Meta tag for SEO

<meta name=”description” content=”TEXT goes here” />

1. It should be around **150** character
2. It should start with keywords
3. Include synonyms
4. If competitive keywords then, mention them twice

e.g. <meta name=”description” content=”**Online marketing for small business** owners where you pay less, but get MORE, Professional **internet** **marketing** solutions tailored for **small business**” />

If competitive keywords then, mention them twice

Include synonyms

It should start with keywords

<meta name=”keywords” content=”” />

<meta name="Keywords" content="HTML,CSS,JavaScript,DOM,jQuery,PHP,SQL,XML,Bootstrap,Web,W3CSS,W3C,tutorials,programming,development,training,learning,quiz,primer,lessons,reference,examples,source code,colors,demos,tips,w3c" />

Example:

To be Most Wanted, you'll need to outrun the cops, outdrive your friends, and outsmart your rivals. With a relentless police force gunning to take you down, you'll ...