

Meta Tags help optimize your web site rankings

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**Meta Tags help optimize your web site rankings**

**By Jennifer Schilling**

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Are you working on getting your web site up onto the internet?

There are a few different elements you need to think about when first putting up your new web site. Starting with the basics and building from there is the best way to go. Optimizing your web site and getting it ready for the Internet World to see is what you need to concentrate on first. Here are a few helpful hints to get you on your way to success.

When optimizing your web site and making sure it is ready for the search engines to crawl frequently, there are a few key areas that you need to pay attention to. The three main fundamentals for creating successful search engine optimization are Link popularity, Meta tag creation and optimizing your web site. We will specifically concentrate on creating meta tags to help optimize any web site.

What is a Meta Tag?

A meta tag can be found in the "html code" within a web page. Each meta tag is used by the search engines to determine what your web pages are about. The meta tag Information provides the "essential guts" of your website page. Your Web site "Title and Description" Tags are an essential part of this meta tag creation. The "Title, Description and Headline" Tags can be the first thing any web searcher will see when they do a search on the internet.

Since first impressions are everything, the importance on making "the Title, Description and Headline" meta tags readable, relevant, attractive and properly optimized are absolutely essential. The true key is not to over optimize because you are likely to be banned entirely from the search engines if you choose to do so.

What happens when the search engines crawl your web site?

Now that you have set up your meta information, the search engines will crawl your web site and use this essential information as the brochure to your web site. When a search engine crawls your site, it

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determines the relevance of this meta information compared to the content on your page. The keyword Frequency on your web site should appear as much as possible on a page without being considered as something that sticks out like a sore thumb. If this does occur, you may be penalized as spamming.

What is key word frequency?

Keyword Frequency describes how many times a keyword (or phrase) occurs on a page. The most simple example of keyword frequency is if your key word appeared on a web page 5 times in every 100 words viewed by an engine, then your keyword density would be 5/100 or 5%.

The real trick to ensure a good ranking on the search engines is to produce quality content-rich pages which make the keyword density climb higher. But repeating your main keyword phrases can be tricky

because you must still ensure that any content on your site isn't compromised by your search engine optimization effort, so as to not confuse your reader. If you can keep a reader coming back to visit your web site, you definitely know you have accomplished this task.

In conclusion, keyword frequency should match your meta information with the content on your pages. The search engines have changed dramatically so trying to trick them by spamming with only hurt or jeopardize your web site.

Don't try to spam the engines by submitting content-low pages full of keywords. You want to attract visitors to your site because of the good content your are providing to your readers. Take the time to optimize your site correctly so that you can get the most out of your web site rankings. When you have good content on your site, you will find those search engine rankings climbing to the top.

Good luck optimizing those web pages,

Jennifer Schilling

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### **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

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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 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

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The Meta Tag Myth

Make The Search Engines Love Your Site

What Your Web Designer Isn't Telling You

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Search Engine Optimization Is For Fools?

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