Here is example of what meta tags look like in an HTML document:

- **Title:** The title of the page seen at the top of a web browser, also the main headline displayed in search engine results.
  `<title>HubSpot Inbound Marketing Software</title>`

- **Description**: A concise description of the page.
  `<meta name="Description" content="Stop pushing. Start attracting. Stop interrupting. Start engaging. HubSpot's Inbound Marketing Software...">`

How the Title and Description tags are displayed in search engine results

HubSpot Inbound Marketing Software
www.hubspot.com/ +1
It's time to reshape the way we think about marketing. Stop pushing. Start attracting. Stop interrupting. Start engaging. **HubSpot's Inbound Marketing** Software ...

- **Keywords:** Words that identify what the page is about. Keep to less than 7 keywords per page. Keywords in meta tags are not visible in the search engine results like Title and Description.
  `<meta name="keywords" content="inbound marketing, marketing software">`

More Resources

3 Meta Description Mistakes You Might Be Making