

Are You Getting The Most From Your Meta Tags?

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By Francisco Aloy

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As any Web Business startup knows, creating a Website is a bunch of work! You have to bother with content, layout, graphics and HTML links, just to name a few. What about your Meta Tags?

Meta Tags are words that are placed in your web page to provide a title, description and keywords to the Search Engine spiders or crawlers. They are not visible to visitors. To see a sample, open any website and click "View" on the menubar, and choose "Source." You'll see the Meta Tags up top, within the Head section of the web page.

Most Search Engines will rank your site on how well your Meta Tags provide a description of the content of your web pages. Google is the exception; it also take's into account the number and quality of backward links to your website. Here lately, there's been differing opinions on the relevancy of Google's Page Rank system. Some experts don't consider it accurate or necessary.

Yet and still, there are many other Search Engines and a further study of Meta Tags is in order. We are going to base our Meta Tags revision on a tool known as a word Frequency Counter. It counts and separates the words in a web page or document, giving you an idea of what words are used most.

Here are some Web based Frequency Counters:

<http://www.mytranslate.com/wordfrequency.htm>

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http://rainbow.arch.scriptmania.com/tools/word_counter.html

http://www.writewords.org.uk/word_count.asp

http://www.writewords.org.uk/phrase_count.asp

<http://web4future.com/free/wordcount.htm>

<http://www.keywordcount.com/>

Each one of the Frequency Counters above has different uses

and qualifications. The Writewords counter has two flavors: word and phrase count. The Web4Future counter is Web based or a standalone download.

How to use them:

Copy and paste the content of the web page in question and see what the top word frequencies are. You can eliminate most articles and modifiers and concentrate on pure words. As an example: If your web page is about red and blue widgets, the words "red/blue/widgets" should have the highest frequency.

Use the Frequency Counters AFTER you write the web page content. Don't allow word frequency to get in the way of your natural writing style. Do NOT attempt to hit a certain frequency percentage; you'll be penalized by many Search Engines for too much keyword usage.

In Closing

Though the word Frequency Counters are good tools for a quick check, nothing compares to laser-focused writing for good Meta Tags information. Let your writing flow naturally and stay concentrated on your subject keywords. If you do that, you'll find it easy to weave your keywords into your content and Meta Tags.

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by Francisco Aloy

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Agreement reminder, not part of the article:
Please include my working hyperlink in the
resource box. Remove paragraph before posting.

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section, here:http://www.newbie-business-guide.com/website_building.html

Meta Tags

By Clare Lawrence

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Meta Tags are hidden description fields that help search engines to categorise websites. They are also
of reduced importance than a few years ago.

Correct use of meta tags is nevertheless a factor in search engine algorithms and worth getting right.

A few considerations:–

- Shorter tags are more focused than longer ones.
- Usually the first phrase has greater weight than later ones.
- The title tag is of most value
- Description and keyword tags are of lesser importance

Over recent years, search engines have become much more sophisticated and are now able to identify
the theme of a page by analysing the text.

It is important therefore to write your page copy first, ensuring its content is about your chosen theme.
Once written your tags should reflect its content.

e.g. this article is `about' meta tags, a good title would be:–

Title Tag "Meta tags and how to use them" Description "Meta tags, their content use by Clare
Lawrence"

Keywords "Meta tags, title tag, description tag, keyword tags, copy text,".

Don't fall into the trap of thinking that meta tags can boost your sites ranking alone.

To get a good search engine result placement or SERPS you need:–

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- Good content, relevant to your chosen key phrases.
- Links on related theme sites.
- Meta tags, particular title tags.

Note Tags are third on the list and a long way behind content and linkage.

Clare Lawrence is CEO of Discount Domains Ltd - A leading UK provider of Domain name registration

and Web Hosting services. Please feel free to re-publish this article provided this reference box remains together with a hyperlink to <http://www.discountdomainsuk.com> Clare can also be contacted on clare@discountdomainsuk.com.



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