

What are meta tags, and what are they used for?

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So, meta tags are invisible HTML tags, invisible to the visitor, that communicate information about the whole document of the page to the browser and ultimately to search engines. The most popular and really useful meta tags today are the title tag, which is at the very top of the document in the header, and the meta description tag. You'll see those reflected in search results, say, when you're in Google and you're looking at a page. So, that's why they are crucially important.

The other important meta tags for a document are Open Graph tags. And they define information communicated to social media platforms. So, for example, when Facebook consumes a page, or you share a page to Facebook, Facebook's looking through your document for those Open Graph tags.

One Open Graph tag is an image. So, if there's a link to an image, Facebook will use that link when it's shared on its platform. And this is true across many different platforms, whether that's Instagram, you know, whether it's LinkedIn. So, it's crucial to have the right kind of Open Graph and meta tags, you know, in the header tag of your page, even though it's not in any way visible or useful to the rest of the document.