

DEVELOP TERRIFIC TAGS FOR YOUR WEBSITE!



Whether you create them yourself or rely on your designer, your website will need 3 meta tags: keywords, title, and description.

Needed: paper, pencil and your imagination

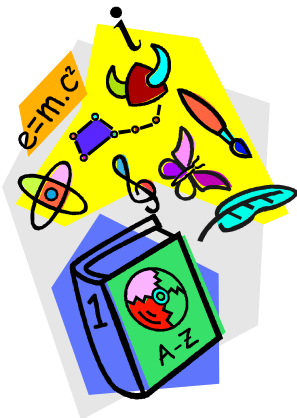
It begins with imagination—imagining you are a web visitor searching for what you want on Google, Yahoo, or any other search engine. What words do you think people will use to find you and your business?

Finding your Keywords...

Web pages need keywords. These are one word to three word phrases. No one will see them (they are placed in the code by your web designer), but they will help your site to be found by the Search Engines and will influence where your website ranks in the search results. No one knows your business as well as you—you will have a head start in creating the key words. As you work through your assignment keep in mind you are also trying to anticipate words and phrases people will use to search for your business.

Assignment:

1. List all **NOUNS**. These are people, places/locations, brands/models, etc. (example: Krypton Safe, Widget, President Sally Smith, Los Angeles, builder, installer, Horseshoe Pool...)
2. List all **VERBS**. These are action words that say what you do or what you'd like your customers to do. (example: send, appraise, repair, cater, call...)
3. List all **ADJECTIVES**. These are words that describe your service or products. (example: fast, efficient, targeted, heavy-duty, licensed)
4. List your **ACCOLADES**. I use this word for a very large category of awards, certificates, accreditation, licensing requirements, titles, etc. (example, ASID, Member of State Bar, Founder of the XYZ Fellowship, winner of Nobel Prize...).



Forming Keyword Phrases...

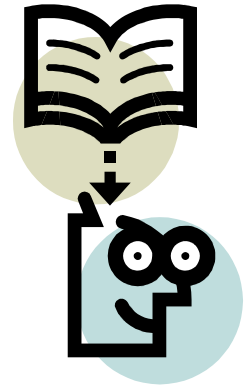
People do not search the Internet one word at a time. It's important to craft Keyword Phrases from the keywords you have just brainstormed.

Assignment:

Make a list of meaningful phrases you think web visitors will search by combining words from your Keyword list. For example: heavy-duty Krypton Safe, Widget repair, licensed Horseshoe Pool installer.

Title Tag...

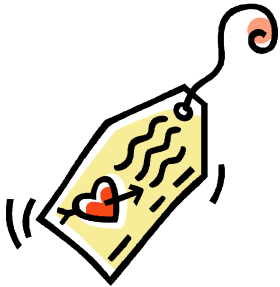
Each web page should have a title. The title comes in to play two different ways. Look at a web page on the Internet—at the top of your computer screen is a bar that displays information about a website. In that bar is the *title* of the web page. Internet visitors often look at this title field to get a sense of what the website is about and for a feeling of comfort that they are on the right page. The second way that the title works for your website is on Google. Do any Google search. The title of the web page is the first line of underlined information that appears in the Google results. Wouldn't it be nice to create a meaningful title that would clarify the content of the web page for Google users?



The Design to Spec website has a title that grounds the website in a meaningful location and a brief description of services:

Design to Spec LLC, Designer Vanessa Wood - Web Design and Graphics in Fairfield County, CT

Assignment: What would be meaningful for web visitors? Consider including your location, name of business, your name, name of product or service, etc.



Description Tag...

So much has been discussed and written about keywords that the web page Description Tag is often overlooked. Have you ever searched for something on Google? Have you noticed that some of the results have a nifty description? That description is not necessarily anything that is stated on the web page, but a stand-alone description placed in the code of the web page.

Assignment: Write a two sentence summary or a tantalizing lead in for each page in your website.

Reminder...

Provide your web designer with your lists of Keywords and Phrases, web page Titles, and page descriptions so they can be added as Meta Tags to the code of your website.

Notes...