



Importance of meta tag



List of topics :

1. What are meta tags
2. Important meta tags
3. Importance of meta tags

What are meta tags

- An HTML document's metadata is defined via the `<meta>` tag. Data about data is referred to as metadata.
- The character set, page description, keywords, document author, and viewport settings are all typically specified using `<meta>` tags, which are always placed inside the `<head>` element
- Although it won't be visible on the page, metadata can still be parsed by machines.
- Search engines (keywords), browsers (how to show content or reload page), and other web services all employ metadata.
- Through the usage of the `<meta>` tag, web designers have the ability to control the viewport (the portion of a web page that users can see).

Important meta tags:

1. Title Tag
2. Meta Description
3. Canonical Tag
4. Robots Meta Tag
5. Open Graph Meta Tags
6. Responsive Design Meta Tags

Importance of meta tags

Think of meta tags as a way to give both human users and Google a better idea of what your website is about. The more you use meta tags for SEO strategy, the more value you'll provide.

Meta tags are essential for search engine optimization in various ways viz.:

- assisting search engines in determining the subject of your website
- assisting visitors in understanding the information on your website
- Avoiding duplicate content issues
- driving traffic via organic search and clicks



▶ THANK YOU ◀