

# **SEO Meta Tags**

## **Search Engine Optimization**

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### **Title Tags for SEO**

Title Tags for SEO: Optimize Your Website's Title Tags For More Organic Traffic

- 1- title tags are the most important element
- 2- 60 characters or less
- 3- keep keyword closer to the front
- 4- should be unique for each pages
- 5- write for humans

- use marketing power word.
- use number and brackets.
- use month or year.

#### **where are thy use ?**

- search engine results
- browser tabs
- social media sites

#### **EX --:**

```
<title> the beast ..... - google.com</title>
<title>17 word class ..... for 2019 ( ..... )</title>
```

**LINK -->** <https://developers.google.com/search/?hl=en>

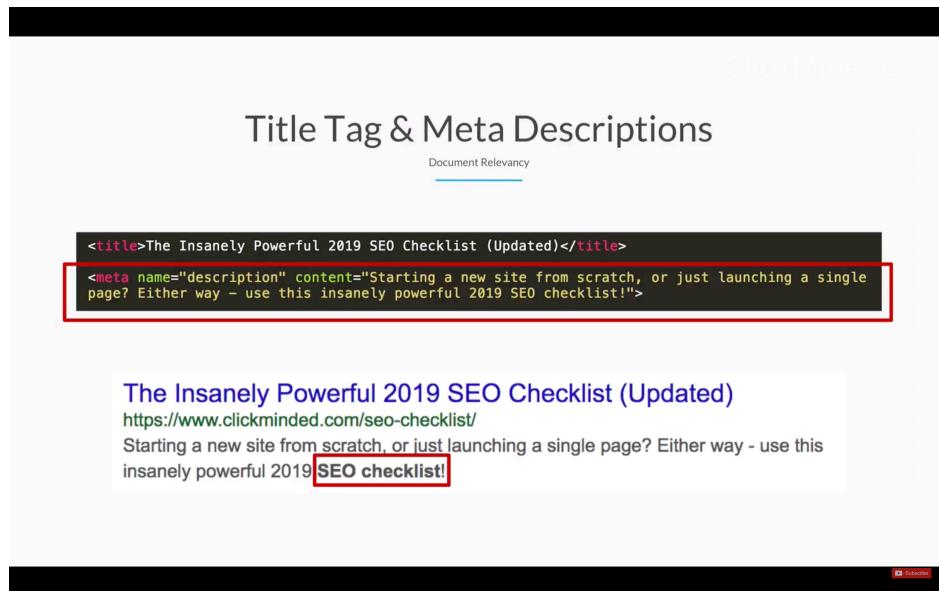
## SEO Meta Description ( human optimization not reboot )

SEO Meta Description: How to Write the Perfectly Optimized Meta Description For More Traffic

- 1- meta description should be about 50-300 char
- 2- should be unique for each page
- 3- should use your main keyword because it's get bolder

- dose not impact rankings , but it impact CTR
- should be compelling for click
- google will sometime create meta description on it own based in your content

EX --:



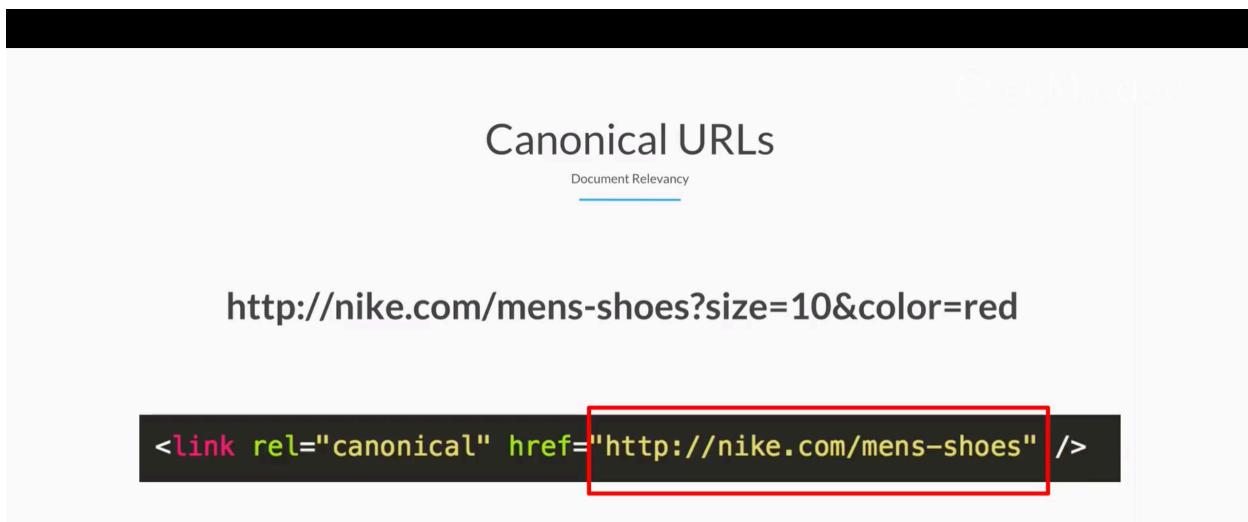
## Rel=Canonical Tag (URLs)

Rel=Canonical Tag: How to Optimize Link Rel="Canonical" For SEO

- 1- tell search engines where the original version of the page is they handle duplicate content.
- 2- tell search engine which version of a page you want to appear in rankings.
- 3- vital for e-commerce site with many filter.

- duplicate content hurts “crawl budget”.
- duplicate content can lower your rankings.
- duplicate content can send users to low quality pages.

EX --:



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## Image Optimization With Alt Tags

Image Optimization With Alt Tags: How to Do Image SEO for More Traffic (Fast)

### image Alt and File name

- 1- search engine aren't human.
- 2- we help them "see images" by naming them correctly.
- 3- also used for accessibility.
- 4- 125 char alt text maximum for screen renders.
- 5- don't forget the filename.
- 6- prone to over-optimization.

**EX --:**

```
<img src="" alt="">
```



```
Bad: 
```

```
Better: 
```

```
Best: 
```

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## SEO Anchor Text

SEO Anchor Text: Optimize Link Anchor Text for More Organic Traffic (Walkthrough)

### anchor text type

- 1- exact match <a href="lena"> lena </a>.
- 2- partial match <a href="lena">cool lena </a>.
- 3- branded <a href="nike"> Nike </a>.
- 4- image.
- 5- naked URL <a href="google.com"> google.com </a>.
- 6- generic <a href="....."> click here </a>.

- wikipedia dose anchor text very well

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## International SEO

International SEO: Country Code Top Level Domains (ccTLD) Guide

- 1- the most powerful way to rank in certain country.
- 2- google assumes content on a ccTLD is designed for the country.
- 3- unrelated to language.
- 4- stay away from ccTLD if you are targeting global traffic.

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## Latent Semantic Indexing (LSI)

Latent Semantic Indexing (LSI) & Google RankBrain: The Complete 2018 Guide

### SEO copy

- 1- use your keyword 3 times.
- 2- google understand synonyms - use them.
- 3- always read your copy out loud.
- 4- if it sounds terrible rework....

### Isigraph.com , google search

### EX --:

**empire\_state\_building**  
synonyms : building, tower, .....  
LIS: NYC, sightseeing, .....

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## Meta Keywords SEO

Meta Keywords SEO: The Internet's Saddest Little Meta Tag

- 1- meta keywords are dead do not use them.
- 2- they were overused, search engines discontinued support

# Google Tag Manager Wordpress: How to Install Google Tag Manager on a Wordpress Site

[HTTPS://WWW.YOUTUBE.COM/WATCH?  
V=HRMUG9JQKYC&INDEX=8&LIST=PLLCQC62X7LHEFKMCSFT9J4YS\\_0I2F-N5H](https://www.youtube.com/watch?v=HRMUG9JQKYC&index=8&list=PLLCQC62X7LHEFKMCSFT9J4YS_0I2F-N5H)