

Search engines catalog sites by following links from page to page (often known as spidering or crawling the site) and saving identification and classification information for each page. One way that search engines catalog pages is by reading the content in each page's meta elements, which specify information about a document. Using the meta element is one of many methods of search engine optimization (SEO)—the process of designing and tuning your website to maximize your findability and improve your rankings in organic (nonpaid) search engine results. Two important attributes of the meta element are name, which identifies the type of meta element, and content, which provides the information search engines use to catalog pages. This example introduces the meta element.