**META TAGS** are snippets of the text that provide information about a webpage’s content to the search engine and website visitors.They are added to the HTML code of a webpage and

are not visible to human visitors. Here are some common types of meta tags:

**1.Meta Title:** The title of the webpage,which appears in search engine results pages

**2.Meta Description:** A brief summary of the webpage’s content,which appears in SERPs.

**3.Meta Keywords:** A list of Keywords relevant to the webpage’s content

**4.Meta Charset:** Specifies the character encoding of the webpage,such as “UTF-8”.

**5.Meta viewport :** controls the zooming and scaling of a webpage on mobile devices.

Examples of meta tags in HTML:

<head>

<title>megatags</title>

<meta name=”description” content=”page description”>

<meta name=”keywords” content=”keywords1”>

<meta charset=”UTF-8”>

<meta name=”viewport” content=”width=device-width,initial-scale=1.0”>

</head>