* **what are the metadata used for?**

1. SEO (Search Engine Optimization):

- Helps search engines understand the page content.

- Example: <meta name="description" content="Page description here.">

2. Character Set:

- Specifies the character encoding.

- Example: <meta charset="UTF-8">

3. Viewport:

- Ensures proper display on mobile devices.

- Example: <meta name="viewport" content="width=device-width, initial-scale=1.0">

4. Author Information:

- Provides the author's name.

- Example: <meta name="author" content="Author Name">

5. Keywords:

- Lists relevant keywords for the page.

- Example: <meta name="keywords" content="keyword1, keyword2, keyword3">

6. Page Refresh/Redirect:

- Refreshes or redirects the page automatically.

- Example: <meta http-equiv="refresh" content="30">

7. Browser Compatibility:

- Ensures compatibility with older browsers.

- Example: <meta http-equiv="X-UA-Compatible" content="IE=edge">

8. Social Media Sharing (Open Graph):

- Enhances how content appears when shared on social media.

- Example: <meta property="og:title" content="Page Title">

9. Twitter Cards:

- Improves the appearance of shared links on Twitter.

- Example: <meta name="twitter:card" content="summary\_large\_image">

10. Robots Instructions:

- Tells search engines which pages to index.

- Example: <meta name="robots" content="index, follow">

These points summarize the main uses of metadata in HTML in a straightforward way.

* **Add the following metadata element to a web page you created: keywords, description and author?**

1. Keywords:

- Purpose: Helps search engines understand the main topics or subjects of your webpage.

- Usage: Include relevant terms that describe your content.

- Importance: Aids in search engine indexing and improving search relevance.

2. Description:

- Purpose: Provides a brief summary of the content on your webpage.

- Usage: Write a concise and compelling summary that accurately describes your page.

- Importance: This summary often appears in search engine results, impacting click-through rates and SEO.

3. Author:

- Purpose: Specifies the name of the individual or organization responsible for the content.

- Usage: Include the author’s name or the name of the organization.

- Importance: Useful for content attribution and providing contact information for the content creator.