
</head>
<body>
    <p>Hello HTML5!</p>
</body>
</html>
```

Page Redirection

- You can use the **<meta>** tag to redirect your page to any other webpage. You can also specify a duration if you want to redirect the page after a certain number of seconds.

- Following is an example of redirecting the current page to another page after 5 seconds. If you want to redirect the page immediately, then do not specify the content attribute:

```html
<!DOCTYPE html>
<html>
<head>
    <title>Meta Tags Example</title>
    <meta name="keywords" content="HTML, Meta Tags, Metadata" />
    <meta name="description" content="Learning about Meta Tags." />
    <meta name="revised" content="Tutorialspoint, 3/7/2014" />
    <meta http-equiv="refresh" content="5; url=http://www.tutorialspoint.com" />
</head>
<body>
    <p>Hello HTML5!</p>
</body>
</html>
```

Setting Cookies

Cookies are data stored in small text files on your computer, and it is exchanged between a web browser and a web server to keep track of various information based on your web application needs.

- You can use the **<meta>** tag to store cookies on the client side, and later this information can be used by the Web server to track a site visitor. If you do not include the expiration date and time, the cookie is considered a session cookie and will be deleted when the user exits the browser.

```html
<!DOCTYPE html>
<html>
<head>
    <title>Meta Tags Example</title>
    <meta name="keywords" content="HTML, Meta Tags, Metadata" />
    <meta name="description" content="Learning about Meta Tags." />
    <meta name="revised" content="Tutorialspoint, 3/7/2014" />
    <meta http-equiv="cookie" content="userid=xyz; expires=Wednesday, 08-Aug-15 23:59:59 GMT;" />
</head>
<body>
    <p>Hello HTML5!</p>
</body>
</html>
```

Setting Author Name

- You can set an author name on a web page using a **\<meta\>** tag. Author name be specified by assigning the **"author"** value to the **"name"** attribute.

- Example: The following example demonstrates how you can set an author name:

```html
<!DOCTYPE html>
<html>
<head>
    <title>Meta Tags Example</title>
    <meta name="keywords" content="HTML, Meta Tags, Metadata" />
    <meta name="description" content="Learning about Meta Tags." />
    <meta name="author" content="Mahnaz Mohtashim" />
</head>
<body>
    <p>Hello HTML5!</p>
</body>
</html>
```

Specify Character Set

- You can use the **<meta>** tag to specify the character set used within the webpage. By default, Web servers and Web browsers use ISO-8859-1 (Latin1) encoding to process Web pages.

- Example: Following is an example to set UTF-8 encoding:

```html
<!DOCTYPE html>
<html>
<head>
    <title>Meta Tags Example</title>
    <meta name="keywords" content="HTML, Meta Tags, Metadata" />
    <meta name="description" content="Learning about Meta Tags." />
    <meta name="author" content="Mahnaz Mohtashim" />
    <meta http-equiv="Content-Type" content="text/html; charset=UTF-8" />
</head>
<body>
    <p>Hello HTML5!</p>
</body>
</html>
```

Thank you 🙂