

Title, Description and Keyword Meta Tags

Title Tag

The Title Tag appears not on the website itself but in the browser bar at the top of the page. Best practice suggests the Title Tag is between 6 and 12 words and provides a description of website pages. Currently, there are no Title Tags, hence missing opportunities to include meaningful keywords reducing the visibility of the website in search engines. Each Title tag will change slightly and be personalised to each web page.

Each Title tag will change slightly from that below and be personalised to each web page:

```
<title>Welcome to Phone Reseller - Keyword, Keyword, Keyword,  
City, State, Country</title>
```

Description Tags

Best practice indicates that the Description Tags should contain between 12 and 24 words or 140 to 200 characters. Although Description Tags should include high audience keywords relating to the products, best practice for Description Tags is that they are written so that the target audience will click on it. The below listed Description Tag include high audience keywords and a call to action.

An example of a Description Meta Tags is detailed below:

```
<meta name="description" content="ADSL Broadband: $0 connection  
fee for 24 months. Flexible ADSL plans from $29.95 per  
month. Simple to join online with Today Telecom.">
```

Keyword Tags

Search engines often index the META Keyword Tag found in the <head></head> section of web pages. Best practice for Keyword Tags are from 24 to 48 words for search engine optimisation.

Best practice for search engine optimisation suggests that the Keyword Tag on each page changes to reflect the content of that page. It is not best practice to simply copy the Keywords Tag across each webpage throughout the website. By using the High Audience Keyword Database, different keywords and descriptive keyword phrases can maximise search engine indexation.

An example of Keyword Meta Tags is detailed below:

```
<meta name="keywords" content=" wireless broadband,  
broadband wireless access, wireless broadband internet,  
broadband wireless USA, wireless broadband router, broadband  
solution wireless, broadband wireless internet access,  
wireless broadband service, wireless broadband provider,  
wireless broadband internet service, fixed wireless broadband,  
broadband wireless isp, broadband wireless network,  
broadband regional wireless, broadband wireless modem, broadband  
wireless connection">
```

Warning

Search Engines have the ability to cache each page and look at them to determine the relevancy. Although many observers believe that Meta Tags are no longer important to search engine indexation, Yahoo! Search recommends the use of the META Keywords Tag as detailed in their website:

- *"Use a distinct list of keywords that relate to the specific page on your site instead of using one broad set of keywords for every page.*
- *If the keywords or keyword phrases do not appear on the page visibly, then they should not appear in the keywords tag."*

SearchForecast notes that that Keyword Tags often come from the Title element, Meta Description, heading and first paragraph of content, in that order.

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