

## # Lecture 12: Favicon, Title, Meta Tags, SEO & HEAD Tag.

→ **<head> tag**: It is a container for metadata and is placed between the **<html>** tag and **<body>** tag. Metadata is data about the HTML document. Metadata is not displayed on the page.

Metadata typically define the document title, character, styles, scripts, and other meta information.

→ **<title> tag**: It is used to define the title of document. The title must be text only and it is shown in the browser's title bar or in the page tab. The page title is very important for SEO.

→ **<link> tag** : It's define the relationship between the current document and an external resource.

It is mostly used for linking an external style sheets or adding a favicon.

→ **What is SEO?**

SEO stands for Search Engine Optimization. In simple terms, SEO means the process of improving our website to increase its visibility in Google or other search engines whenever people search for something.

→ **<meta charset = "UTF-8">** : The charset attribute specifies the character encoding for HTML document. The HTML5 specification encourages web developers to use UTF-8 character set.

→ **<meta http-equiv = "X-UA-Compatible" content = "IE-edge">**  
So, basically this tag is used to force Internet Explorer (IE) to use the latest version of the rendering engine. Regardless of the document's compatibility mode. Also this ensures that the page is rendered using a newer standard compliant rendering engine.

→ **<meta name = "viewport" content = "width=device-width", initial-scale = 1.0">**  
So, basically viewport is the user's visible area of a web page. It is introduced by HTML5 to let the web designers take control over the viewport.

\* **width=device-width** : This part sets the width of the page to follow the screen width of the device (which will vary).

\* **initial-scale = 1.0** : This part sets the initial zoom level when the page is first loaded by the browser.