Coding HTML with NVDA -Part 3(Meta Tags)

Disclaimer: all text in between asterisks (\*) is what is spoken by the screen reader

# Introduction

Hey guys what is up. Its your girl Thee Quinn here and I am back with another video in the html series. So todays video will be part 3 of the html series, and in today’s video we will be discussing the meta tag. But before we get into it, please be sure to like the video if you love the content, subscribe if you are new, and turn on that notification bell to be alerted whenever I post the next video. Also note that the instrumentals for this video have been provided by Inner Sanctum Entertainment Ltd. Let’s get right into it.

# Start of tutorial

Now, right before we get into the meta tags, let’s do a bit of recap. as I may of said before, an html document consists of 2 sections. These are a head section and a body section. as I said in the first video, the head section contains all the meta information about the page. The head section is also where any information about the styling of your webpage will be located, but we will get into that in another video. So none of the information found in the head tag is actually displayed on your website. The body section of your html file is the actual front end of your website. This means that it houses all the information that will be displayed on your website. This is why in the last video I said that the head tag and body tag are on the same level as they are both nested in the html tag.

Ok so before we get any deeper into this video, let’s go back to that folder that we had created for our website in the last video and open it. Then make sure that you are selected on the index.html file that we were working on from last time. Then press your applications key. Then you would press your H to jump to open with. Then you would down arrow to Note Pad and press enter, or you can just press N. now let’s read what we had in this file from last time, just to refresh your memory:

\*

<!DOCTYPE html>

<html lang="en">

<head>

<title>TQ TestWebsite</title>

</head>

<body>

<h1>Welcome to My Website</h1>

<p>This is a test.</p>

</body>

</html>

\*

Awesome so that is the document that we were working on since last time. Now as you can see, right now in our head tag, the only thing we have is a title. So this is where we are about to add some meta tags. Search engines like Google search for this meta tag in order to understand the information provided by the website. This is also helpful if the user searches for a specific website. Then the search engine’s result page will display snippets in search results that will provide information related to your website. It is typically used to specify character set, page description, keywords, author of the document, and viewport settings.

I must note that this meta tag does not come with a closing tag. So where do we put the content you may ask? This is where attributes come in. and if you don’t know what attributes are then you have to go back to my last video html part 2. So the syntax for the meta tag is

<meta attributeName="value">

Awesome, now here are some possible attributes for the meta tag

1. Charset

This specifies the character encoding for the HTML document. The value for this attribute is the character set. This is a set of character codes that are supported by HTML. A browser must know what charset to use to correctly display a web page. The HTML5 specification encourages web developers to use the UTF-8 character set, which covers almost all of the characters and symbols in the world!

1. Name

This attribute is used to define the name of the property. values include:

Application-name

Author

Description

Keywords

Viewport

1. Content

This Specifies the value associated with the property stated in the name attribute. The value of this attribute would be text.

The meta tag also supports the html global attributes but we will get into those in another video. Now let me demonstrate the use of the meta tag.

First if you were to use the application-name property. This value should only be used if your web page is an application. This test web page that we are working on will not be an app. But just in case your web page is going to be an app here is the syntax. In this example the name of the app is my app.

<meta name="application-name" content="My App">

Awesome, now let’s move on to the keywords property. These help tell search engines what the topic of the page is. The meta keywords tag is still used by some search engines as part of their ranking process. However, major search engines such as Google, Yahoo and Bing no longer use it but other smaller search engines do. More attention is paid to the title and meta description tags. But in this competitive world, every little exposure you can get counts. When choosing keywords it is important to only use words that describe your site. So let’s go ahead and insert our meta keywords tag. So let’s go back up to where we have our opening head tag.

\*<head>\*

Then down arrow because remember that we had the title in here.

\* <title>TQ TestWebsite</title>\*

Awesome, so remember that the meta tags should be within the head tag. So since the title tag is already in the head tag, let’s put the meta tag below it. So I’ll go to the end of this line and press enter to go into a new line under it. Then remember that because it is within the head tag I had started indenting by two spaces, so let’s keep consistent with that. So I will put 2 spaces and start typing. In between the quotes after content is where you would put the words relating to your website. So I am going to put words like tutorial, how to, and accessibility because that is what my website is about. Note that after each keyword, once you are going to put another keyword after it, you should put a comma and a space. Then after you are finished writing all of your keywords, close the quotes and close the meta tag with the greater than sign. So your line should read:

\* <meta name="keywords" content="tutorial, how to, accessibility">\*

Awesome so that is it for the meta keywords tag.

Now, let’s use the description property. A meta description provides a brief summary of your web page. A page's meta description tag is displayed as part of the search snippet in a search engine’s results page. It is meant to give the user an idea of the content that exists within the page and how it relates to their search query. A good meta description will attract users to click through and visit your site. They ensure that search engines know what your content is about, so they'll be able to show the website in the appropriate results. There is no real limit to meta descriptions

But google normally shortens snippets to 150 or 160 characters. It is best to keep them as short and spicy as possible while still describing what your website is about. The best range to stick to is 50 to 160 characters.

So now let’s go to the end of the line that we were on. Then press enter to go into a new line. Then remember that we will keep consistent with the 2 spaces. Now let’s put our meta description tag, so let’s start typing. Then in between the quotes after the content attribute you would type your short description. Then after you are finished typing that, put your closing quote and end the meta tag with a greater than sign. So your line should read:

\* <meta name="description" content="Free html tutorials for NVDA">\*

Awesome now let’s move on to the author property.

Now this is used to Define the author of a page. So if it is your website you would just put your name here. So to create that meta author tag we would go to the end of this line that we are on. Then press enter to go into a new line. Then remember that we are keeping consistent with the 2 spaces. Then we would start typing the meta tag. In between the quotes after the content attribute is where you would put your name. then put a closing quote after, and end the meta tag with a greater than sign. So your line should read:

\* <meta name="author" content="Thee Quinn">\*

Awesome, so now we are moving on to the view port property.

The viewport is the user's visible area of a web page. It varies with the device, that is, it will be smaller on a mobile phone than on a computer screen. Adding this element is great especially if you don’t want to make a separate mobile design for your website. It basically makes your website look good on all devices. Alright so let’s see how this viewport tag works now. Let’s go to the end of the line that we are currently on. Then press enter to go into a new line. Remember to stay consistent with 2 spaces. Then type the following and I will explain it later:

\* <meta name="viewport" content="width=device-width, initial-scale=1.0">\*

So you should include this viewport meta tag in all your webpages. This gives the browser instructions on how to control the page's dimensions and scaling. The width=device-width part sets the width of the page to follow the width of the device’s screen. And of course, this will vary depending on the device). The initial-scale=1.0 part sets the initial zoom level when the page is first loaded by the browser. Awesome so that is it for the viewport tag. Now let’s move on to our last tag which is the meta charset tag.

So we will go to the end of this line that we were on. Then press enter to go into a new line. Then remember to keep consistent with 2 spaces. Now remember that this meta charset tag did not come with a name and content attribute. The name charset is the actual name of the attribute. So we would start typing the meta tag. Then in between the quotes after the charset attribute we would put UTF-8 because remember that it is recommended by the html 5 standard. Then you would put your closing tag, and end the meta tag with the greater than sign. So your line should read:

\* <meta charset="UTF-8">\*

Awesome so that is it for the meta tags. Now let me read over everything so you can hear what I have:

\*

<!DOCTYPE html>

<html lang="en">

<head>

<title>TQ TestWebsite</title>

<meta name="keywords" content="tutorial, how to, accessibility">

<meta name="description" content="Free html tutorials for NVDA">

<meta name="author" content="Thee Quinn">

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

<meta charset="UTF-8">

</head>

<body>

<h1>Welcome to My Website</h1>

<p>This is a test.</p>

</body>

# Conclusion</html>

Awesome! So that is it for this video guys. And before the video closes, please remember to save your document with Ctrl + S and then you can close it. Awesome so that is it for meta tags guys. I know you might not think that they are extremely important because they are not actually displayed on your website, but trust me, they can be of some importance to your website.. I’ll try my best to see how soon I can push out the next video, but trust me guys I have a lot in store for you. So hopefully you guys enjoyed this video. Remember that all of my videos and all of my resources are also on my website at your fingertips. All in one place. And you can also hire my services on there as well. But thanks again for watching. Be sure to like the video if you love the content, subscribe if you are new, and turn on my notifications to be alerted whenever I post the next video. I will see you next time.

\*