

Meta tags

Still very important tags for SEO (Search Engine Optimization). Not all meta tags are important!

Here are some tips:

<meta http-equiv="content-type" content="text/html; charset=utf-8" />

Specifies to the browser the character encoding is being used by the page. One function of this is to tag is to "reset" the user's browser and ensure proper font settings.

<meta name="language" content="en" />

Specifies the language that is being used in your page. Search engines generally use that tag to determine which language(s) is(are) supported.

<meta name="description" content="This web page shows the use of meta tags. Meta tags are still important to search engines and should be used correctly" />

Important tag for SEO. Almost all the major search engines like Yahoo and Google will use your description tag. You have a direct input on the way people will see your website in the list of results.

<meta name="abstract" content="This is a very short description of the page" />

Hardly used by search engines like the description meta tag but there are several search engines that use this tag to archive your page. And this increases your change that your website will be better archived, including a link to your website.

<meta name="distribution" content="Global" />

The content values can be Global (your web page is intended for everyone), local (for local distribution only) or IU (internal use, not for public distribution).

<meta name="author" content="Claudia Da Silva" />

Just to give credibility to your page and to also give credits to the responsible person/company that built your page. It has no influence on search engines.

<meta name="revisit-after" content="5 days" />

This tag tells the spider (robot, bot) to come back and visit your page again. This tag should be used only if you are constantly updating your page content. Google does not use this meta tag as they have their own internal date.

<meta name="robots" content="value" />

The default value for content is index,follow. If you put noindex,follow it will follow the links but will not index the page. If you have index, nofollow it will index the page will not follow the links. For noindex,nofollow it will not index the page neither follow the links. There are other values that can be used such as:

- * “noarchive” — this will prevent search engines from keeping a cached version of the page in search results
- * “nosnippet” — this will prevent a description from appearing on your site’s listing on search engine results pages
- * “noodp” — this will prevent search engines from displaying the Open Directory title or description on your site’s listing
- * “noydir” — this will prevent Yahoo! from displaying the Yahoo! Directory title or description on your sites listing
- * “none” – this is the equivalent of “noindex, nofollow”
- * “noimageindex” – this will prevent search engines from indexing images on the page

Some sites get outdated titles and descriptions from the Yahoo!Directory or the Open Directory. If you use the content value “noodp” and “noydir”, you will prevent these directory titles and descriptions from being displayed for your site and then the search engine will use your own HTML/XHTML titles and/or meta description.

<meta http-equiv="refresh" content="30; ,URL=http://www.abc.com/login" />

You may rank negatively if using this tag too much! It’s better to provide a link to the new page. One example of a good use for this tag is if you have an event that happens every year and then you want to redirect the user to the registration for that specific year (you created different pages for each year – ex.: reg2009.htm, reg2010.htm etc.). The number = 30 means how many seconds it will take for the browser to redirect the user to the page described in the URL.