



INTRODUCTION

Thank You for using the Meta-Tag & Title Guide for Success by Tony D. Baker of Creative Media Online.

Our purpose here is to try to simplify the painful process of getting your site categorized and evaluated correctly by the various search engines. You should note that this solution does not stand on its own. It's simply a portion of the many things that you can do to help improve the visibility of your web site. There are several other strategies that you should seriously consider using in addition to the information provided in this guide.

You can visit **Creative Media Online** at <http://www.cm-online.net> for more information on our consulting and promotion services. However, we felt that this guide can provide you with information that no site should be without, regardless of your marketing budget or labor resources. Done correctly, your site can gain a great deal of success towards being well represented in various search engines. This guide is also a pre-requisite to utilizing our **SUPERPOST2000** service. This service automatically submits your page to over 1500 directories, link pages, search engines, and other portals once a month for an entire year. For more details visit <http://www.cm-online.net/submission.html>

I tried to write this guide as clearly as possible. It assumes that you have a basic understanding of the Internet. For instance, you know what a browser is, what a search engine is, and what HTML tags are. If you have trouble using this guide or you simply just don't have time to do your own marketing, then considering hiring the professional services of **Creative Media Online - Aggressive Ethical Internet Marketing Specialists.**

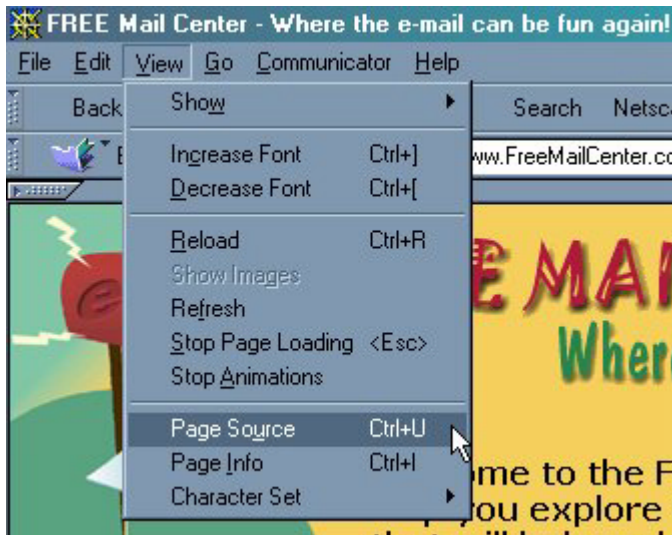
WHAT ARE META-TAGS? <META>

Meta-Tags are commands which should be written within the html code of your web page. They are intended to describe your page to search engines for the purpose of cataloging the content or description of your document.

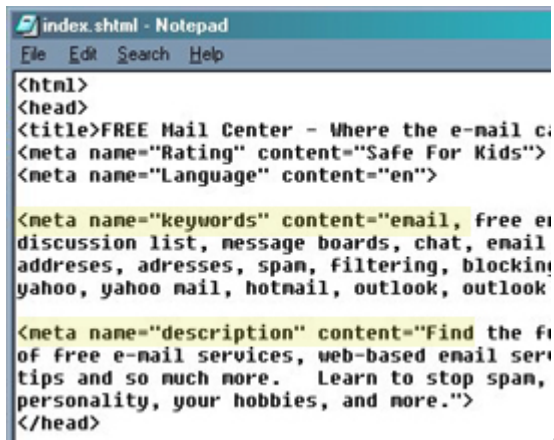
Meta-Tags should be used carefully. The biggest mistake is to abuse them by flooding information into these tags. The search engines will actually penalize your web page ranking when it senses abuse.

WHAT DO THEY LOOK LIKE?

First we should identify what HTML code looks like. Go to a web page such as our page such as <http://www.FreeMailCenter.com/> and then go to the top of your web browser (Netscape or Internet Explorer) and choose **VIEW** and then **PAGE SOURCE** or **SOURCE**.



On many of our pages, we've utilized a special program that condenses all the wasted space down so that they load just a little bit faster. However, this makes it a little difficult to view the HTML code as it is. I've cleaned it up a little just so that you can see an example of what it may look like on your web page. You can also visit other web pages to see how they did their code. Try searching for your favorite topic at [HTTP://WWW.EXCITE.COM](http://www.excite.com) and see if the number one ranked site that comes up is using META-TAGS. Usually they are. Note that some sites used some advanced server programs to hide those codes from you, so if you do not find META-TAGS in the first result, try a couple of others.



```
index.shtml - Notepad
File Edit Search Help

<html>
<head>
<title>FREE Mail Center - Where the e-mail c
<meta name="Rating" content="Safe For Kids">
<meta name="Language" content="en">

<meta name="keywords" content="email, free e
discussion list, message boards, chat, email
addresses, addresses, span, filtering, blockin
yahoo, yahoo mail, hotmail, outlook, outlook

<meta name="description" content="Find the fi
of free e-mail services, web-based email ser
tips and so much more. Learn to stop spam,
personality, your hobbies, and more.">
</head>
```

The META-TAGS in the example above which we used for RATING and LANGUAGE are simply two META-TAGS that we are experimenting with. So far, we see no positive difference by utilizing them. In fact, if you are trying to use a META-REDIRECT command, we recommend that you do not. Instead, find a Javascript that will accomplish the same task.

There are literally dozens of potential "META" commands out there, however the only ones that really make a difference for you right now are the **keywords** and **description** META-TAGS. We've highlighted them in the example so that you know what to look for.

WHAT SHOULD I PUT IN THEM? "KEYWORDS"

Let's start with the keyword tag. This tag is important to Inktomi powered search engines such as Hotbot, AOL Netfind, Infoseek (DISNEY/ABC's GO Network), Altavista and Snap.

You should limit your keywords to no more than 1017 characters (including spaces and commas). You can easily measure this by utilizing a word processor to write your keyword tags. In Microsoft Word97 you can go to TOOLS in the top menu and select WORD COUNT. Several lines down you'll notice the amount for "Characters (With Spaces)." You don't have to use all 1017 characters.

You should place the most important keywords first and the least important keywords last. There are various reasons for this. For one it appears that it does effect your ranking and secondly, EXCITE only uses the first 762 characters within the first 105 words. Avoid using any particular word more than 3 times. Never ever use any word more than 7 times. It is easy to overlook the fact that you are abusing a keyword.

For Instance: `<meta name="keyword" content="free email, free mail, free stuff, free address, free software, free web-based email, free subscriptions">` While this may seem like common sense to you and me, the search engines will see this as the abuse of the word "free." The correct way to do this would be to put something like this: `<meta name="keyword" content="free, email, mail, stuff, address, software, web-based, subscriptions">`

Choose keywords that you believe are popular as well as words that may focus on a niche market. In FreeMailCenter.com, we even used names such as 'Eudora' which is a particular software that we will review in our site. Be sure not to simply "steal" trademarked terms that you are competing directly against. However, you can generally use words that are trademarked if you are referring to something within your site that has something to do with that trademarked service or product.

Niche words can also include variations of a word. For instance, if you sell freeze dried food, then you could also target keywords of your items, and keywords of your audience, and keywords of events, and so forth. Think outside the box sometimes. Come at your business as if you were on the Internet looking for information, and then see how that information relates to what you do.

Since you have 1017 characters to work with, you may run out of keywords. In this case I recommend purposefully misspelling certain keywords. For instance: If one of your keywords is "Arthritis" then you might also consider using "Athritis" as well, especially on words which are difficult to spell.

WHAT SHOULD I PUT IN THEM? "DESCRIPTION"

Descriptions are vitally important, maybe even more important than your keywords. They have double duty. They are used to determine how relevant your site is by the words contained within the description, and to the person who's searching the Internet, it is what sales them on the idea of entering your web page.

You have to be very careful with the description tag. You want the most important words to be first, but you want it to appear to be an inviting message instead of just another list of keywords. At the same time you want to avoid as many non-relevant words as possible so that you have as many keywords in the description as you can fit in.

Several search engines will use this command and present the first 150 to 390 characters of the description for their results listing. All the search engines we mentioned in the keyword section apply to this.

You want to be careful, because you have to consider your title as well as your description. I know we haven't discussed your TITLE tag yet, but just keep this in mind until we do. Don't repeat your title in your description unless it benefits the number of relevant keywords within your description.

Here's an example of a good description:

```
<meta name="description" content="Find the fun again with email. Here you'll find thousands of free e-mail services, web-based email services, free software, discussion list, email tips, learn to stop spam, find email addresses that fits your personality, your hobbies, and more.">
```

This SELLS the user on entering your site while at the same time targets particular keywords such as fun, email, e-mail services, web-based email, etc...

You'll also notice that I said the most important things within the first 150 characters, the remainder was used on additional things that I wanted to use to sell the viewer on entering my site. You may even want to consider mentioning free offers, contest, and so forth. An average description will be about 200 characters.

TITLE TAG <TITLE>

We saved the best till last. This is surely the most important part of your entire web page. It's sad to see so many webpages out there that simply have "Welcome" in their title tag, or something just as useless. This tag is not a META-TAG, it is used by all of the search engine robots to help determine what will be the bold and linked text that will take the user from the search results into your web page.

Again, this tag serves at least two primary functions. It provides keywords for the search engines while SELLING the user on the concept of clicking through to your page, and even bothering to read your description. Let's be serious... you can have the best description in the world... but people will tend to simply gloss over it unless you have a dynamic and compelling title tag that gives them a reason to read more.

As in all the sections above, you want to be sure that **you DO NOT CAPITALIZE EVERY SINGLE WORD IN THE TITLE TAG**. This tends to cause the search engines to be annoyed at you, and all caps tends to come across as "yelling" to the user. I use all caps in my title, but I limit it to one word so that it simply attracts attention, without imposing on the user. At <http://www.FreeMailCenter.com> you'll notice that the TITLE tag is: FREE Mail Center - where the email can be fun again!

Obviously we could have stuffed our TITLE with more keywords, but we didn't want to do that on the home page. At the same time, we did include a couple of keywords while compelling the user to read more. And remember, you have more than one page on your website. You can use other pages to include keywords in the title. One page may use a word like Mail, another page may use the word E-Mail, and yet another may use the word Email. (If you have an e-mail site such as ours)

If you are submitting a page using our SUPERPOST2000 service, you don't have to submit your home page. You can submit a page such as yourdomain.com/keyword.html and have a title that is catered to a particular group of keywords.

Your TITLE tag is likely to only have a maximum of about 10 words. Use them wisely. Place your most important words first. Never use all caps to submit anything to YAHOO's portal, and do everything in modesty. Our slogan at Creative Media Online is "Aggressive Ethical Internet Marketing Specialists." We can be aggressive while respecting the interest of the users and the various search engine services.

Unless you are trying to BRAND your service, placing your company name in your title is not always necessary. You obviously may want to do this on your home page, however if you have pages that are simply about certain subjects, instead put the most important words first.. such as the content of the page, and then put "by Creative Media Online" or something towards the end of your title.

CREATIVE MEDIA ONLINE



Well, I hope that this information proves valuable to your success online. We'd be more than happy to hear any comments or questions that you may have. Especially if you have success stories that you would like to share. If you get through this manual and you still need help, please consider using the professional consulting and promotion services of Creative Media Online. We provide aggressive ethical Internet marketing services for you.

Be sure to visit our website at:

<http://www.cm-online.net> for future e-books such as this one.

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