



Basic Search Engine Optimization Tutorial

This tutorial explains how to use the HTML title tag and Meta description/ keywords to improve rankings in search engines and to generate more traffic to your website or web page by being found in search engine results. Other topics include; other useful Meta tags; inserting Meta tags into your own web page document; comparing Meta description and keywords of other websites. HTML tags are explained in our Basic HTML Tutorial Part 1.

Below is a typical head section of an index.html (Home Page) document

This example uses the website of a Picture Framing Business

`<head>` (Opening head tag)

```
<title>Picture Framing, Framed Art Prints, Photo Frames Nambucca & Coffs Harbour NSW</title>
```

```
<meta name="keywords" content="Wood Deco, picture frames Nambucca, Coffs harbour, custom photo frames, framed prints, art prints, custom frames, custom framing, picture framing, picture frame manufacturers " />
```

```
<meta name="description" content="Wood Deco specializes in an exclusive recycled looking timber frame, complimenting current decor. Wood Deco also supplies customized picture framing, framed art prints and unique photo frames " />
```

```
<meta name="country" content="Australia" />
```

```
<meta name="author" content="Your Name" />
```

```
<meta name="organization-Email" content="you@provider.com" />
```

```
<meta name="copyright" content="your name or business" />
```

```
<meta name="coverage" content="Worldwide" />
```

```
<meta name="revisit_after" content="7days" />
```

```
<meta name="language" content="English" />
```

`</head>` (Closing head tag)

Search engine robots/ spiders like Gogglebot that are crawling the net (Indexing) will use these Meta tags to find web pages with relevant content on the internet and display results of user search queries.

The code is explained step by step on the next pages.

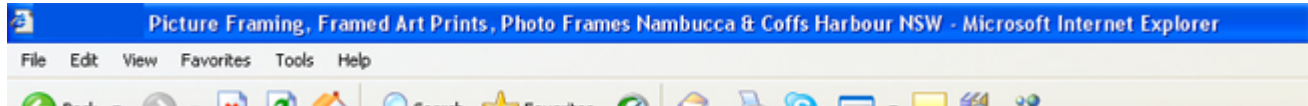
Rule 1: All Meta tags have to be placed in the head section of an index.html document.

Step 1

Title Tag (Visible in browser headline)

```
<title>Picture Framing, Framed Art Prints, Photo Frames Nambucca & Coffs Harbour  
NSW</title>
```

The text between the title tags will be shown in your web browser's headline.



The title text has the strongest weighting in search engine results and the weighting is applied from left to right. Words have been chosen to represent most queries an internet user would use to find a framing business; a reference to the location of the business has been added as users most probably want to find a framing business in their local area.

The title text shown here is almost the character length a web browser will display, any longer text will not be shown and has basically no weighting.

Do not repeat any term and you might not want to use your business name in the title, as it should show in your URL (www.mybusiness.com) and can appear in your meta description, thereby not using up valuable space.

Step 2

Meta Tag Keywords (Will not be visible on your web page)

```
<meta name="keywords" content=" picture frames Nambucca, Coffs harbour, custom photo  
frames, framed prints, art prints, custom frames, custom framing, picture framing, picture frame  
manufacturers" />
```

Use up to 30 words describing the content of your web page.

Do not repeat any term more than five times (More could lead to black banning of your web page by Search Engines like Google or Yahoo).

Plurals i.e. frame and frames are seen as two different keywords, capital or non-capital letters are seen the same way by robots, repeat words and location from title tag.

These keywords should be repeated in the body text of your web page at a rate of 2 to 5 occurrences per hundred words. (2% to 5%).

Weighting is applied from left to right.

Rule 2: Do not repeat any term more than five times.

Step 3

Meta Tag Description (Will not be visible on your web page)

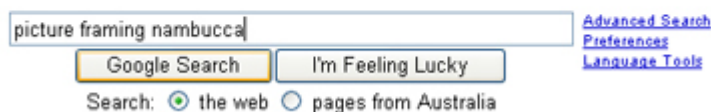
```
<meta name="description" content="Wood Deco specializes in an exclusive recycled looking timber frame, complimenting current decor. Wood Deco also supplies customized picture framing, framed art prints and unique photo frames " />
```

Use up to 60 words in a description of your business; weighting is applied from left to right. This description should be repeated in the body text of your web page.

Include your business name here and repeat some of the keywords used before.

Rule 3: Do not copy and paste these tags directly from this word document into your web page if you are using a web editor. See inserting meta tags.

Viewing search results for 'picture framing nambucca' search query



Web [+ Show options...](#)

Tip: Save time by hitting the return key instead of clicking on "search"

[Picture Framing, Framed Art Prints, Photo Frames ...](#)

Wood Deco specialises in an exclusive recycled looking timber **frame**, complimenting current decor. Wood Deco also supplies customised **picture framing, ...**

www.wood-deco.com/ - [Cached](#) - [Similar](#) - [🗨](#) [📄](#) [✕](#)

Step 4

Other Useful Meta Tags

```
<meta name="country" content="Australia" />
```

Change this meta tag to your country

```
<meta name="author" content="Your Name" />
```

Insert your name.

```
<meta name="organization-Email" content="you@provider.com" />
```

Insert your e-mail address.

```
<meta name="copyright" content="your name or business" />
```

Copyright by, insert copyright owner.

```
<meta name="coverage" content="Worldwide" />
```

Leave this tag as it is.

```
<meta name="revisit_after" content="7days" />
```

Sets the time for search engine robots to revisit and index this page again.

Set value depending on how often your web page is updated use 90days for web pages which are not updated on a regular basis.

```
<meta name="language" content="English" />
```

Insert the language used on your web page.

Step 5

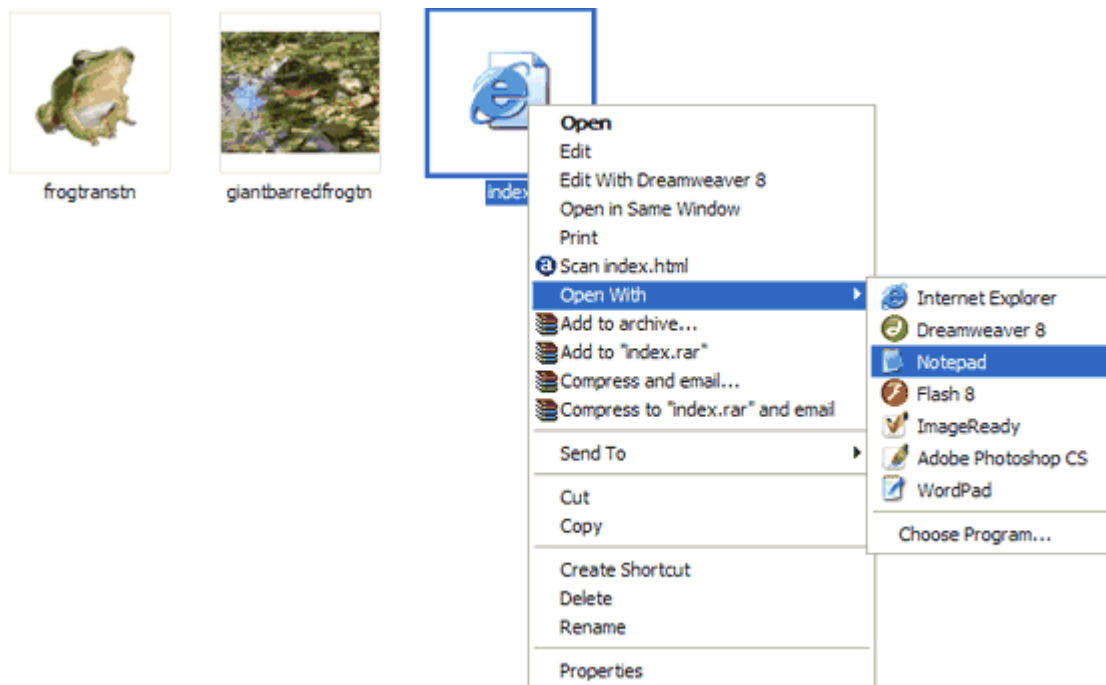
Inserting Meta tags into your index.html document

This example uses the index.html file we created in the Basic HTML Tutorial.

Open your index.html file we created in Basic HTML Tutorial

Navigate to your index.html file and single right click, select Open With and left click Notepad. *See figure below*

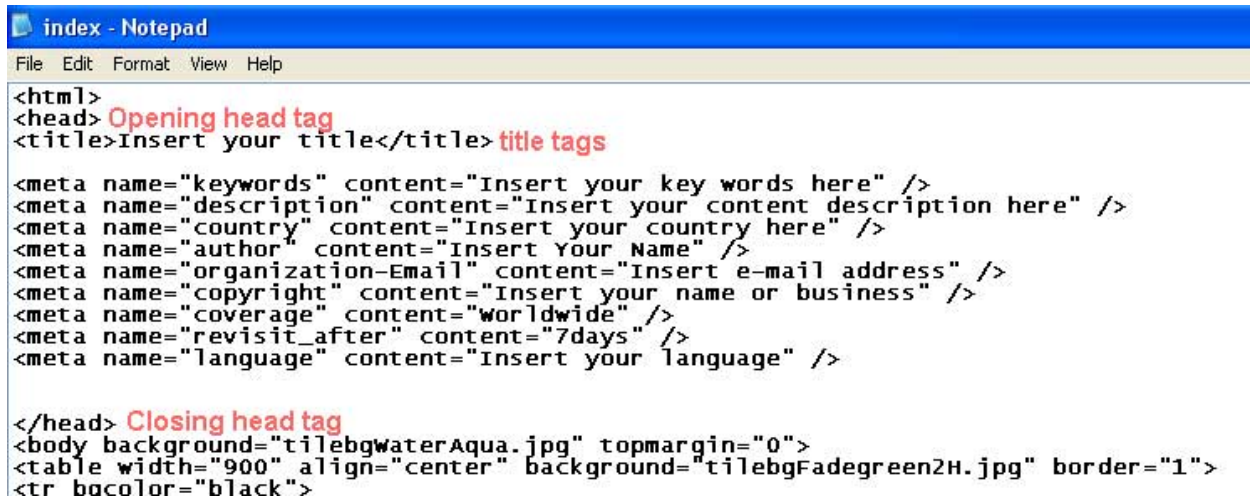
You can open any index.html file stored on your computer in this way.



Insert new meta tags

In your open notepad index.html file type your updated title in between the title tags.

Type meta tags into the head section i.e. in between opening and closing head tags, exactly as shown below and insert your own text between inverted comas only, where you can use spaces and capital letters. See figure below.

A screenshot of a Notepad window titled 'index - Notepad'. The window has a menu bar with 'File', 'Edit', 'Format', 'View', and 'Help'. The main text area contains HTML code for meta tags. The opening head tag is highlighted in red. The closing head tag is also highlighted in red. The code includes meta tags for keywords, description, country, author, organization-email, copyright, coverage, revisit_after, and language.

```
<html>
<head> Opening head tag
<title>Insert your title</title> title tags

<meta name="keywords" content="Insert your key words here" />
<meta name="description" content="Insert your content description here" />
<meta name="country" content="Insert your country here" />
<meta name="author" content="Insert Your Name" />
<meta name="organization-Email" content="Insert e-mail address" />
<meta name="copyright" content="Insert your name or business" />
<meta name="coverage" content="worldwide" />
<meta name="revisit_after" content="7days" />
<meta name="language" content="Insert your language" />

</head> Closing head tag
<body background="tilebgwaterAqua.jpg" topmargin="0">
<table width="900" align="center" background="tilebgFadegreen2H.jpg" border="1">
<tr bgcolor="black">
```

Click Save under file menu in notepad and close. Upload updated index.html file to your web server. You can also download these meta tags in a notepad.txt file, copy from there and paste into your index.html file head section and then insert your own details between inverted comas only, control click link below.

http://www.allcreativedesigns.com.au/downloads/meta_tags.txt

Comparing Meta description and keywords of other websites

Open up any website (You might like to check out your competition) in your internet browser and follow instructions below:

In Internet Explorer 8 go to Page Menu and select Source

In older versions of Internet Explorer go to View Menu and select Source

In Mozilla Firefox go to View menu and select Page Source

Check out the meta tags of the open web page in the head section of the notepad document.