# Twitter Thread by Insha



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## 7 meta tags to improve the optimization of your site.

## A Thread ■

Why Meta tags are important?

-Meta tags are invisible tags that provide data about your page to search engines and website visitors.
-They can be optimized to highlight the most important elements of your content and make your website stand out in search results.

1■■ Title tag

Title tags are used by search engines to determine the subject of a page and are one of the first things that users notice in the SERPs.

Try to keep your title tag clear, descriptive, and usually not more than 55 characters.




2■■ Meta description

It is usually the element that determines whether users will click on your page, which makes it important to spend time on its optimization.

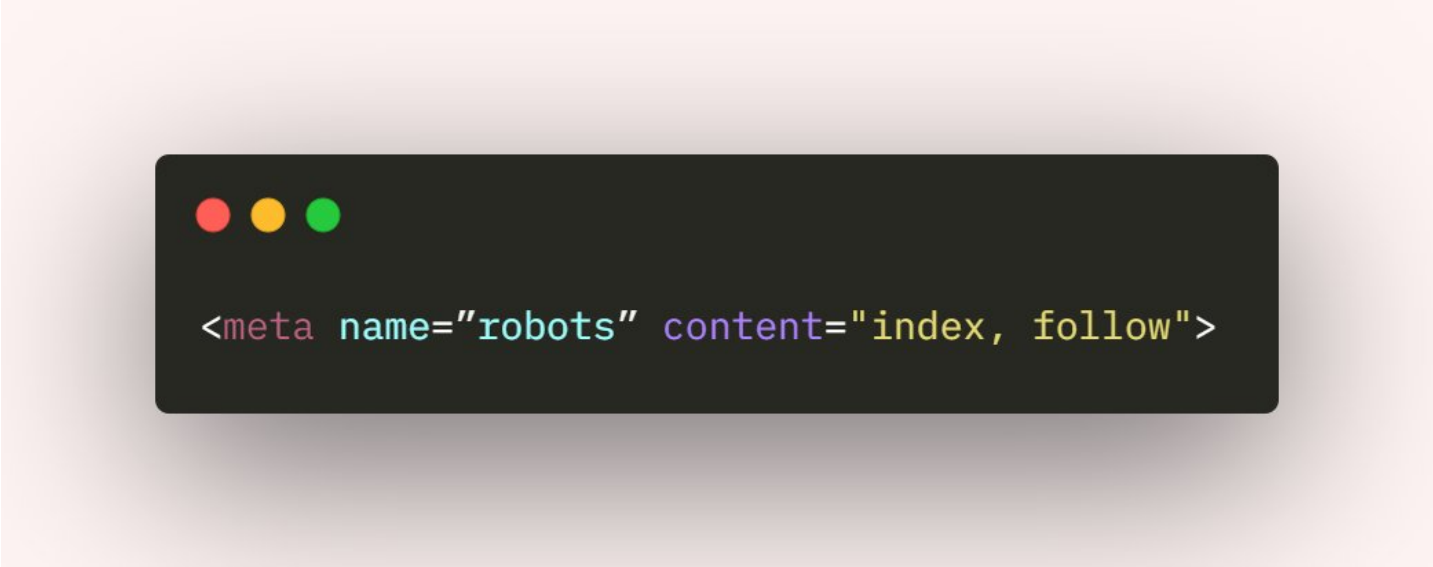
Use your meta description wisely and take advantage of the opportunity to provide more details about your content.




3■■ Robots meta tag

The meta robots tag tells search engines if and how they should crawl your web pages.

Use the robots meta tag to ensure that search crawlers process each page the way you want them to.




4■■ Meta viewport

A meta viewport tag sets the visible area of a web page. It is used to instruct the browser on how to render the page on different screen sizes (i.e., desktop/tablet/mobile)

The presence of this tag indicates to Google that the page is mobile-friendly.




5■■ Alt text

Use alt text in your images to describe your visual content. This is a great opportunity to improve your SEO while helping both search engines and people to learn more about your images.




6■■ Canonical tag

If you have pages on your site that are almost identical, then you may need to inform search engines which one to prioritize.

Use canonical tags to avoid having problems with duplicate content that may affect your rankings.




7■■ Header tag

Use header tags to help search engines understand your main topic on each page. Use them wisely and find a balance between the reading experience and the SEO value.

As important as header tags are, you shouldn’t overuse them.




Meta tags are snippets of code that tell search engines important information about your web page and it's good for you to know these tags.

If you found this thread useful consider retweeting the first tweet. It would mean a lot.■■