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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.

Meta Tags

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.

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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.

The Meta Tag Myth

By Bobby Heard

The more the better right? Wrong. At least when it comes to meta tags. The history of the meta tag started off as a nice tool that web sites could use to show the search engines what the site was about without the words showing up on the actual page. It seemed like a great idea until people started to abuse the meta tag. They would add highly searched for keywords that were unrelated to their site in their meta tags in hopes of attracting additional traffic. The search engines caught on and lowered the importance of meta tags – they figured out that if they put more emphasis on the visible content of a site, people would have a much more difficult time "cheating". Turns out that they were right.

Now, don't get me wrong, meta tags still do carry some significance. They need to be consistent with the content of your site, but most importantly they're somewhat of a measure of the legitimacy of your site. The most common myth when it comes to search engine optimization is that the best meta tag is the one packed with the most information. This couldn't be further from the truth.

The keyword meta tag has been abused more than any other meta tag and does not carry as much importance as most of the others because of this reason. Most search engines only read the first few characters of the tag, if they read it at all, because they know that most keyword meta tags are filled with spam – Just the same words repeated over and over. That is why it's important to get your most important keywords to the front of your keyword meta tag.

The meta tag that still carries the most importance is the description meta tag. This is because it serves as a description for the particular page of your site that it is included in. Description meta tags should be unique to each page of your site, as search engines frequently use it as the description under your page title that appears in the search results. Obviously, you want your description to be representative of the page being displayed.

So in conclusion, don't use meta tags the way we all have a compulsive urge to – by packing it with

Meta Tags

everything that we can think of. It seems like a good idea, but it will only help you to fail in your goal of the holy grail: higher rankings.

Bobby Heard is the VP at Abalone Designs and is an active writer of SEO articles. More articles he has written are available at

The Meta Tag Myth

How to Promote your Website easily!

META Tags Explained and How To Use Them For Ranking

Importance of Meta Tags Optimization

Triple Your Website Traffic Every 90 Days!

Meta Manager

Picture Gallery Webpages

HTML Encryptor Software

QuickSite – Put an end to slow loading pages

Guerrilla Mailer



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