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META TAG DILEMMA

I hope this document will give you a better understanding on “HOW TO USE META TAGS IN YOUR STORE” within the Store Manager, Item #2 Basic Store Administration Section, and then scroll down to Global Search Engine Meta Tags. You will enter the Meta Tag Information in the White Text Box to the right. This SECTION will force ALL PAGES with in your store to generate these TAGS.

There are several types of tags that you can use for a number of reasons “SEE BELOW” but one TAG you DO NOT WANT TO USE is the <TITLE> Tag, this tag is generated throughout the store and changes depending on the page you land on.

The Most Important TAGS are “DESCRIPTION” “KEYWORDS” and “ROBOTS” see the examples below and change the text to suite your website. You should consider using about 130 characters for the description and about 20 keyword phrases in the Keyword Meta area.

```
<meta name="description" content="Add in here a description of your products you offer."/>
```

```
<meta name="keywords" content="Place up to 20 Keyword phrases with commas to separate them"/>
```

```
<meta name="robots" content="ALL">
```

NOTE: Be sure to change the text and leave the “ QUOTES in the correct places. Or they will NOT work.

<META NAME="description" CONTENT="This page is about friendship, love, sharing, and achieving balance in your life.">

Use between 60 - 130 characters, and make sure that you include several of your keywords in the description.

Keywords are very important since it is through them that people will find your site.

<META NAME="keywords" CONTENT="life, friendship, relationships, love, sharing, balance, happiness, harmony">

Use up to 800 characters and put the most important keywords as close to the top of your page as possible. By the way, don't think you can "spike" the keywords by using the same word repeated over and over, as most search engines have refined their spiders to ignore

such a tactic. Instead, use each keyword only once (include both singular and plural forms if appropriate). Some search engines may require that the keywords be entered in all UPPER CASE letters.

<META NAME="robots" CONTENT="all,none,index,noindex,follow,nofollow">

The default for the robot attribute is "all". This would allow all of the files to be indexed. "None" would tell the spider not to index any files, and not to follow the hyperlinks on the page to other pages. "Index" indicates that this page may be indexed by the spider, while "follow" would mean that the spider is free to follow the links from this page to other pages. However, "noindex" would tell the spider not to index this page, but would allow it to follow the links and index those pages. "nofollow" would allow the page itself to be indexed, but the links could not be followed.

As you can see, the robots attribute can be very useful.

You can also specify the distribution of your pages for indexing. It can be global, or restricted to certain countries.

<META NAME="distribution" CONTENT="Global">

To help the robots classify your site, you have the possibility of assigning a rating for your pages:

<META NAME="rating" CONTENT="General">

If you are making revisions to your site or updating frequently, it is helpful to ask the robots to revisit your site after a certain time. It is recommended that you use a time frame between 3 weeks to 6 months.

<META NAME="revisit after" CONTENT="30days">

For more information about the many types of Meta Tags, please visit your favorite search engine and search for "meta tag tutorial". Here are some sites that provide useful information regarding Meta Tags:

As mentioned earlier, the Title will be generated by the store and you can change this by going to #2 Basic Store Administration Section, the first field, Name Of Store, by making a change here, this will change the Title Meta Tag for some of the different pages throughout your store. The Products pages are NOT affected by this change, those pages, the Meta Title is generated from the Product Name, this is a built-in Search Engine Optimization Feature.

To help get special pages in your site higher rankings, you can edit the Meta Tags in each section of your Departments, Categories, Sub Categories and Products. Each of these sections has its own Meta Tag editing White Box where anything places here will override the GLOBAL Meta Tags for that area ONLY. Or just use the GLOBAL META AREA as explained earlier.

If you wish to generate traffic which is directly related to sales, I suggest you work within your store manager and fine tune your store to get better results.

We have a website that can assist you in learning more: Go to www.SEOTools.com – We have a special offer to you for 50% off. Use the Promo Code: META and get Half off!

Try it for 30 days, and see if it can help you, if it does then stay with it and will still be half off.

For those of you that would like us to do SEO work for, please go to www.SEOsiteAdmin.com – We offer many type of great ways to get your site ranked.

I would like you to do this for yourself, it's free and it will show you where you may need to work on your site to get the traffic to it.

You need to get an account with Google Webmaster Tools: www.google.com/webmasters/tools

Go through the steps and activate your account, ITS FREE so why not! Once done you are wanting to get to the Webmasters Tools Section, then ADD A SITE – Put your www.domainname.xxx and hit Continue. You will then be directed to Verification Page, here you will see a NEW META TAG, you are going to Cut, Copy and Paste this in to the GLOBAL META TAG SECTION in your Store Manager #2. See the example below:

```
<meta name="google-site-verification" content="TL0YF_uavDEM_N_GAV8" />
```

BEFORE you click on VERIFY, you need to be sure that STATIC PAGE is set to YES in your Store Manager. Go to Section #39 Store Preferences then scroll down to Static Index Page, Click on YES and then Save.

You will need to go to your store and click on the home button a few times, this will generated the /index.html page and goggle will then be able to verify your domain name you just added.

This is a VERY important move on your behalf, you'll be able to see what Google knows about your website, traffic, keywords people have used to find you etc. Please do NOT ask us questions in regards to Google Web tools, please ask them or review information online.

Another IMPORTANT Feature our stores has the ability to generate a "Search Engine Feed" text file of all your products that you will insert into Google's Site Map area. In the Store Manager, Item #27 Building Static Pages, click this link and it will generate a sfeed.txt file for your store products. Place this link in Google and Google will now know ALL your links with-in your store.

You are going to want to the same for Yahoo.com and MSN now Bing.com

For Yahoo - <https://siteexplorer.search.yahoo.com/mysites>

For MSN - <http://www.bing.com/toolbox/webmasters/>

TAKE YOUR TIME, IT CAN BE CONFUSING BUT IT WILL BE WORTH YOUR TIME TO DO IT CORRECTLY!

THIS WILL GENERATE YOU A LOT OF FREE TRAFFIC