

Forum:[Hack Forums](#)

Thread: [\[The Empire\] Meta Tag SEO for Dummies](#)

Ventures - March 30, 2014, 9:00 pm

Meta Tags & SEO

SEO isn't all about meta tags, but it definitely includes it. In fact, it's not really "SEO" in the truest sense. It's more like SERP (Search Engine Result Placement).

To start off, here's a list of tags gathered from <https://gist.github.com/kevinSuttle/1997924>:

```
Code <meta charset='UTF-8'>
<meta name='keywords' content='your, tags'>
<meta name='description' content='150 words'>
<meta name='subject' content='your website's subject'>
<meta name='copyright' content='company name'>
<meta name='language' content='ES'>
<meta name='robots' content='index,follow'>
<meta name='revised' content='Sunday, July 18th, 2010, 5:15 pm'>
<meta name='abstract' content=''>
<meta name='topic' content=''>
<meta name='summary' content=''>
<meta name='Classification' content='Business'>
<meta name='author' content='name, email@hotmail.com'>
<meta name='designer' content=''>
<meta name='reply-to' content='email@hotmail.com'>
<meta name='owner' content=''>
<meta name='url' content='http://www.websiteaddress.com'>
<meta name='identifier-URL' content='http://www.websiteaddress.com'>
<meta name='directory' content='submission'>
<meta name='pagename' content='jQuery Tools, Tutorials and Resources - O'Reilly Media'>
<meta name='category' content=''>
<meta name='coverage' content='Worldwide'>
<meta name='distribution' content='Global'>
<meta name='rating' content='General'>
<meta name='revisit-after' content='7 days'>
<meta name='subtitle' content='This is my subtitle'>
<meta name='target' content='all'>
<meta name='HandheldFriendly' content='True'>
<meta name='MobileOptimized' content='320'>
<meta name='date' content='Sep. 27, 2010'>
<meta name='search_date' content='2010-09-27'>
<meta name='DC.title' content='Unstoppable Robot Ninja'>
<meta name='ResourceLoaderDynamicStyles' content=''>
<meta name='medium' content='blog'>
<meta name='syndication-source'
content='https://mashable.com/2008/12/24/free-brand-monitoring-tools/'>
<meta name='original-source'
content='https://mashable.com/2008/12/24/free-brand-monitoring-tools/'>
```

```
<meta name='verify-v1' content='dV1r/ZJJdDEI++fKJ6iDEI6o+TMNtSu0kv18ONeqM0I='>
<meta name='y_key' content='1e39c508e0d87750'>
<meta name='pageKey' content='guest-home'>
<meta itemprop='name' content='jQTouch'>
<meta http-equiv='Expires' content='0'>
<meta http-equiv='Pragma' content='no-cache'>
<meta http-equiv='Cache-Control' content='no-cache'>
<meta http-equiv='imagetoolbar' content='no'>
<meta http-equiv='x-dns-prefetch-control' content='off'>
```

Now, I'm not going to go through all of them. But I will go through the important ones that ARE useful for SEO/SERP and the like.

The Title Tag

Yes, most of you are away that the title tag is extremely important. But to reinforce REALLY how important it is, [moz](#) researched what was really important to ranking websites, and the title tag came up as the most important on-page tag there is. Forget the meta tags if you don't have a title tag.

Moving onto the meta tags!

Top Meta Tags

There's a few that every website should include.

```
<meta name="description" content="155 characters here">
<meta name="keywords" content="text">
<link rel="author" href="https://plus.google.com/[YOUR PERSONAL G+ PROFILE HERE]"/>
<meta property="og:title" content="title of your website"/>
<meta property="og:type" content="article"/>
<meta property="og:image" content="image.png"/>
<meta property="og:url" content="http://yourwebsitehere.com"/>
<meta property="og:description" content="155 characters here to describe your stuff"/>
```

I'll go through these one by one.

name="description"

This is simple. It's basically a 155 character description of your site. Think of it as a thesis or a summary. Keep in mind it has to draw attention and have a call to action. In other words, if someone were to search up "How to eat dog"...

Code 1. Author - Derrick Jaquaan - "1) Buy a dog. 2) Buy a pot. 3) Put the dog in the pot. 4) Eat the dog."

Code 2. Author - Dang Lin Wang - "Dogs are a delectable delicacy. There are a few traditional ways to prepare a dog for consumption; here are a few ways..."

Now which one was more "enticing"? If you REALLY wanted to eat dog, you probably would have clicked #2.

name="keywords"

Now, keywords are important, but they're not AS important nowadays. Since everything's about social media marketing and SEB (Search Engine Boosting), keywords aren't used that much anymore. However, it's still important to have them (but make sure they're relevant to your topic)!

The tag is pretty self-explanatory; here's an example:

Search Query: How to buy a gun on the black market

Code "gun market, illegal gun, illegal weapon, buy weapon, purchase, firearm, marketplace, black market"

Assuming you have relevant information on your website, those tags would generally be enough to help you boost a few pages on Google or other search engines.

rel="author"

This one's quick and easy. It'll simply show an author if there is one. This is generally used for more modern search engines.

Opengraph Tags <meta property="og:title" content="title of your website"/>

<meta property="og:type" content="article"/>

<meta property="og:image" content="image.png"/>

<meta property="og:url" content="http://yourwebsitehere.com"/>

<meta property="og:description" content="155 characters here to describe your stuff"/>

Nowadays, social media is the new search result booster. Opengraph is ESSENTIAL for Facebook advertising.

Code og:title-Red Underline

Code og:type- Full list [HERE](#)

Code og:image- Badly circled blue

Code og:url- The url portion -_-

Code og:description- Bordered rectangle blue

Essentially, that's all you really need for effective meta tag SEO. There are a ton of other things you can do to boost search engine results, but here's be barebone, beginner starting guide.

Rawwwrrr - March 31, 2014, 1:15 pm

Good read! Thanks for the information especially the opengraph stuff!

Authority Plus - April 6, 2014, 5:53 am

Good information for a beginner. Should have more eyes reading it.

S????S??? - April 6, 2014, 8:57 am

Nice information mate. thanks for share.

?ain - April 6, 2014, 12:40 pm

For a second I felt really stupid because I thought to myself "Where am I supposed to put metatags?". I need to sleep more.

Nice tutorial, however. Thank you.

Ventures - April 6, 2014, 12:44 pm

(Apr 6, 2014 12:40 PM)G0dOf4ll Wrote: [\[CITE\]](#) For a second I felt really stupid because I thought to myself "Where am I supposed to put metatags?". I need to sleep more.

Nice tutorial, however. Thank you.
Ahah, get some sleep man. It's good for you.

Delwrath - April 8, 2014, 4:37 pm

I will add this to my forum, thanks a lot. We really need SEO tips!

kmf021 - April 8, 2014, 5:18 pm

Very usefull for webmasters. BIG thnx

Ventures - April 8, 2014, 5:37 pm

Thanks for the kind words, guys. I might post a few more SEO tutorials.

Mayweather - April 11, 2014, 8:44 pm

Useful information, Thanks OP.

[img]<http://anonmgur.com/up/52382074e48ce908d4a3ba37df360af3.png>[/img]