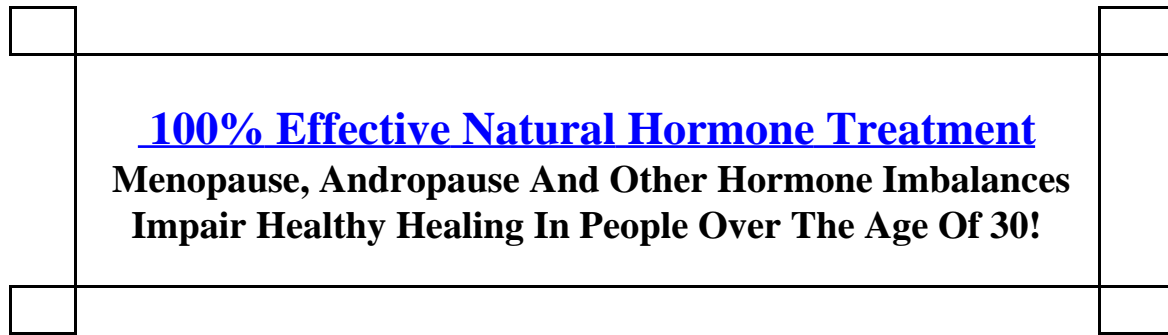


This Free E-Book is brought to you by Natural-Aging.com.



META Tags Explained and How To Use Them For Ranking

By Frank Kilkelly

META Tags Explained and How To Use Them For Ranking by Frank Kilkelly

The META tags are used to provide extra information about a web page. There was once a time where a good search engine ranking could be achieved by simply changing the value of the META tags. However these days are long gone. Nowadays the META Tags are decreasing in importance in the eyes of the search engines who are using more sophisticated methods of ranking pages (namely link popularity, optimized anchor text).

There are many different types of META tags but the one that can affect ranking are the Keywords META tag and the Description META tag.

Keywords META tag:

This tag contains keywords relevant to a page. In the past search engines referenced this to determine how to rank a particular page. However many people started to abuse this and stuffed the tag with keywords that were not relevant to the content of the page. This confused search engines and subsequently returned weaker search results. To combat this less and less emphasis has been placed on the Keywords META tag. However this does not mean that it is entirely useless. Here are some reasons to still include it:

* Some search engines still use it

Although most search engines do not use the tag there are undoubtedly still some that do. For this reason place around 15–20 keywords relevant to your site or page into the tag. Do not attempt to cheat the search engines by repeating keywords as this is considered spamming and they may look unfavourably on this.

* Account for misspellings of keyphrases

People can misspell certain keyphrases that you may be optimizing for so it is common to place these misspellings into the Keywords META tag. This allows you to rank in search engine results for

META Tags Explained and How To Use Them For Ranking

misspellings without having to represent them on the actual content of your page.

Description META tag:

In the past this tag was used to specify the text that would appear in search engine results alongside the link to your site. Keywords could be placed into this text to influence ranking. However it was abused similar to the Keywords META tag and has befallen the same fate, meaning it is not as useful as it once was. Some search engines do not display it in their results (most notably Google, which retrieves the text from content on your page) and do not use it to rank a site. Having said that some search engines do still use it so again it is a mistake to ignore it completely.

Descriptions placed into this tag should, strangely enough, be very descriptive of the page or site they

reside in. Include a few relevant keywords/keyphrases that you are optimizing for in the description and try to limit its length to 25–30 words. Also try to use no more than two sentences.

Summary:

Although not as important as they once were, the META tags can still influence a search engine when it comes to deciding whether your web page is relevant or not.

Keywords META tag:

15–20 keywords, include misspellings of keywords/keyphrases

Description META tag:

Include keywords/keyphrases, 25–30 words, no more than two sentences.

Frank Kilkelly is a Search Engine Optimization (SEO) Expert and Webmaster at

, a complete search engine optimization resource. The highlight of the site

is an

for discussion of the latest techniques and tips to improve the ranking of your web

site.

Meta Tags

By Clare Lawrence

Meta Tags by Clare Lawrence

META Tags Explained and How To Use Them For Ranking

Meta Tags

By Clare Lawrence

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:–

- 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.



This Free E-Book has been brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!