**Meta tag**

The <meta> tag defines metadata about an HTML document. Used to specify character set, page description, keywords, author of the document, and viewport settings.

**Meta tag in SEO**

Meta tags are snippets of text that describe a page's content; the meta tags don't appear on the page itself, but only in the page's source code. Meta tags are essentially little content descriptors that help tell search engines what a web page is about.

So basically, meta tag helps to tell search engines what the topic of the page is accordingly search engine will display particular web page to user when user enters the searching keywords.