# ssWhat is meta tag and used in SEO?

In the context of SEO (Search Engine Optimization), a "meta tag" typically refers to HTML elements within the **<head>** section of a web page that provide information about the page's content to search engines. These meta tags help search engines understand the page's topic, structure, and other attributes, which can affect how the page is indexed and displayed in search engine results. Some of the most commonly used meta tags in SEO include:

**Meta Title Tag**: The **<title>** tag defines the title of a web page and is displayed as the clickable headline in search engine results. It's a critical element for SEO because it often determines whether users click on your page.

**Meta Description Tag**: The **<meta name="description">** tag provides a brief summary of the page's content. Search engines may use this description in search results, so it should be compelling and relevant to encourage users to click on the link.

**Meta Keywords Tag**: In the past, the **<meta name="keywords">** tag was used to specify a list of keywords or phrases relevant to the page's content. However, search engines like Google no longer consider this tag for ranking purposes because it was often abused by keyword stuffing. It's generally not as important as it once was.

**Meta Robots Tag**: The **<meta name="robots">** tag tells search engines how to crawl and index the page. It can instruct search engines whether to index the page, follow links, or avoid indexing certain parts of the page.

**Meta Canonical Tag**: The **<link rel="canonical">** tag is used to address duplicate content issues. It specifies the preferred version of a page when there are multiple URLs with similar content.

**Meta Viewport Tag**: The **<meta name="viewport">** tag helps with mobile optimization by specifying how the page should be displayed on various devices and screen sizes.

**Meta Author Tag**: The **<meta name="author">** tag indicates the author of the content, which can be useful for establishing credibility and expertise.

**Meta Open Graph Tags**: These tags, such as **<meta property="og:title">**, **<meta property="og:description">**, and **<meta property="og:image">**, are used for social media sharing. They control how the page appears when shared on platforms like Facebook.

**Meta Charset Tag**: The **<meta charset="UTF-8">** tag specifies the character encoding used for the page, ensuring that special characters display correctly.

**Meta Language Tag**: The **<meta name="language">** tag specifies the language of the content, which can be helpful for international SEO and localization.

It's important to note that while these meta tags provide information to search engines, they are just one aspect of SEO. Other factors like high-quality content, backlinks, site speed, mobile-friendliness, and user experience also play crucial roles in SEO. Therefore, optimizing meta tags is just one part of a comprehensive SEO strategy.