

SEO : Meta Tags Best Practice

SEO Cheat Sheet

Basic Definitions

Title	<i>Seen at the top of the Web Browser (65 characters long in IE)</i>
Description	<i>Displayed by Engines under the found article. (1 or 2 short sentences)</i>
Keywords and Key-Phrases	<i>Words and terms of significance related to the articles contents</i>

Recommendations

Title

- Should be kept between 60 - 90 characters in length.
- Should be different and relevant text describing each page of your site
- Google currently displays only approximately 65 characters of the title - some engines display more.

Description

- Recommended length of 170-200 characters
- Use a different relevant statement for each page or article of the web site.
- Make it a call to action !
- Most important and relevant terms at the beginning of each statement

Best Practices for Meta Description

Stay under 250 characters.

Basically, this is 1-2 sentences that contain your keywords and key phrases describing your content.

Make sure the most important aspect of the article is at the beginning of the description

Google will display the first 150 characters in your Search Engine Ranking Position (SERP) entry

If the description is longer than 150 characters, it will neither help nor hurt your rankings.

However, a longer description may affect whether searchers click on the link or not

Keywords and Key-phrases

- Do not repeat the same keyword too often
 - 3 occurrences is a safe benchmark and this includes word variations.
- Most important keywords and phrases should appear within the first 100 characters
- Use a different keyword statement on each page.

Best Practices for Meta Keywords

Stay around 5 keywords/key phrases.

Should contain an absolute max of 15 keywords / key-phrases

There is no web page out there that cannot be summed up in 15 key phrases or less.

A great place to list misspellings without having to include them in the content of your page

Order of Keywords and Key-phrases may be weighted (Most important terms to the Left)

Images: Filenames, Alt and Title (pop-up) Text

- Filenames: use Keywords and Key-phrases for filenames
 - *australian-dollar-business-spectator*, not *DCS_004.jpg*
- Alt and Title text: use full descriptions of the image, product or service in the image
 - Good for SEO, Accessibility and Usability

Resources:

- Google Webmaster Tools (Requires Account Sign-In) : <http://www.google.com/analytics/>
- Bing Webmaster Tools (Requires Account Sign-In) : <http://www.bing.com/webmaster>
- Bing Toolbox and Resources : <http://www.bing.com/toolbox/>