

Metadata

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

In the context of digital marketing and web development, metadata refers to a page's "hidden information" that's typically stored in the <head> of a document. For SEOs, metadata that's of particular interest is the title tag and meta description as these are the components that appear in a search result. They can give users a concise overview of what they will find on a page while promoting higher rankings when optimised correctly.

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