

# Metatag

## Beyond meta description

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CIDUG June 13, 2019

```
<meta name="HandheldFriendly" content="true">
<meta name="viewport" content="width=device-width">
<meta name="MobileOptimized" content="width">
<meta http-equiv="Content-Type" content="text/html; charset=utf-8">
<meta name="description" content="Drupal is an open source platform for building websites and applications.">
<meta name="generator" content="Drupal 7 (https://www.drupal.org/docs/7/new-and-improved-drupal-7.0.0-release)>
<meta property="og:site_name" content="Drupal.org">
<meta property="og:type" content="article">
<meta property="og:url" content="https://www.drupal.org/home">
<meta property="og:title" content="Drupal - Open Source CMS">
<meta property="og:description" content="Drupal - the leading open source CMS for building websites and applications. A unique space in a world of cookie-cutter solutions.">
<meta property="og:updated_time" content="2019-06-10T10:36:35-0400">
<meta property="og:image" content="https://www.drupal.org/sites/default/files/2019-06/drupal-7.0.0-release.png">
<meta property="article:published_time" content="2018-04-05T14:00:00-0400">
<meta property="article:modified_time" content="2019-06-10T10:36:35-0400">
<title>Drupal - Open Source CMS | Drupal.org</title>
```



# What do meta tags do?

- \* Meta information about your page.
- \* Machine readable information
- \* Helps systems understand meaning.



# API for your page

```
<title>Mac - Apple</title>  
<meta name="Description" content="Explore the world of Mac.  
Check out MacBook Pro, iMac Pro, MacBook Air, MacBook, iMac, and more.  
Visit the Apple site to learn, buy, and get support." />
```

Mac - Apple

<https://www.apple.com/mac/> ▼

Explore the world of Mac. Check out MacBook Pro, iMac Pro, MacBook Air, MacBook, iMac, and more.  
Visit the **Apple** site to learn, buy, and get support.



# Social Media Shares

```
<meta property="og:image"
content="https://www.apple.com/v/mac/home/ag/images/meta/og.png?201906111840" />
<meta property="og:title" content="Mac" />
<meta property="og:description" content="Explore the world of Mac. Check
out MacBook Pro, iMac Pro, MacBook Air, MacBook, iMac, and more. Visit the Apple
site to learn, buy, and get support." />
<meta property="og:url" content="https://www.apple.com/mac/" />
<meta property="og:locale" content="en_US" />
<meta property="og:site_name" content="Apple" />
<meta property="og:type" content="website" />
```



APPLE.COM

**Mac**

Explore the world of Mac. Check out MacBook Pro, iMac Pro, MacBook Air,...



# Open Graph

- Developed by Facebook, used everywhere.
- Based on similar technologies like RDFa

<http://ogp.me/>



# Metatag Module

- Metatag standards like OG & Dublin Core
- Extensible (see [schema.org](https://schema.org) Metatag)
- Create sensible defaults per global/content type
- Overridable per node

<https://www.drupal.org/project/metatag>



Let's Play