

Beginner's Guide Blog Post



Title

- Craft a Beginner-Friendly Title

Introduction

- Write a Simple and Clear Introduction

Body

- Create a Concise Guide of Key Concepts

Conclusion

- Provide next steps

Beginner's Guide to Meta Tags for SEO

Meta tags are a part of your website's HTML code. They help search engines understand information about your website. And that influences how your website appears in search results.

Meta tags also tell browsers how to show your website on your device. In other words, they can make sure your website displays correctly for both desktop and mobile users.

And that tells Google your site is mobile-friendly. Which can help your site rank higher in Google's search results.

So meta tags are an important part of SEO.

In this guide, we'll walk you through the [SEO basics](#) and [best practices](#) of using meta tags to optimize your web pages. You'll also learn to help search engines recognize your web pages and increase their ranking.

What Are Meta Tags?

Meta tags provide information about a webpage and directly influence how search engines view and display websites.

They're added to the HTML code in the header of the document. Here's one example:

```
<html>
<head>
<meta name="description" content="Save time & budget. Stay creative with your content while Search takes care of the data.">
</head>
</html>
```

Meta tag elements can be for the benefit of search engines, like Google. The example above is setting a meta description that tells Google about the page. And Google and other search engines often display the meta description in search results.

Meta tags can also benefit your customers by helping improve user experience. For example, the viewport meta tag tells the browser to render a webpage according to screen size.

There are several types of meta tags. We'll provide an overview of some of the most commonly used ones:

- Meta descriptions
- Robot meta tags
- Viewport meta tags

In addition, we'll go over title tags. Title tags work like meta tags because they also help Google understand what your page is about. And like the meta description, Google uses your title tag when displaying your page in search results. However, title tags are technically not meta tags.

Improve Your Meta Tags Today

There are many [elements to SEO](#), but you don't have to be an expert before you can understand and improve the meta tags on your website. Marketers such as yourself can use tools like our [SEO checker](#) to audit your pages for SEO status and gather information about your competitors. It'll also make some recommendations that you can implement straight away.

Easy to understand definition

Explanation of why meta tags are important

Overview of the rest of the article

A clear header

A more in-depth description with an illustration / example

A deeper explanation of why meta tags are important and useful

A list of the different types of meta tags and another preview of what the rest of the article will contain

Concluding header that teases next steps

What to do next, using Semrush tools

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