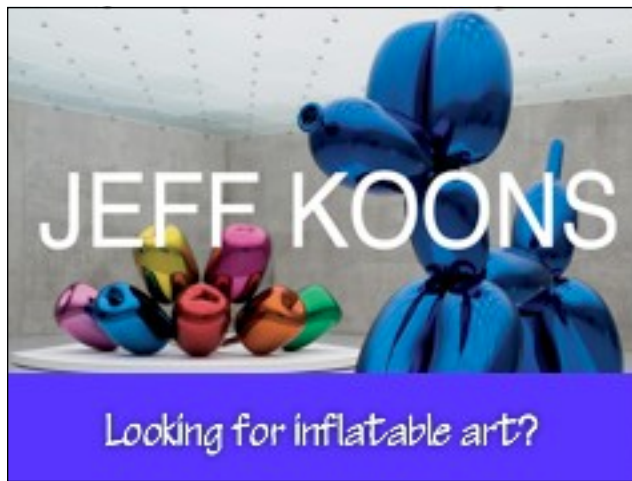


Meta Tags mainly refer to the title, keywords and description tags. They are summary of the content that is on the page in different formats. Metatag content does play a role in rankings for many search engines.

WHY BOTHER WITH METATAGS? You don't have to have a single metatag on your site for it to appear online. Many many many websites do NOT have ANY metatags. This is problematic on many levels.



No? Okay, but there are over 500 google searchers a month for inflatable art. Maybe people think they'll save on shipping. Jeff Koons does AMAZING inflatable art and you can see it on jeffkoons.com.



When you search for inflatable art in Google, Jeff does not show up. This is partly because Jeff has no metatags on his site. Jeff needs metatags because he does incredible inflatable art and we want to find him. Jeff also needs more text on his site but that's another talk.



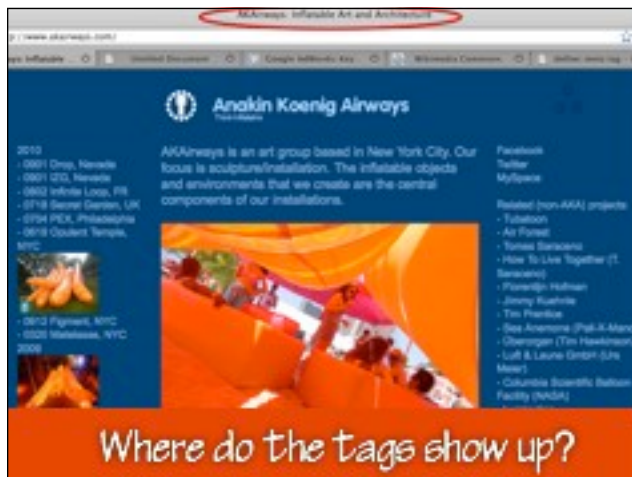
GOOD! You'll find Jeff! When you build a page in Dreamweaver, and you don't define the Title tag, it gives you a default tag of UNTITLED DOCUMENT. As a result, there are 19 million results when you search UNTITLED DOCUMENT in Google. Jeff is #2. Google likes him, I believe, because almost 19,000 people are linking to his sites. But still, it's unlikely that the weirdos (like me) who are searching for untitled document are interested in inflatable art.



The first result in Google that's not an image result is AKAirways. It's easy to see why they're at the top. The link text has the phrase Inflatable Art in it, and the description has the word inflatable. The link text IS the TITLE tag and the description text IS the DESCRIPTION tag. Search engines do pay attention to these two tags. These aren't the only factors, but they're BIG FACTORS.



THEY ALSO DO WONDERFUL INFLATABLE ART. The difference is you can ACTUALLY FIND THEM if you're searching that subject. See how you can lose your edge if you don't have keywords in your metatags? This company also has keywords in their text which is essential. The jeffkoons.com site has no keywords anywhere on the home page. The home page is one way that search engines spider your site.



WHERE DO THE TAGS SHOW UP ON A SITE? The TITLE tag is the only one that shows up on the site. You can find it in the browser "chrome" at the very top of your web page. The description tag is hidden. But it's easy to find. Just right-click or control click on a blank part of your web page and choose VIEW SOURCE.

```

<HEAD>
<TITLE>AKAirways: Inflatable Art and Architecture</TITLE>
<META NAME="resource-type" CONTENT="DOCUMENT">
<META NAME="description" CONTENT="Custom Inflatable
Structures by Anakin Koenig">
<META NAME="keywords" CONTENT="anakin koenig, art,
collaboration, collaborative art, interaction, public,
techoo, trance, goa trance, psy trance, ambient, rave,
air, inflatable, architecture, architecture, gonflable,
pneumatic, structure, bulle, bubble, gonfler, degonfler,
inflate, deflate, tensile, ballon, plastic, iron, design,
projection, strobe, chill out, dance, floor, club culture,
new york, underground, space, starfish, garden,
installation, gallery, artist, ephemeral, performance,
kinetic, interaction, engage, transient, transform,
transformative, energy, play, learn, share, deploy, diy,
do it yourself, inspire, modular, mobility, mobile, nomad,
somatic, open-source, expression, multiverse, exploration,
sculpture, art installation, art world">

```

How do I get the tags in the site?

PROGRAMS LIKE DREAMWEAVER MAKE IT EASY, OR YOUR WEBMASTER WILL KNOW HOW. THIS IS THE SOURCE CODE OF THE AKAirways.com HOME PAGE. META TAGS LIVE INSIDE THE HEAD TAG AT THE BEGINNING OF YOUR HTML CODE. See how Inflatable Art is a phrase inside the TITLE tag and inflatable is inside the description tag? Nice! Of course, I would have used the entire phrase "inflatable art."



In Code:

```
<TITLE>AKAirways: Inflatable Art and Architecture</TITLE>
```

Google Results:

AKAirways: Inflatable Art and Architecture
 Visit The Bubble: a Forum for Inflatable Art and Architecture. DIY Simple gestures, accessible techniques and elegant hacks are the ingredients of ...
www.akairways.com/ - Cached - Similar

ABOUT THE TITLE TAG This is the most important place for keywords in your site. Keywords are the words -usually phrases - that people are searching for. In your title tag, you want to include keywords that match what you're offering with what people are searching for. You need these words in the text of your site as well as in the title tags. 60 characters is a good maximum size.



In Code:

```
<META NAME="description" CONTENT="Custom Inflatable
Structures by Anakin Koenig">
```

Google Results:

AKAirways: Inflatable Art and Architecture
 Visit The Bubble: a Forum for Inflatable Art and Architecture. DIY Simple gestures, accessible techniques and elegant hacks are the ingredients of ...
www.akairways.com/ - Cached - Similar

ABOUT THE DESCRIPTION TAG This is the 2ND most important place for keywords in your site. in addition to inserting a description tag in your code, you need to reiterate these keywords in the text of your site as well. This descriptive text and the Title text are the ONLY THINGS that help the searcher decide whether to visit your site!! Make it JUICY and enticing! 150 characters is a good size.



ABOUT THE KEYWORD METATAG Here you can see the keyword metatag in action. This tag is still seen by Yahoo but Google totally ignores it, mainly because of spammers and situations like this. You can put as many keywords in the metatag as you like. But it only makes sense to put up to three phrases here. Still, this glut of irrelevant keywords probably isn't hurting them, it's just not helping them.



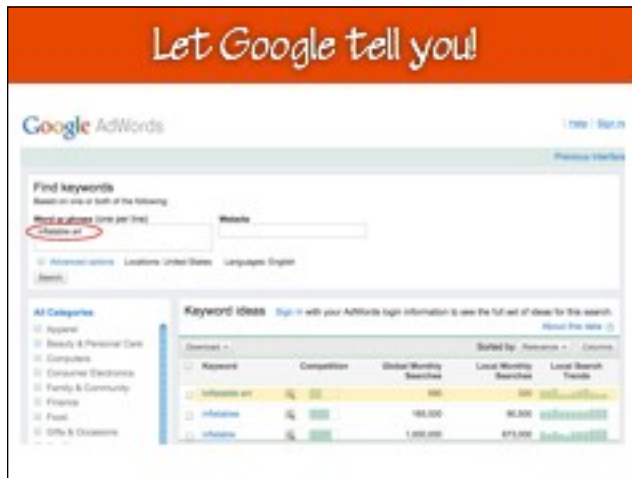
IT's really tempting to put every possible keyword in this tag. DON'T! You want to tell Yahoo (since Google ignores this anyway) what key phrase your ideal client is searching for as it relates to the PARTICULAR PAGE on your site.



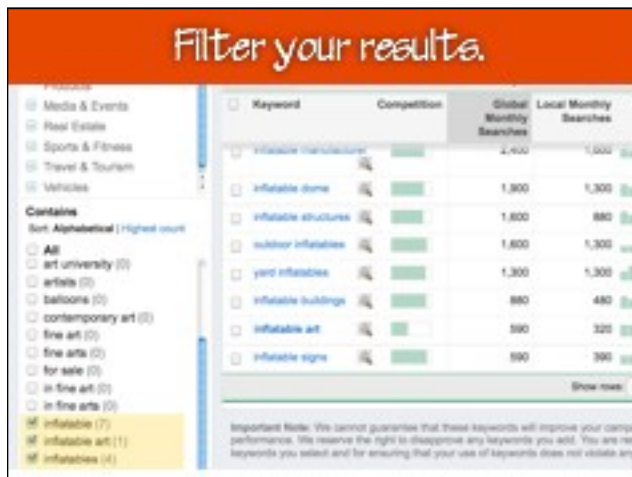
If you try to tell Yahoo that you want everyone who searches all these phrases to find you, Yahoo is really at a loss. You can't compete for all these phrases. You can compete for the MAIN OFFERING of your business, at best. (The latest stats I could find is that there are about a billion Yahoo searches a month to 6 billion Google searches.)



You have to find the heart of Google, see what people are searching for, evaluate how those phrases match up with what you're offering and gauge the competition for those keywords on other sites. Google's heart lives at adwords.google.com/select/KeywordToolExternal. You don't have to have a Google account or ADWORDS account to use this amazing free tool.



TYPE IN THE PHRASE YOU THINK THEY'RE SEARCHING FOR AND HIT THE SEARCH BUTTON Google will tell you how many people are searching that phrase, if enough have done so to even register. Google will ALSO tell you the other related phrases that people are searching for. THIS CAN BE A GOLD MINE of ideas. Please let go of what you WANT people to be searching and focus on what they ARE searching for.



Scroll down the left hand side and de-select and unrelated categories. This will limit the results to relevant results. You need to use the phrases that are targeted. Fish with a small net because you can't compete with the big corporate fisheries and you probably don't want to!

Small net, tastier clients

Download ▾ Sorted by: Global Monthly Searches ▾ Columns

Keyword	Competition	Global Monthly Searches	Local Monthly Searches	Local Search Trends
inflatable		1,000,000	873,000	
inflatables		168,000	90,000	
halloween inflatables		8,100	8,100	
inflatable animals		2,400	1,600	
inflatable manufacturer		2,400	1,600	
inflatable dome		1,900	1,300	
inflatable structures		1,800	880	
outdoor inflatables		1,800	1,300	
yard inflatables		1,300	1,300	
inflatable buildings		880	480	
inflatable art		500	300	

BUT A MILLION PEOPLE ARE SEARCHING FOR INFLATABLE! That's true but ask yourself what they're actually searching for... Should an inflatable art company try to compete with someone who makes inflatable marketing thingies that wave outside a used auto shop? Fish with a small net and you're more likely to catch your ideal client.

