

Day 08: Meta Tags

What are Meta Tags?

Meta Tags are what the search engines use to catalog your pages. To work on your Meta Tags login to your account and choose a page you would like to work on. In the upper left hand corner is a drop down menu that says File. Click that and select Meta Tags. A large grey window will open and there is where you can work on your Meta Tags.

Title tags

The first thing you do is give the page a title. When a search engine indexes a page it lists a title and it lists a description. This is where the search engines get that information. Then you write a description. The description is a summary of what is on that page. You should have at least a title and a description on every page you want the search engine to index. The title will also appear when someone views your page, in the blue bar at the top of the page.

Keywords

The next step is to add your keywords. This is where you put in the keywords that you want the search engines to use when finding your website.

Robots

At the bottom of the window, you'll see that there is an option called Robots. If you don't want the search engines to index a certain page you would put "Dont Use." If you want the search engine to follow the page and all the links on that page then you would choose the option of "Index Follow." You can also choose "Index No Follow." Then push submit.

Save

Now you want to save the information you just created. Go to File and click Save. After you've saved the page be sure you go back to the menu and click File and then Exit so that none of your hard work is lost.

