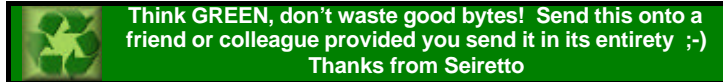




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Meta Tags revisited – optimise your pages for search engine submissions.

Search engines are now using more sophisticated methods to index your pages and these methods used are changing constantly. So why bother with meta tags?

Meta tags were very important to a search engine robots, which would read the tags then use just that information to rank your page and save the details within its database. As robots and search engine technologies have evolved they no longer rely on meta tags alone, all the pages content and the links to and from those pages are analysed, together with specific word counts to rank your site and pages within its index.

Therefore, meta tags are NOT magic entries on an html page that will ensure you get listed with good rankings on all search engines, but they do still provide search engines with the basic information to create a listing for your pages. So do not ignore them. Below is a basic example of the meta tag entries you should use:

```
<HEAD>
<TITLE>Your page title - so a visitor instantly knows what is on the page.</TITLE>
<meta NAME="ROBOTS" CONTENT="ALL">
<META NAME="description" CONTENT="A descriptive two lines of text that should
include some of your keywords.">
<META NAME="keywords" CONTENT="two lines, of text, your keywords, include some">
</HEAD>
```

Just as import is the TITLE tag. Quite often pages are left with the default title: "Untitled Document" which is useless and gives a dim view of your site and the abilities of its developers. The title should also include some of your selected keywords as some search engines will analyse this to rank your pages.

Careful selection of the descriptions and keywords is an important task that should be completed before you publish any pages. You should try to avoid getting "Untitled Document" indexed for your site for obvious reasons.

The initial keyword selection should be done by brain-storming. Then refined with the help of a *common words searched* for database such as wordtracker.com, which provides a free trial. Without this help you are guessing what visitors type into a search engine to find information. Even when you do know, its still a guessing game. At least you can make more of an educated guess!

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The page titles should incorporate some of your top keywords. Use your list of keywords you should create your descriptive page titles. This should help the search engines view the keywords as more important.

When you have completed all your meta tags and the page titles are relevant and include some of your keywords its time to work on your content. Do remember to include some or all of the keywords you have targeted within the content: paragraphs of text, hyper links, and alt tags for images.

So you have done all the above and you still fail to get a good ranking! Its time to work on your reciprocal linking. When we started this article we mentioned that search engines also use the links to and from a site to rank a page. If a site is viewed to be important by a search engine and it is linking to your site it will significantly improve your ranking. So work towards good quality links; other sites will only want to link to you if you have good content – which means you must work on your actual content while developing the hidden text within the pages...

**We hope you have found this article useful,  
if so pass it onto a friend or colleague provided you send it in its entirety ;-)**

**We can NOT offer individual support on any details within this document.**

**For more information you should goto:**

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