

Dear Web Designer, Our mission is to make a web designer's work life easy. Being a web designing company we know the problems faced by a web designer, outcome of which is FIREWIRE Newsletter for web designer with the solutions, tips, money saving steps & much more stuff from the developer of Layout Galaxy, Ready-to-use design concepts for the web.

Earlier Newsletters sent to you might have helped you in making good looking fast loading clients web sites quickly with the help of Layout Galaxy which reduces your production time & thus increases profit.

This newsletter is about launching your web site with thousands of search engines on the Internet. Lot of material is available on this topic on the Internet, which gives thousands of tips, resources, links & different methods, which generally add more confusion on the topic. We have developed more than 100's of web sites & learned little about search engines by making costly mistakes.



There are no standard rules or protocols to register your site with search engines, as different search engines set different guidelines. We have discussed in the Article on Search Engine Submission at [http://www.layoutgalaxy.com/article.php4?article\\_id=1](http://www.layoutgalaxy.com/article.php4?article_id=1), there are thousands of search engines & links, how can one study each of them individually? There is a need for certain standards, which are suitable to all the search engines.

We after submitting 100's of web sites for our clients, which gives them traffic through search engines have set up these standards as follows. They are not written rules; they are developed based on practice & hours of study. We hope this can be useful to you as guidelines to register your client's web site with the search engine.

Meta Tags plays very important roles for search engine submission. Meta tags are not visible on the HTML Page. They are written with the source, hence not visible to Visitors on your web site. But for a web designer they are key components to generate traffic on their client's web site. This Newsletter is based on Meta Tags.

### *There Are 3 Types Of Meta Tags Related To Search Engines:*

1. Title
2. Keywords
3. Description

Each of them is very important individually as well as together. Many search engines consider only title, only keywords, title with keywords & in some cases all of it.

Following paragraphs will explain each of them, their limitation in terms of number of words & their importance to get the top ranking with the search engines. You should explain this to your client & get the title, keywords & description accordingly. It is never advisable to take the responsibility of selecting keywords on behalf of a client, as he knows in & out of his business & psychology of his customers, he is the only person who can give you the best possible words.

### *Title*

Title is the most important Meta Tag. Most popular search engines such as Yahoo gives importance to Title first, if users search a word, which is incorporated within the title, chances of your site getting listed in the top pages, becomes strong.

### *Things To Remember:*

**A.** It should be small - Not more than 80 characters in any case. Smaller the title, better the chances of getting it selected on the top.

**B.** At least the most important 3 Keywords should be incorporated within the Title. For example: Ideal Title for Blood Bank would be: -  
Pooja Blood Bank collects & distribute blood, plasma in an around Mumbai

Title  
Keywords  
Description

Smaller  
you are  
the on the  
Title,  
top

In the above example most important keywords are blood bank, plasma & Mumbai

Here Mumbai is a city, & in normal cases, Blood availability is preferred in local area, as blood cannot be carried to a long distance without proper refrigeration.

Hence Blood Bank, plasma & area Mumbai are covered, thus when a user tries to search the word,

- \* blood bank,
- \* blood mumbai,
- \* blood bank mumbai,
- \* mumbai blood bank
- \* blood
- \* plasma ( it is a component of blood )

He might get Pooja Blood Bank's web site listed on the top of the search engine!

### Keywords

Keywords are those words by which a user tries to search your client's web site. For example: A person looking for blood will type 'blood bank', hence "blood bank" is a keyword for him as well as for the search engine.

Keywords should be maximum 20. Out of which 3 should be taken from the title. As per our example we have selected <<blood bank, plasma, mumbai>> hence 3 + 17 to make maximum of 20. When we say maximum, it is not compulsory to reach 20 even 10 are enough, if it covers all your important words. Few of the search engines accept only 5, some of the search engines accept 15 keywords & some accepts even 20 or more.

Even though "blood bank" are two words when separated with comma they are treated as one keyword example: blood bank, plasma, bag, mumbai these are total 4 keywords.

### Things To Remember

A. Never repeat Keywords, many search engines ignore your sites if keywords are repeated again & again.

Example: blood bank, blood bag - in these two keywords word blood is repeated 2 times. The correct way to write it is as blood bank, bag.

B. Write your keywords in an ascending order of importance. Most important keywords should be written first followed by other keywords. It helps as certain search engines only accepts 5 keywords. This system makes sure that important keywords are never left out.

C. Write all keywords in lowercase separated by comma.

Example for blood bank

blood bank, plasma, mumbai, components, platelet concentrates, fresh frozen plasma, liquid plasma, cross matching, voluntary donors, auto transfusion, adverse reaction, health care system, banking, India.

### Description

**How search engine displays the results?**

First they display title followed by 2-3 lines of description. In case of description, we are not under restriction as we can write up to 240 characters maximum (again smaller descriptions get a better chance to top the list). We can repeat keywords with the description. All the keywords should be incorporated properly with grammatically formed sentences. Many regional search engines prefer matching keywords from the description.

Description plays a very important role, because a visitor prefers reading what this site is about before entering your site to save his time & internet cost. Hence poorly formed description will make your visitor run away without visiting your site.

### Things To Remember

A. It should be properly formed sentences indicating in brief what this site is about.

B. All the Important Keywords should be incorporated without disturbing the grammar or the meaning of the sentence.

When two words  
separated with comma  
they are treated as  
one keyword

Never repeat  
Write your  
Keywords  
keywords  
in an  
ascending  
order.

Poorly formed  
will make your  
description  
visitor  
run away  
without visiting  
your site.

C. Smaller the description, better the chances to get listed on the top of the search engine.

D. Maximum characters should be 240.

### *Example*

We are a leading blood bank in Mumbai licensed to prepare the components like Red Blood Cell Concentrates (Packed Cells, Platelet Concentrates (PLC), Fresh Frozen Plasma (FFP), Liquid Plasma, Cryoprecipitate (Factor VIII), White Blood Cell Concentrates.

If you follow the above standards, chances of all the search engines considering your listing becomes very high, because your client's web site is ready with all the material like title, keywords & description.

- \* Those search engines, which ignores keywords & description will still consider our web site as we have the title ready.
- \* Those search engines, which ignores title & description will still consider as we have the keywords ready.
- \* Those search engines, which ignores title & keywords will still consider as we have the description ready.

### *Common Things To Remember:*

- A. Copy Meta tags on all the pages.
- B. Keywords must be repeated somewhere on all the HTML pages in form of text. In short your meta tags must match the text of your web site.
- C. Prefer using auto submission search engine software as it becomes almost impossible to submit website manually. Read my article on our web site [http://www.layoutgalaxy.com/article.php4?article\\_id=1](http://www.layoutgalaxy.com/article.php4?article_id=1)

Manoj Kotak

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