



Does it really Meta? Meta-tag creation worksheet.

Meta-tags are metadata elements contained within web pages. They hold additional information like purpose of the data, time and date of creation or description of the content.

This worksheet focuses on three meta-tag areas:

<TITLE>

This information is shown at the top of the browser and has an effect on search indexing. Each page should have a unique title which adequately describes the content of the page.

<META NAME="keyword" CONTENT="xxx">

These are not seen by browsers at any point and are now practically obsolete in terms of search indexing and listing. However, it is still considered good practice to include them if only for admin.

They should be 3 – 12 words that capture the essence of the topic, see below for more details.

<META NAME="description" CONTENT="xxx">

This is show in search results and seen by browsers and also impacts on indexing. This should describe who you are and what you do. See below for more info.



1 Basic Company Information

Company name	List company name, parent company name and any derivatives, including misspellings or abbreviations.
Company description	Write a brief description about the company (20 – 30 words) which will be coded in the <META NAME =“description”> and appear in search engine results.
Key principals/ management team	List names and misspellings of all key individuals in the company, (include maiden names if a principal recently married).
Index/homepage title	Create a <TITLE> tag for your home page that is clear, descriptive and concise. This content usually appears as the linkable text when your site is returned as a search criteria match.
Location	Relevant cities, states, regions or areas.

2 Industry/Service Information

Key industry terms or buzzwords	List all key industry terms that describe your business, services, and offerings.
Products or services offered	List any and all key products or services offered, list specific product names if relevant.

3 User-Oriented Information

Sample searches	How might your target audience search for your site? Come up with several sample search queries for different results, industry-, job-, investor-, product-, or service-related.
Theme & content	What is the theme of your site? What kind of content do you have on your site that users might find relevant?
Sub-page searches	Besides the home page, are there any other sections of your site that users might find and go to directly? If so, create <META> information for these sub-pages.
Key Phrases	What might someone trying to find you type in when they search? Think, especially of people who don't know who you are. "bed and breakfast" isn't as good as "bed and breakfast in devon" or "small hotels in leeds". Be creative. Think like your users.