Exercise: Adding meta tags and setting up OGP

Overview

Building a website is an important part of marketing a business. Equally, word of mouth and social media are important for bringing in new customers. In this exercise, you will prepare the Little Lemon web app for search engines and social media platforms, by adding meta tags and setting up Open Graph protocol (OGP).

Scenario

The Little Lemon restaurant makes great food and the owners hope that happy customers will recommend the restaurant to others by sharing the website on social media. Potential customers may also try to find the website using popular search engines. It is an important task to make sure that the website is presented correctly on both search engines and social media platforms. In this exercise, you will add metatags and set up the Open Graph protocol (OGP) to help ensure the correct presentation of your project on these various platforms. You may find it helpful to refer to the following lesson items in the HTML and CSS in-depth course now or as you progress through the exercise:

- [Metadata](#)

- [UX with meta tags](#)

- [Social media cards](#)

- [Setting up social media cards](#)

Instructions

You will apply the following to the index.html file in your project.

Step 1: Add the appropriate description (meta tag)

Add your own description for your Little Lemon restaurant application:

```
1    <meta name="description" content="your text goes here"/>
```

Step 2: Add the `og:title` meta tag

Add the Open Graph's title for your Little Lemon restaurant application, inside the double quotes in the content HTML attribute:

```
1    <meta name="og:title" content=""/>
```

Step 3: Add the `og:description` meta tag

Add your own description for your Little Lemon restaurant application, inside the double quotes in the content HTML attribute:

```
1    <meta name="og:description" content=""/>
```

Step 4: Add the `og:image` meta tag

Add your own Open Graph image for your Little Lemon restaurant application, inside the double quotes in the content HTML attribute:

```
1    <meta name="og:image" content=""/>
```

Conclusion

In this exercise, you prepared the Little Lemon web app for search engines and social media platforms using Open Graph meta tags. When the app is launched online, it will appear with the correct information for potential customers.