



Digital Design Graphics Technology
Napa Valley College

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DDGT121 – Website Documentation Assignments – Page Title and Meta Data

Create a Page Title for your website following the directions below:

Page Title Definition and Usage

The <title> tag defines the title of the document. The title must be text-only, and it is shown in the browser's title bar or in the page's tab.

The <title> tag is required in HTML documents!

The contents of a page title is very important for search engine optimization (SEO)! The page title is used by search engine algorithms to decide the order when listing pages in search results.

The <title> element:

- defines a title in the browser toolbar
- provides a title for the page when it is added to favorites
- displays a title for the page in search-engine results

Here are some tips for creating good titles:

- Go for a longer, descriptive title (avoid one- or two-word titles)
- Search engines will display about 50-60 characters of the title, so try not to have titles longer than that
- Do not use just a list of words as the title (this may reduce the page's position in search results)

So, try to make the title as accurate and meaningful as possible!

Note: You can NOT have more than one <title> element in an HTML document.

Define the page title:

<title>Page title goes here</title>

Example:

Gary Strommen's portfolio website showcasing Digital Design.

Create a Meta Data “Keywords” and “Description” for your website following the directions below:

Meta Data Definition and Usage

The <meta> tag defines metadata about an HTML document. Metadata is data (information) about data.

<meta> tags always go inside the <head> element, and are typically used to specify character set, page description, keywords, author of the document, and viewport settings.

Metadata will not be displayed on the page, but is machine parsable.

Metadata is used by browsers (how to display content or reload page), search engines (keywords), and other web services.

Define keywords for search engines:

```
<meta name="keywords" content="HTML, CSS, JavaScript">
```

Define a description of your web page:

```
<meta name="description" content="Free Web tutorials for HTML and CSS">
```

Example:

```
<meta name="description" content="Welcome to the Digital Design Graphics Technology program at the Napa Valley College, Napa CA. We are proud to be your local Autodesk Training Center and Autodesk Certification Center." />
```

```
<meta name="keywords" content="Digital Design Graphics Technology, DDGT, Napa Valley College, NVC, Gary Strommen, Napa, CA, Drafting, Animation, Autodesk, ATC, Authorized Training Center, Autodesk Certification Center, ACC, AutoCAD, Inventor, Revit Architecture, 3ds Max, Adobe, Photoshop, Dreamweaver, Premiere, After Effects" />
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