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Menopause, Andropause And Other Hormone Imbalances
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Relevance of Description Tags

By Brian Basson

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Although not an important factor in the search engine rank of a web page, it is still very crucial to give careful consideration to have a good description tag on every single page of your website. As with the title tag, it is important to plan and decide on an "eye-catching" description tag.

The "description tag" is ultimately what will make a person click on a specific link from a search engine result. Give special attention to this fact, and you will find that your site's visits will increase by a huge margin ! People are naturally inquisitive, so make them WANT to click on your link to find out more, and not on the link of the competition !!! Put yourself in the shoes of potential visitors to your website, and ask yourself : what will make me click on a specific link – and what info and description must it contain ? End result – more visits & sales ...

As with the Title Tag, do not make the description tag too long – rather make it short and to the point, but still very attractive to click on. Google do not place any value on keywords included in the description tag, but does display it in the results – so please plan this tag well !

Keep the description tag relevant – make it an "extension" of the page's title. Do not loose track of this fact. It sounds obvious, but we see websites all the time where webmasters are oblivious of this ! At the same time, do not try to mislead potential visitors to your site – offer them exactly what they will find on the web page. You will find that visitors become repeat visitors, as content remains King, and all this due to a well planned description tag.

Conclusion : the 3 tags of a web page (title, description and keyword) goes hand in hand and supplement the contents of a web page – see them as intertwined, and dependent on one another. If one of the components don't fit perfectly into the bigger picture, your web page is not optimized for the search engines period !

Brian is a freelance writer, website marketing expert & webmaster of 3 websites, including Rank Advance at <http://www.rankadvance.com>

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:–

- 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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