

## \* Metadata -

A major part of launching a website is a process called Search engine optimization or SEO.

The process involves making improvements to a website's

- ① content

- ② Semantics

- ③ Delivery

Every search engine has its own algorithm for ranking website

Meta tags - Define metadata about the web page

- Meta tags are added inside the head element of html document and nothing inside the head element is displayed in web browser.

In other words meta tags are unseen elements within the browser

- There is no closing tag for meta tag.

The meta element has two attributes, name and content.

The name attribute specifies the name of metadata and content attribute specifies value of the metadata

- example -
- Author metadata
  - Description metadata
  - Keyword metadata
  - Robots metadata
  - Viewport metadata

## Robots metadata -

The content attribute for Robots has four possible values:

- 1) Index - analyse the page
- 2) Follow - visit all links on the web page
- 3) noindex - not analyze the page
- 4) nofollow - not to visit the links

## Viewport metadata -

The viewport metadata is important when designing responsive web page.

Important - User experience  
SEO

## \* Open Graph protocol

- Metadata rules for describing websites
- Established by facebook in 2010
- Instead of name attribute, the open graph protocol uses the property attribute to define metadata name.

The open graph protocol requires that we must always include four properties on the webpage. These are

- 1) title
- 2) type
- 3) URL
- 4) image

Another properties - ① description ② locale  
③ site-name