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TAG, You're it! Using Keywords in Your Tags

By Janet L. Hall

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Did you know that in order to get your web page a top ranking in some of the search engines that you MUST use your keywords in certain TAGS?

The basic language in which most web pages are written is HTML (HyperText Markup Language). In order to turn your regular text into HTML you must use TAGS. Most TAGS use a start (beginning) and end (closing) TAG.

To indicate a document is written in HTML you must start the document with the TAG: (this is placed at the very top of your document) and then to end your document you place the TAG: at the very bottom of your document.

TIP: All start TAG elements are surrounded or enclosed by angle brackets: and all end TAG elements are surrounded by angle brackets with a forward slash inside:

BIG TIP: NOT ALL TAGS need the ending TAG. (more on this later).

There are many TAGS you need to include in your HEAD TAG (which this article will be addressing), and in your web page, in which you should include your keywords. This can

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help (but doesn't guarantee) better ratings with some search engines.

Search engines generally consider anything near the top of your document or within the HEAD TAG with more relevance, so it's important to include the proper TAGS and your keywords within those TAGS.

NOTE: META TAGS are HTML TAGS that will give the search engines information about your web page and should be included in the HEAD TAG also. They DO NOT have a start and end TAG but are enclosed with angle brackets.

So after the tag, place your start HEAD TAG:

TAGS you MUST catch:

(Please note that I am presenting MY keywords in lower case, and TAGS in upper case in examples)

1. disorganized? organizing help, clutter tips,
organizing tools

These are the TAGS you use for the title of your page. The title tag is very important so please don't use Home Page for your title. Some web page software will generate home page or new page for your title, YOU MUST CHANGE THIS.

On the Internet, your title appears in the blur bar across the top of the monitor screen.

Make sure you use your keywords in your title to help ensure a * higher * score with some of the search engines. Many search engines will display your title and your description in the search results when people are searching for you.

According to a report I received from WordSpot.com, * The #1 biggest mistake that web page designers make is leaving out keywords from the area of a web page. *

masterpromotion.com suggests, *The optimum length for a title is between six and eight words. Do not repeat keywords more than once. * Another article I read suggests a title length of 60 characters.

2. Your next important TAG is your description TAG:

disorganized? need help getting organized? Organizing solutions to simplify your life. got clutter? get rid of clutter. live the life you've been dreaming of, clutter free, get an overhaul">

This TAG can be thought of as a mini ad for your web site. You should also place your keywords here. The suggested length for your description is between 10 and 25 words or 150 characters.

3. Next is your keyword TAG in which you need to enter YOUR relevant keywords YOU have selected for that page.

organising, clutter, overhaul, organized, get organized, organizing tools, stuff, disorganized, clutter in your life, stay organized, professional organizers">

No more than a 1,000 characters are advised; however, please remember that each search engine and directory may have their own set of criteria of what is acceptable and what's not. The keywords you include here MUST and should be used throughout that web page to help get a higher ranking in some of the search engines.

4. Another TAG, that many don't utilize, is the author TAG, yet another place you can insert your keywords. HotBot is one of the search engines that will recognize your keywords use in this TAG:

of overhaul consulting, professional organizer, speaker, author can help you get organized and get rid of your clutter">

5. HotBot and Inktomi search engines also consider keywords found in your comment TAG:

by professional organizer, janet l. hall/--!>

There are several other TAGS that can be used in you HEAD TAG, but I feel these are the most important that will give you a good start.

Now make sure you use the END HEAD TAG

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Okay, lets put that all together to see what it will look like on your web page:

disorganized? organizing help, clutter tips,
organizing tools

disorganized? need help getting organized? Organizing solutions to simplify your life. got clutter? get rid of clutter. live the life you've been dreaming of, clutter free, get an overhall">

organising, clutter, overhall, overhaul, organized, get organized, organizing tools, stuff, disorganized, clutter in your life, stay organized, professional organizers">

of overhall consulting, professional organizer, speaker, author can help you get organized and get rid of your clutter">

by professional organizer, janet l. hall/--!>

TIP: Each page on your web site needs to be given it's OWN HEAD information.

Editors NOTE: In the examples above, anything typed in lower case should be replaced with YOUR title, YOUR description, YOUR keywords, and YOUR author and comment information. In the examples above the TAGS have been typed in UPPER CASE; however, this is not necessary when entering this information onto your web page. All brackets and other symbols need to be typed in as presented in the above examples.

Happy TAGGING and "OverHalling" your site!

One more TIP: Please remember the keywords you are using MUST be reflected in the page content of the page you are trying to improve or build.

Next time, we'll discuss using TAGS and keywords in the body of your pages.

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META Tags Explained and How To Use Them For Ranking

By Frank Kilkelly

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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.

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* 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 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.



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