

# Be Seen in Search Engines By Managing your CMS



*Meta elements are the HTML or XHTML <meta ... > element used to provide structured metadata about a Web page.*

*Source Wikipedia*

## What's it all about?

Meta elements are text on a website that a user does not necessarily see in the browser page. The three meta elements that users can edit in their CMS are:

- 1) Browser Title
- 2) Meta Description
- 3) Meta Keywords

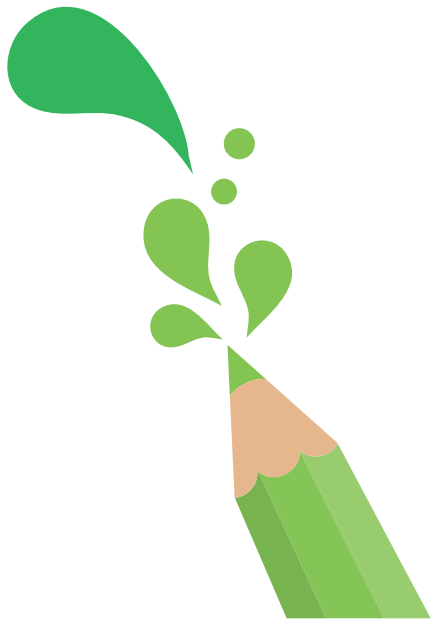


This white paper will show you how simple it is to write these elements for your own website and greatly improve how your website appears in browsers and search engines.

This is the title of the page that a user sees in the tab bar of their browser. If a webpage has no title, the browser displays the url. A browser title makes it easier for a user to find the correct tab or window in their browser. There is nothing complex about a browser title, it is purely a design feature that makes it easier to surf the web and keep multiple tabs open at once.

## Meta Description

This text is the text a user SEES under a link on a search engine results page (see image on page 3). It has very little impact on search engine ranking (It used to, but not anymore). It is just what a human user can read about a page before clicking into it, and thus, it is important that this text be no more than 156 characters. Only 156 characters will be shown in the search result and if it is longer some of your characters get cut off with a "...". As long as you are describing the page well to a user on a search engine results page then it is written correctly.



Extract: This all common sense, but here are some tips for writing a great meta description...

1) Search Terms. Don't forget that keywords matching the users query will be matched in bold, therefore drawing the eye's attention to your result and increasing your chances of click-through.

2) Brand message/strap line: An important differentiator in a crowded marketplace.

Really, what sells you? Be honest now.

3) Compelling marketing message. AHA! The last bastion of traditional marketing! Write something that markets the contents of this page (rather than your website).

4) USPs/value adds/discounts/offers.

5) Make it unique. If you don't, Google Webmaster Tools will tell you off! It must be unique to the contents of the page.

organic meat dublin

Web Images Maps Shopping More Search tools

About 1,400,000 results (0.32 seconds)

**Organic Meats in Dublin - boards.ie**  
[www.boards.ie](http://www.boards.ie) > Rec > Health & Fitness > Nutrition & Diet  
9 posts - 7 authors - 6 Sep 2011

Does anybody know where you can get **organic meat** (grassfed **beef**, chicken, turkey) in **Dublin** city centre? I've been looking on the net and ...

**Coolanowle Organic Meat Farmers Markets**  
[www.organicmeat.ie/farmers-markets/index.php](http://www.organicmeat.ie/farmers-markets/index.php)

Coolanowle Organics are the only Organic certified producers selling **organic meat** at any of the farmer markets in **Dublin**. Always ask to see an up to date ...

**Absolutely Organic: Organic Food Delivery, Ireland**  
[www.absolutelyorganic.ie/](http://www.absolutelyorganic.ie/)

Absolutely **Organic** is Irish owned, based in **Dublin**. Order from our fabulous range of quality products with plenty of Local, Seasonal, Health food to choose from.

**Doyle Meats Ltd T/A Mick Doyle Butchers| Members | Organic Trust Ltd**  
[www.organictrust.ie/.../doyle\\_meats\\_ltd\\_t\\_a\\_mick\\_doyle\\_butc...](http://www.organictrust.ie/.../doyle_meats_ltd_t_a_mick_doyle_butc...)

Mick Doyle Butchers is a family-owned company which sources and distributes the finest quality **organic meats** in **Dublin** and surrounding counties.

## Meta Keywords

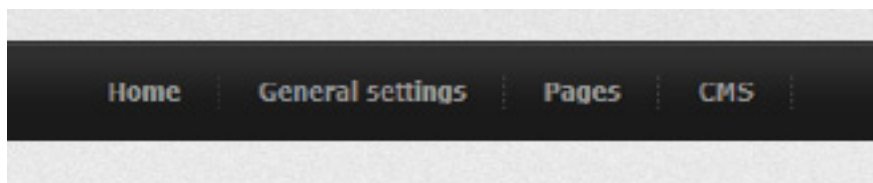
- These are for describing the web page to search engines like Google. Three or four words is typical. Don't stuff it with lots of words that are unrelated to each other, this does not help. Google pays more attention to the keywords in the beginning of the list than those at the end, so it is important to think of three or four general keywords that you hope people will search and find you with on Google.

- Take the example of pizza delivery services: “pizza delivery Athlone” is more important than “best pepperoni pizza” because it is more general and closer to what someone would actually search for when they want to pizza delivered (as opposed to a good Italian restaurant).
- More than four keywords can confuse a search engine (although not always, if the keywords are heavily related) which is trying to rank a page for a particular subject based upon keywords.
- All of your pages will likely be about slightly different subjects (otherwise they should be merged into one page), so the keywords should be slightly different. Make sure the keywords are related to the content on the page.
- “Keyword stuffing” is the practice of putting lots of keywords into the same page, thus hoping to rank in a search engine for many different phrases and subjects. This confuses search engines and is totally counter-productive.
- In the above image for Meta Description you should see that the search terms match particular words in the meta description which are in bold. The website owner did not make these terms bold, Google automatically makes them bold if they match the search words. This is your target, to find keywords that will become bold in the result because they are both the words searched for by your potential customer and they are in your meta description.

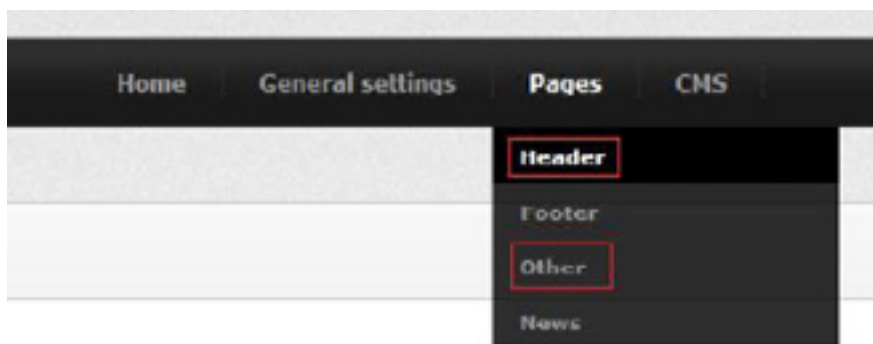
## Your CMS

In your CMS, you should see three boxes in the Header section of any page. In your CMS backend, simply follow these instructions:

1) click "Pages", which provides a drop down



2) In the drop down, click "Header", or if you want to change the Home Page click "Other"



3) In the list of pages, click "edit" on the right-hand side



4) In the editor view, at the bottom of the page you should see a number of text boxes. Go ahead and add your Browser Title, Meta Description and Meta Keywords now that you know what they are for:

**Browser title:**

**0 characters. You may only have up to 255 characters**

**Meta Description:**

**0 characters. You may only have up to 255 characters**

**Meta Keywords:**

**0 characters. You may only have up to 255 characters**

**Status:**

**SAVE**