METATags

Frontware International

Contents

What Are META Tags

META Tags are HTML tags which provide information that describes the content of the web pages a user will be viewing. Search engines have recognized that website owners and administrators can use this resource to control their positioning and descriptions in search engine results. Many search engines have now incorporated reading META tags as part of their indexing formulas. The goal of this guide is to help webmasters understand the most frequent META tags, their application and usage. From below, select those META tags which you would like to learn about.

1 Abstract META Tag (Suggested)

Overview: The Abstract Tag defines a brief abstraction of your website

The Abstract META tag is very similar to the description Meta tag, except its an abstraction or a brief summary of the description META tag. Generally the Abstract META tag is a one line sentence which gives an overview of the entire webpage. Although search engines do not as often use this tag, it is a useful complement to search engines that read the first few lines of text of your web pages.

META Tag Usage
META Name: "Abstract"

General Usage: <META name="Abstract" content="Abstract phrase">
Code Generator: <META NAME="abstract" CONTENT="Abstraction for your website.">

Search Engines Usage
Although not many search engines look specifically for the Abstract META tag, it adds a generalization of your webpage into your page's headers which search engines read and often when archiving web pages.

Recommended Usage: Suggested

2 Description META Tag (Strongly Suggested)

Overview: The Description Tag is a general description of what is contained in your webpage

Search engines that support META tags will often display the Description META tag along with your title in their results. Search engines will often capture the entire META tag of your description field, but webmasters should bear in mind that when a search engine displays the results to a user, the space is limited, usually under 20 words which you can use to grab the attention of a user. For this reason, when creating your META tags, webmasters should make the first sentence of their description field to capture the attention of a user and use the rest of the description tag to elaborate further.

META Tag Usage

META Name: "Description"

General Usage: <META name="Description" content="Your description">

Code Generator: <META NAME="description" CONTENT="Description for your website.">

Search Engines Usage

The Description and Keyword Meta Tags are the two principle META tags that search engines look for when indexing your website. The description and keywords that you provide are likely the words that will show up in results, so make sure that you put the most energy and thought into the text you use to describe your website.

Recommended Usage: Strongly Recommended

3 Keywords META Tag (Strongly Suggested)

Overview: The Keywords Tag is a series of keywords that represents the content of your site

Search engines that support META tags will often use the keywords found on your pages as a means to categorize your website based on the search engines indexing algorithms (proprietary algorithms which index your website in search engine databases). Ensure you choose keywords that are relevant to your site and avoid excessive repetition as many search engines will penalize your rankings for attempting to abuse their system. Similar to the Description META Tag, search engines give priority to the first few words in your description, so focus on your main keywords and then elaborate further by using synonyms or other related words.

META Tag Usage

META Name: "Keywords"

General Usage: <META name="Keywords" content="first, second, third">

COPYRIGHT NOTICE:	When creating keywords for your website, do not infringe on other companies trademarks or copyrights. Many companies have filed and won lawsuits for attempting to "hijack" traffic to competitors from search engines.

Code Generator: <META NAME="keywords" CONTENT="bat, rat, cat">

Search Engines Usage

The Keyword and Description Meta Tags are the two principle META tags that search engines look for when indexing your website. The description and keywords that you provide are likely the words that will show up in results, so make sure that you put the most energy and thought into the text you use to describe your website.

Recommended Usage: Strongly Recommended

4 Author META Tag (Optional)

Overview: The Author Tag declares who is the author of the document

The author META tag defines the name of the author of the document being read. This tag is not widely supported but is recognized as part of the META Tag standard. Supported data formats include the name, email address of the webmaster, company name or Internet address (URL). The most common format is to insert the name of the person or organization and a contact email address. For example: Webmaster (webmaster@submitcorner.com)

META Tag Usage

META Name: "Author"
General Usage: <META name="Author" content="Author Information">
Code Generator: <META NAME="author" CONTENT="Frontware">

Search Engines Usage

Although not many search engines look specifically for the Author META tag, it clearly defines who are the author and/or the responsible party for making updates to the webpage(s).

Recommended Usage: Optional - Use if needed

5 Copyright META Tag (Optional)

Overview: The Copyright Tag defines any copyright information about the document

The copyright META tag defines any copyright statements you wish to disclose about your webpage documents. You may wish to indicate any trademark names, patent numbers, copyright or other information which you want to publicly disclose as your intellectual property. The Copyright META tag is a freeform copyright statement which conforms to other META tag standards as shown below.

META Tag Usage

META Name: "Copyright"
General Usage: <META name="Copyright" content="Copyright Statement">
Code Generator: <META NAME="copyright" CONTENT="Copyright©2007">

Search Engines Usage

Although not many search engines look specifically for the Copyright META tag, it clearly specifies the terms of ownership or licensing arrangements directly in the headers of

your webpage. Generally, search engines do not read and/or store this information.

Recommended Usage: Optional - Use if you want to indicate your work is copyrighted

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6 Distribution META Tag (Optional)

Overview: The Distribution Tag defines the level of distribution of the present document

The distribution META tag defines the level or degree of distribution of your webpage and how it should be classified in relation to methods of distribution on the world wide web. There are currently only three forms of distribution supported by the distribution tag: Global (indicates that your webpage is intended for mass distribution to everyone), Local (intended for local distribution of your document), and IU - Internal Use (not intended for public distribution).

META Tag Usage

META Name:	"Distribution"
Supported Distributions:	Global | Local | IU
General Usage:	<META name="Distribution" content="Global">
	Note: Only use one of the above
Code Generator:	<META NAME="distribution" CONTENT="Global">

Search Engines Usage

The Distribution Meta Tag is not a commonly used tag because most web page authors intend for their distribution to be set to everyone or for Global distribution. Nearly all webmasters can skip this tag unless you want to restrict the viewer size, in which most cases, using the Robots META tag is a better idea.

Recommended Usage: Optional - Generally not needed

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7 Robots META Tag (Suggested)

Overview: The Robots Tag declares to search engines what content to index and spider

Robots, also known as spiders, are automated mechanisms that spider your site, or search your site on how to categorize the information you submitted to the search engine. Typically, a website owner would submit the main page and the robots would visit your site and collect all subpages and related links from your main page. However, this tag enables you to control which pages you would like spidered, and which to ignore. For instance, certain web pages and directories (i.e.: CGI Scripts) you may not want

indexed in the search engines. Using the robots tag, you can define which pages to follow, which to index and which to ignore completely.

META Tag Usage

META Name: "Robots"

Supported Types: noindex | index | nofollow | follow

General Usage: <META name="Robots" content="index,follow">

Code Generator: <META NAME="robots" CONTENT="FOLLOW,INDEX">

Search Engines Usage
The Robots META Tag is used by search engines as a means to indicate the level of spidering a search engine should do. Most search engines look for this META tag and will only index and/or spider the pages you want to be indexed.

Recommended Usage: Suggested

8 Expires META Tag (Optional)

Overview: The Expires Tag declares to search engines when the content on your website will expire

The Expires META tag defines the expiration date and time of the document being indexed. If your website is running a limited time event or there is a preset date when your document will no longer be valid, you should include the Expires tag to indicate to search engines when to delete your webpage from their database.

The expires tag is commonly used in conjunction with the Revisit Tag as a means to get search engines to re-visit a website every few days. This is commonly used by websites who update their content frequently and want search engines to have a fresh copy of their content.

META Tag Usage

META Name: "Expires"

General Usage: <META name="Expires" content="Tue, 01 Jun 1999 19:58:02 GMT">
Note: Requires RFC1123 date as shown above

Code Generator: <META HTTP-EQUIV="Expires" CONTENT="Mon, 10 Nov 2008 07:30:18 GMT">

Search Engines Usage
The Expires Meta Tag is principally used as a means to indicate to search engines a fixed date when they should remove your page from their database. If your page will expire at a preset date, it is advisable to set this tag a day or two before you plan the expiry such that search engines have time to remove you and avoid users getting an expired document or an error.

Recommended Usage: Optional - Use if you have a preset document deletion date

9 Revisit META Tag (Suggested)

Overview: The Revisit Tag defines how many days the search engine should revisit your webpage

The Revisit META tag defines how often a search engine or spider should come to your website for re-indexing. Often this tag is used for websites that change their content often and on a regular basis. This tag can also be beneficial in boosting your rankings if search engines display results based on the most recent submissions.

META Tag Usage

META Name: "Revisit-After"
General Usage: <META name="Revisit-After" content="X Days">
                    Note: X indicates a number
Code Generator: <META NAME="revisit-after" CONTENT="7 days">

Search Engines Usage
The Revisit META Tag is used by search engines as a means to indicate how often a web page should be revisited for re-indexing. This tag is supported by many search engines and should be made use of if your content changes on a regular basis.

Recommended Usage: Suggested for web sites that update content on a regular basis

10 Language META Tag (Optional)

Overview: The Language Tag defines the language used on your webpage

The Language META tag declares to users the natural language of the document being indexed. Search engines which index websites based on language often read this tag to determine which language(s) is supported. This tag is particularly useful for non-english and multiple language websites.

META Tag Usage

HTTP-EQUIV: "Content-Language"
Supported   All RFC1766 compliant languages. A small excerpt of available
Languages: languages is found below:
                    BG (Bulgarian)
                    CS (Czech)

DA (Danish)
DE (German)
EL (Greek)
EN (English)
EN-GB (English-Great Britain)
EN-US (English-United States)
ES (Spanish)
ES-ES (Spanish-Spain)
FI (Finnish)
HR (Croatian)
IT (Italian)
FR (French)
FR-CA (French-Quebec)
FR-FR (French-France)
IT (Italian)
JA (Japanese)
KO (Korean)
NL (Dutch)
NO (Norwegian)
PL (Polish)
PT (Portuguese)
RU (Russian)
SV (Swedish)
ZH (Chinese)

General Usage: `<META HTTP-EQUIV="Content-Language" content="EN">`

Code Generator: `<META HTTP-EQUIV="Content-Language" CONTENT="EN">`

Search Engines Usage

The Language META Tag is not used very often by search engines although if your web page is not English or has more than one language, you may want to use this META tag to indicate to search engines that your site is multi-lingual and to indicate which languages are supported.

Recommended Usage: Optional - For non-English / multi-lingual sites

11 Refresh META Tag (Not Suggested)

Overview: The Refresh Tag defines the number of seconds before refreshing your webpage

The refresh META tag is used as a way to redirect or refresh users to another webpage after X number of seconds. This META tag is often used as a "bridge" page which is accessed first by users and is then redirected to another webpage. Some search engines discourage this type of META tag because it opens opportunity for users to spam search engines with similar pages which all lead to the same page. In addition, this also makes many of the search engines databases cluttered with irrelevant and multiple versions of the same data.

META Tag Usage

META HTTP-EQUIV: "Refresh"

General Usage: <META HTTP-EQUIV="Refresh"
content="X;URL=http://www.website.com/index.html">
Note: X indicates delay in seconds
URL indicates the URL to redirect to

Code Generator: <META HTTP-EQUIV="refresh"
CONTENT="30;URL=http://www.frontware.com">

Search Engines Usage
The Refresh META Tag is not a META tag which should be used on pages you submit to search engines. Most search engines have algorithms that will detect the Refresh tag and may either setup their system to ignore the particular page, your entire site or may even ban your host entirely. For this reason, we strongly suggest you do not use this tag.

Recommended Usage: Not recommended for use

And other Meta tag

1 Audience

Choose a category from the dropdown list that best describes the audience your page is aimed at.

<meta name="audience" content="all">

2 Author, Copyright and Publisher

It's quite obvious what you enter here.

<meta name="author" content="Frontware">

<meta name="copyright" content="Copyright©2007">

<meta name="publisher" content="AAA">

3 Revisit After

Will make sure that the robots return to index your site.

<meta name="revisit-after" content="30">

4 Robots

This reqires a bit more info so here goes

Options - INDEX, NOINDEX, FOLLOW, NOFOLLOW

INDEX means that robots are welcome to include this page in search services.
FOLLOW means that robots are welcome to follow links from this page to find other pages.
NOFOLLOW allows the page to be indexed, but no links from the page are explored.
NOINDEX allows the links from this page to be explored - this page however is not indexed.
So choose what you want the robot to do when it stumbles upon your site by selecting an option from the dropdown list.

<meta name="robots" content="index, follow">

5 Image Tool Bar

Find out more about the Image Tool Bar

If you use newer versions of Internet Explorer you may have seen this appear over your prized images. It does have its uses but what if you use a lot of images and don't want it appearing all the time or you may only want it to appear on certain images.

Here's the answer.

To disabe the image bar completely use the following meta tag.

<meta http-equiv="imagetoolbar" content="no">

To enable the toolbar on certain images use...

<img src="YOUR_PIC.SOMETHING" galleryimg="yes">

To disable the toolbar on certain images use...

<img src="YOUR_PIC.SOMETHING" galleryimg="no">

Thats all there is to it

6 Smart Tags

Microsoft has introduced something called smart tags to new releases of Internet Explorer - basically this means that they hijack your webpages content looking for keywords that they can turn into links that take people away from your site to theirs.

Let's take a look at this line of text as intended to be viewed by the author
I like to surf in the rough seas near Edinburgh.

Now lets look at what could possibly appear (just an example)
I like to surf in the rough seas near Edinburgh.

The word **surf** might take you to the IE homepage. The word **Edinburgh** might become a link to encarta.

As a developer I want control over what links appear on my site. I'm not saying that smart tags are a bad thing but I should be able to choose if I want them to appear on my webpages. Unfortunately Microsoft have decided that the smart tags are enabled as default - if you don't want smart tags you have to opt out.

So, if you want the smart tags to appear on your site then tick the box (opt in) if you don't want smart tags then leave the box unticked :) that's how it should have been done in the first place

7 Descriptions

Make sure that you edit the content here to represent what this page is all about.

<meta name="description" content="Web site for Meta tag code generator submit">

8 Keywords

Try to think what someone might type into a search engine if they are trying to find what you have to offer. Make sure your keywords are relevent to your site, people will leave as soon as they arrive if you have misled them.

<meta name="keywords" content="bat,rat,cat">

9 Email Meta Tag

The email us used to display the relevant contact address.

<meta name="email" content="frontware@gmail.com">

10 Character Set Meta Tag

The Charset Meta Tag is used to tell the browser which character set to use.

<meta name="Charset" content="US-ASCII">

11 Rating Meta Tag

The Rating Meta Tag is used to set an audience content rating.

<meta name="Rating" content="General">

12 Expires Meta Tag

The Expires Meta Tag is used to tell search engines when when the page and content is no longer valid.

```
<meta name="expires" content="7">
```

Example:

```
<head>
   <title>Meta Tag </title>
   <meta name="description" content="Meta Tag Generator">
   <meta name="keywords" content="bat,rat,cat">
   <meta name="copyright" content="Copyright©2007">
   <meta name="author" content="Frontware">
   <meta name="email" content="Fronware@gmail.com">
   <meta name="Charset" content="US-ASCII">
   <meta name="Distribution" content="Global">
   <meta name="Rating" content="General">
   <meta name="Robots" content="INDEX,FOLLOW">
   <meta name="Revisit-after" content="7 Days">
   <meta name="expires" content="7">
</head>
```