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## New version 2012

## Basic Search Engine Optimization (SEO) 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.
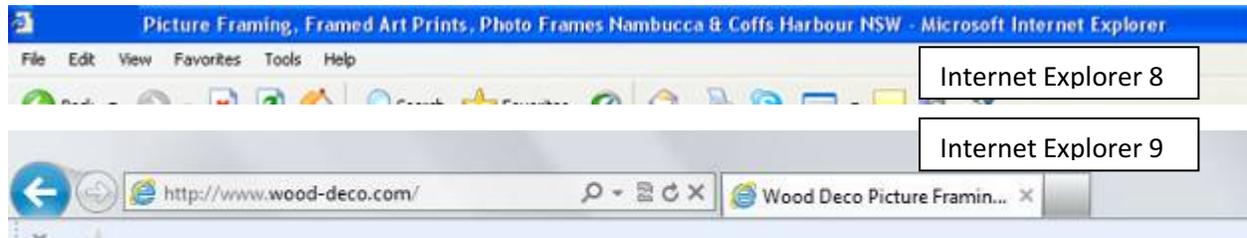


After the domain name the title text has the strongest weighting in search engine results and the weighting is applied from left to right. Words have been chosen to represent most queries an internet user would use to find a framing business; a reference to the location of the business has been added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

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

**How do domain names effect search engine results?**

If you place importance on your existing business to be found on the internet match your domain name (www.wood-deco.com) to your business name (Wood-Deco).

In the case of advertising your products or material in a direct way; a domain name repeating words in the title tag like *pictureframes.com* or *artprints.com.au* would be ideal.

**Step 2**

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

## 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).

Verb, noun and plural forms of the keyword are recognized in most instances, capital or non-capital letters are seen the same way by robots, repeat words and location from title tag.

Weighting is applied from left to right.

Important: 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%).

**Step 3**

Meta Tag Description (Will not be visible on your web page, but parts may show in Google search results)

<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**



**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 using Notepad

Navigate to your index.html file and single right click, select Open With and Choose default program (if Notepad is not listed). Click the small arrow to show other programs and select Notepad. Deselect 'Always use he selected program to open this kind of file' and click OK. *See figures below*

You can open any index.html file (with notepad) stored on your computer in this way.
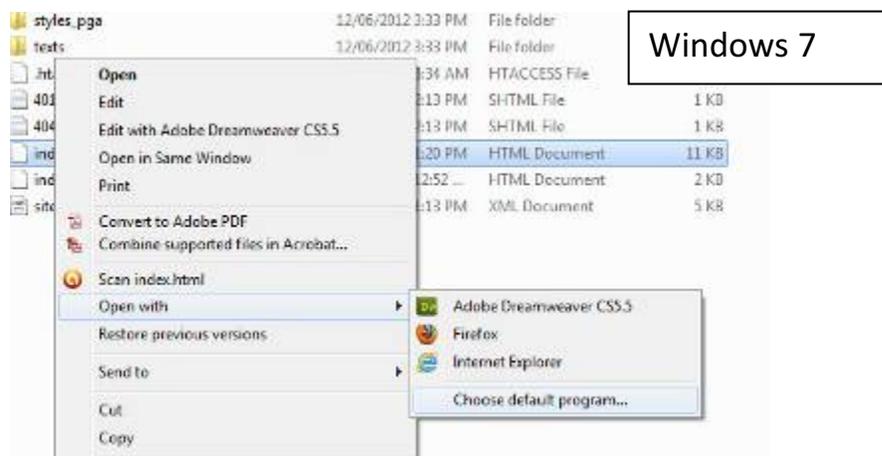
**Insert new meta tags using Notepad**

Copy and paste meta tags below into head section of your open index.html file and type your updated title in between the title tags.

## Meta Tags Code

Important if you are using a web editor like kompozer or dreamweaver:

Do not copy any code straight from here into your web page, copy and paste into notepad then copy from notepad into your web editor.

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<meta name="keywords" content="Insert Keywords here" />

<meta name="description" content="Insert content description here" />

<meta name="country" content="Insert your country here" />

<meta name="author" content="Insert Your Name here" />

<meta name="organization-Email" content="Insert e-mail address here" />

<meta name="copyright" content="Insert copyright owner or business here" />

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

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

<meta name="language" content="Insert your language here" />

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Only change text shown in green.

See an index – Notepad example on next page.

Click Save under file menu in notepad and close. Upload updated index.html file to your web server. Red texts are explanatory notes.

## 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 9
(In older versions of Internet Explorer go to View Menu and select Source)
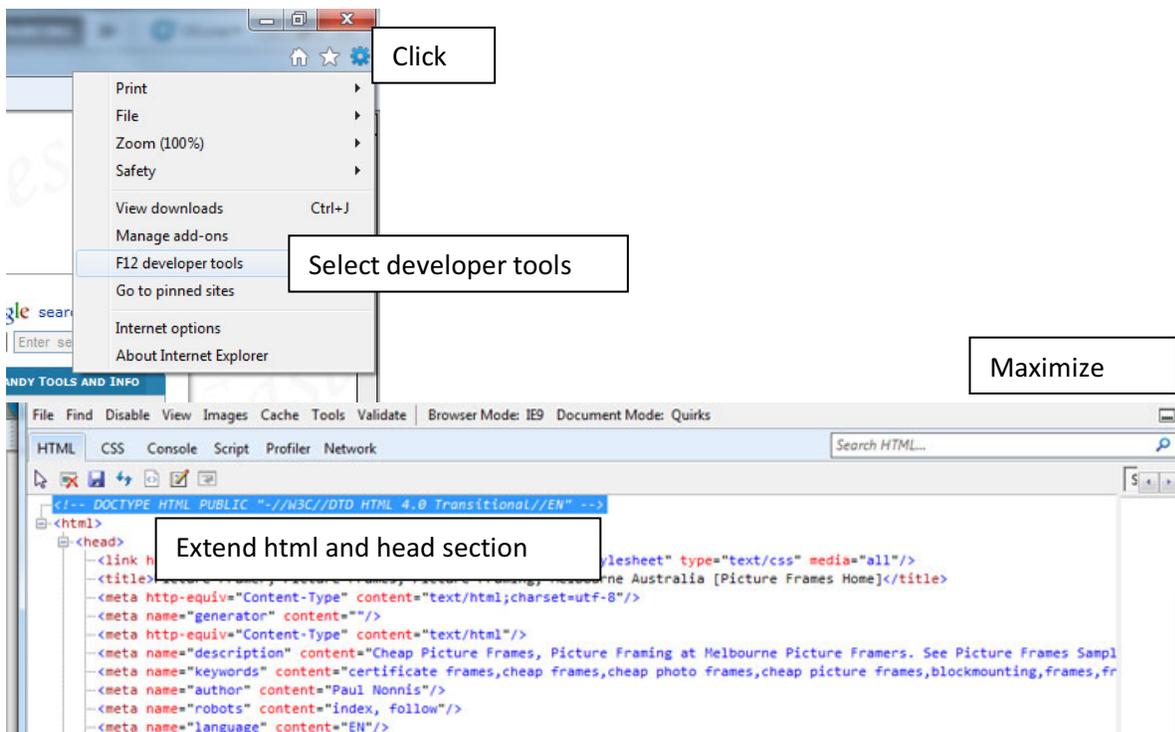
Other tutorials available from www.allcreativedesigns.com.au

www.allcreativedesigns.com.au/pages/tutorialbasicp1.html
HTML Web Page Tutorial using Notepad, PDF Download Page Part 1

www.allcreativedesigns.com.au/pages/tutorialbasicp2.html
HTML Web Page Tutorial using Notepad, PDF Download Page Part 2

www.allcreativedesigns.com.au/pages/tutorialbasicp3.html
Free PDF HTML Tag Tutorial using Notepad, Download Page Part 3

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www.allcreativedesigns.com.au/pages/tutorialpicasa.html
Picasa Photo Editing Tutorial, Free PDF Download Page