

Forum:[Hack Forums](#)

Thread: [Keyword meta tags are not important?](#)

Armagedon - January 24, 2016, 12:06 am

Hi guys, well i have a concern about some of these videos which is crawling around google that says keyword and description meta tags are not important also there is alot of people on HF doesn't know about this. I was trying to help a member yesterday and i told him that he doesn't have meta tag's for keyword's and thats why he is not been ranked with the keyword's he has chosen, anyway while i was trying to add the keyword and description meta tags into his wordpress he said that, he saw few video's on google which explains meta tags are not important.

So i tested this, currently i am doing seo for my work place and i started backlinking for 2 keyword's about 1 week ago, but serpbook was not even ranking those keyword's!. Yesterday i realised that i did not have those keywords on my meta tag so i added them onto each of my html page and today when i checked serpbook result's are incredible;

Code <https://i.imgur.com/dGWNQNj.png>

So guys my advice is always use the codes below inside your <head></head>;

Code <meta name="keywords" content="seperate, all, your, keywords, like, this"> </meta>

Code <meta name="description" content="Add a description for the content of each individual .html page"> </meta>

Guys make sure you seperate all keywords with comma and a space.

Make sure your description is not the same for every page, you should describe the content of each page on the description meta, and make it minimum 20 words.

Well i hope this helps you guys and i hope you understand the importance of the meta tags.

There are other META tags which needs to be included in the head section please search on google and include the ones that suits your website.

Rushax - January 24, 2016, 1:43 am

I agree that they are still relevant.

I think they're trying to slowly pass over to just a combination of the title/description in the near future.

I remember reading something along the lines of:

"Keywords in your meta tag are not relevant and are a bad idea as your competitors can see and use this information against you."

Not really sure what they meant by this but hey ho.

Extension of the tags that should be included for local and corporate businesses.

Local/Businesses

<meta property='og:locale' content='en_US'/>

<meta property='og:title' content='X'/>

<meta property='og:description' content='X.'/>

<meta property='og:url' content='www.domain.com'/>

<meta property='og:site_name' content='X'/>

```
<meta property='og:type' content='website'/>
<meta property='og:image' content='X'/>
<meta name="geo.position" content="X"X>
<meta name="geo.placename" content="X">
<meta name="geo.region" content="X">
```

Armagedon - January 24, 2016, 1:56 am

(Jan 24, 2016 02:43 AM)Aerox Design Wrote: [\[CITE\]](#) I agree that they are still relevant.

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Local/Businesses

```
<span itemscope itemtype="http://schema.org/LocalBusiness">
<meta property='og:locale' content='en_US'/>
<meta property='og:title' content='X'/>
<meta property='og:description' content='X.'/>
<meta property='og:url' content="www.domain.com"/>
<meta property='og:site_name' content='X'/>
<meta property='og:type' content='website'/>
<meta property='og:image' content='X'/>
<meta name="geo.position" content="X"X>
<meta name="geo.placename" content="X">
<meta name="geo.region" content="X">
```

I think they mean your competitors will see what keywords you are increasing SEO on and they will try to increase their SEO on the same keyword.

Rushax - January 24, 2016, 2:29 am

(Jan 24, 2016 02:56 AM)Armagedon Wrote: [\[CITE\]](#) I think they mean your competitors will see what keywords you are increasing SEO on and they will try to increase their SEO on the same keyword. Yeah exactly :)

Diamondo - January 27, 2016, 10:55 am

They are not important at all, but is good to have them in the source, actually is really good. What most of people are doing it wrong is that they put content of their website as meta content and it will result duplicates which is not good. I highly recommended to use them, they are good for SEO. But I also recommended to use them smart.

Armagedon - January 27, 2016, 11:42 pm

(Jan 27, 2016 11:55 AM)4Nero Wrote: [\[CITE\]](#) They are not important at all, but is good to have them in the source, actually is really good. What most of people are doing it wrong is that they put content of their website as meta content and it will result duplicates which is not good. I highly recommended to use them, they are good for SEO. But I also recommended to use them smart.

Hmm? I didn't get the part when you say they are not important and than highly recommend it to people stating that they are very good for SEO?

Diamondo - January 28, 2016, 4:45 am

(Jan 28, 2016 12:42 AM)Armagedon Wrote: [\[CITE\]](#) Hmm? I didn't get the part when you say they are not important and than highly recommend it to people stating that they are very good for SEO? I said not at all, but they have good impact if your articles have less quality than regular google requirements. I meant a good ranking is not depending on meta tags, but they have good impact.

zackthewack - January 28, 2016, 10:53 pm

They are not "important", but every little bit helps toward your SEO in my opinion. I add ALT keywords to all of my Images or anything I can add ALT text to honestly. It may not be that big of a deal, but every view counts.

I wouldn't be too worried about your competition finding your keywords. Anyone with a brain can scan through an SEO geared website and see what the keywords are. The only real thing that is going to keep you behind your competitors are the number of backlinks you have to your website, and quality backlinks at that.

Armagedon - January 28, 2016, 11:19 pm

(Jan 28, 2016 11:53 PM)zackthewack Wrote: [\[CITE\]](#) They are not "important", but every little bit helps toward your SEO in my opinion. I add ALT keywords to all of my Images or anything I can add ALT text to honestly. It may not be that big of a deal, but every view counts.

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They are *important*, come on man make some sense. You are telling me that you use alt tags, thats not the only thing to use. Meta tags, alt tags, sitemaps, keyword density and alot of stuff i can't think of right now are important. Think of these things as a whole, without one it is incomplete. Therefore all of these methods are important, don't come here and try to prove my point wrong and lead people the wrong way, just because you want to look clever you are giving people the wrong idea about seo.

Diamondo - January 29, 2016, 12:09 am

(Jan 29, 2016 12:19 AM)Armagedon Wrote: [\[CITE\]](#) They are *important*, come on man make some sense. You are telling me that you use alt tags, thats not the only thing to use. Meta tags, alt tags, sitemaps, keyword desity and alot of stuff i can't think of right now are important. Think of these things as a whole, without one it is incomplete. Therefore all of these methods are important, don't come here and try to prove my point wrong and lead people the wrong way, just because you want to look clever you are giving people the wrong idea about seo.

You got it brother! ?

Balloon - January 30, 2016, 9:06 pm

um they are part of on-page optimization. Why don't you actually case study this instead of having people regurgitate what they keep hearing gurus say. Yes, they still play a role, and yes they are important in on-page optimization.

I guarantee that if you have two sites side by side and optimize image names, alt tags, proper keyword density, etc you will rank better for your chosen keywords than a site that isn't optimized.

I actually look for sites that aren't optimized when i rank my sites. It is an indicator that I can easily outrank them. Not having keywords in meta tags and alt tags. Not having them in titles. Not having images properly optimized. Are they siloing.

Armagedon - January 30, 2016, 11:14 pm

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Thank god someone experienced here to agree with what im saying.

PoppetUK - December 25, 2016, 6:36 am

I'm not sure if this currently on-going, thought I'd re-raise the issue as some people still think that meta keywords are a big thing. I agree that some meta data is still pretty big, but [meta keywords tag for seo](#) is pretty much redundant now.

I attacked a link above to a pretty good source, even Matt Cutts now says that meta keywords aren't taken into consideration when ranking a site.