

## Lesson 2-4: Use the title, meta, link and script tags

You created a pair of `<head>` tags in: *Lesson 2-3: Understand the aspx page structure*. These define a head section which contains other tags to define information about the page that is not displayed in the web browser.

In this lesson you'll learn about three of the tags that can be added to the head section: the *title*, *meta*, *link* and *script* tags.

1 Open *HTMLTest* from your sample files folder.

2 Open *headtest.aspx* in *Source* view.

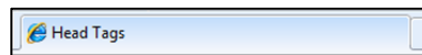
This is another empty, bare-bones aspx page.

3 Set the page's title.

1. Click between the `<title>` and `</title>` tags and type:  
**Head Tags**

2. View the page in your browser.

You'll see that the page title has been picked up and is displayed in the page's tab.



3. Close the web browser.

4 Add a favicon using the *link* tag.

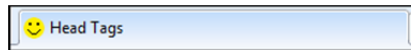
1. Add the following tag after the *title* tag:

```
<link rel="shortcut icon" href="/favicon.ico" />
```

```
<head runat="server">
  <title>Head Tags</title>
  <link rel="Shortcut Icon" href="/favicon.ico">
</head>
```

2. View the page in your browser.

You should see a 'smiley face' icon appear next to your page's title. This is called a *favicon*. See the sidebar if your favicon doesn't appear.



4. Close the web browser.

5 Add a page description using the *meta* tag.

*Meta* tags are used to provide information about your page to web browsers. They are also often read by search engines to gather information about your page to display in search results.

Add the following tag to your `<head>` tag:

```
<meta name="description" content="A test page" />
```

```
<head runat="server">
  <title>Head Tags</title>
  <link rel="Shortcut Icon" href="/favicon.ico">
  <meta name="description" content="A test page" />
</head>
```

### note

#### If your favicon doesn't appear

Internet Explorer doesn't work particularly well with favicons.

If your favicon doesn't appear, try clearing your temporary Internet files and refreshing the page.

To do this (within Internet Explorer), click:

Tools →  
Internet Options →  
Browsing history → Delete...

After you have cleared your temporary Internet files, try reloading the page and your favicon should appear.

## note

### Meta tags and search engines

In the 1990's, meta tags were often the only thing indexed by search engines. Because of this they were extremely important to a page's search engine ranking.

In recent years, however, search engines have moved away from meta tags and towards more complex analysis of pages to determine search engine ranking.

Meta tags still shouldn't be ignored, but they no longer have the importance they once had.

There are many other Meta tags that are used for different purposes. Several of these are used to provide enhanced information to search engines.

The contents of meta tags aren't directly visible to people visiting your site.

## 6 Link a CSS stylesheet using the *link* tag.

You've seen CSS mentioned briefly a few times. CSS is used to consistently apply an appearance and layout to web pages across a site.

The *link* tag can be used to add a reference to a CSS stylesheet in order to allow it to apply a standard style this page.

1. Add the following to your `<head>` tag:

```
<link rel="stylesheet" href="/styles/allred.css" />
```

```
<head runat="server">
  <title>Head Tags</title>
  <link rel="Shortcut Icon" href="/favicon.ico">
  <meta name="description" content="A test page" />
  <link rel="stylesheet" href="/styles/allred.css" />
</head>
```

2. View the page in your browser.



You'll see that linking the stylesheet has made the background of your page turn red! *Allred.css* is a very basic stylesheet. You'll learn to create more interesting stylesheets in: *Lesson 2-8: Work with CSS*.

3. Close the web browser.

## 7 Link a JavaScript file using the *script* tag.

In *Lesson 1-9: View .aspx pages in Source and Design views*, you might have read the sidebar saying that there are three main languages understood by web browsers. The first two are HTML and CSS. The only language you haven't seen in action is JavaScript.

1. Add the following text to your `<head>` tag:

```
<script type="text/javascript" src="/scripts/alert.js"></script>
```

```
<head runat="server">
  <title>Head Tags</title>
  <link rel="Shortcut Icon" href="/favicon.ico">
  <meta name="description" content="A test page" />
  <link rel="stylesheet" href="/styles/allred.css" />
  <script type="text/javascript" src="/scripts/alert.js"></script>
</head>
```

Note that *script* tags cannot be self-closing. You must have an opening `<script>` and a closing `</script>` tag for them to work.

2. View the page in your browser.

This time a popup window will appear when your page loads.

Making messages appear in popups is only one of the most basic things JavaScript can do. You'll learn a little more about JavaScript in: *Lesson 2-11: Work with JavaScript*.

