



Meta Tags



```
<html>
  <head>
    <title>Page Title</title>
    <meta name="description" content="Description of the page">
    <meta name="keywords" content="keywords, separated, by, commas">
    <meta name="author" content="Your Name">
  </head>
  <body>
    <!-- Content of the page goes here -->
  </body>
</html>
```

Meta Tags Guide

Jicheng Xie



Meta Tags Guide:

Meta Tags Samuel Blankson, 2007 Buying a Web site is only the start of finding success on the Internet Being found by Web users on Google Yahoo MSN AltaVista AOL Alltheweb Fast GigaBlast Netscape Snap WISEnut and thousands of other search engines is the next major hurdle This edition describes how to optimize Web sites titles headings Meta Tags and more to maximize the effectiveness of how search engines view and rank the Web sites relevance to keyword searches Computer Books Internet *A Practical Guide to Content Delivery Networks* Gilbert Held, 2010-10-12 Following in the tradition of its popular predecessor *A Practical Guide to Content Delivery Networks* Second Edition offers an accessible and organized approach to implementing networks capable of handling the increasing data requirements of today's always on mobile society Describing how content delivery networks CDN function it provides **The Complete Guide to Google**

Advertising Bruce Cameron Brown, 2007 Google has created numerous marketing and advertising products that are fast and easy to implement in your business today including AdSense AdWords and the Google APIs This new book takes the confusion and mystery out of working with Google and its various advertising and marketing programs Are you one of the many who think Google is simply a search engine Yes it is true that Google is the most popular search engine on the Web today More than 275 million times a day people use Google and its related partner sites to find information on just about any subject Many of those people are looking for your products and services Consider this even if you don't have a Web site or product There are tremendous opportunities on the Internet and money to be made using Google Through this book you will learn the secrets of working with Google without making costly mistakes This book is an absolute must have for anyone who wants to succeed with advertising on Google This book teaches you the ins and outs using all of Google's advertising and marketing tools You will instantly start producing results and profits In addition to the extensive research placed in the book we spent thousands of hours interviewing e-mailing and communicating with hundreds of today's most successful Google advertising experts This book contains their secrets and proven successful ideas including actual case studies Atlantic Publishing is a small independent publishing company based in Ocala Florida Founded over twenty years ago in the company president's garage Atlantic Publishing has grown to become a renowned resource for non-fiction books Today over 450 titles are in print covering subjects such as small business healthy living management finance careers and real estate Atlantic Publishing prides itself on producing award winning high quality manuals that give readers up to date pertinent information real world examples and case studies with expert advice Every book has resources contact information and web sites of the products or companies discussed *The Complete Idiot's Guide to HTML5 and CSS3* Joe Kraynak, 2011-06-07 Create dynamic interactive websites with HTML5 and CSS3 HTML5 and CSS3 are the newest revisions of the primary standards for structuring and styling web content major updates that enable designers and developers to streamline source code and publish more dynamic interactive content without having to learn complex scripting languages *The Complete Idiot's Guide to*

HTML5 and CSS3 provides both new and existing web developers the tools they need to code and design the web content that people increasingly expect to experience when they surf the web Even better you learn HTML5 and CSS3 in the context of building a website with a content management system CMS such as WordPress You can then apply your knowledge of HTML5 and CSS3 to customize your site instead of starting from scratch You discover how to Design and maintain a website using web based tools instead of a complicated HTML editor Code pages properly using the new HTML5 structure tags Embed audio and video using the new HTML5 tags Apply a CSS theme to format pages and customize the theme using CSS3 styles Use CSS3 to round box corners and make images and backgrounds more or less transparent Take full advantage of new CSS3 transformation and animation features to animate objects on a page create image rollovers and build your own drop down menus Test and fine tune your site to make it load faster and look just right Perform an SEO audit of your site and keyword optimize your site s content The Complete Idiot s Guide to HTML5 and CSS3 features 16 page color insert HTML5 Quick Reference CSS3 Properties and Values Quick Reference HTML Special Characters and Symbols Quick Reference Speak Like a Geek Glossary From the Author Although this book focuses primarily on HTML5 CSS3 it presents these topics in the context of building a web site When you re first getting started building a site from scratch using only HTML and CSS can be overwhelming You re usually better off starting with a content management system CMS such as WordPress and a pre designed theme You can then use your knowledge of HTML5 and CSS3 to customize your site instead of starting from scratch This approach gets your site up and running as quickly as possible and allows you to learn more at a more comfortable pace

The Ultimate Guide to Search Engine Marketing Bruce C. Brown,2007 Master the art and science behind Pay Per Click Advertising in a matter of hours By investing a few dollars one can easily increase the number of visitors to a Web site and significantly increase sales Based on interviews with hundreds of PPC masters this book is a compilation of their secrets and proven successful ideas

SEO: The Complete Guide for Beginners Prabir Rai Chaudhuri,2022-12-17 The book you are about to read deals with the topic of search engine optimization and everything related to understanding it from how search engines do what they do to how you can use them to promote a business or website and incorporate SEO into a marketing strategy We will start with looking at what search engine optimization is in a nutshell what it has to offer to the webmaster of a website and what are the common SEO techniques being used People are the key to the internet as the internet is supported by the development of content from the global community and is used by the same community in the form of search engines And that is why we will be looking at how people use search engines Further on in this book we will be explain to you how to make a website that is search engine friendly and makes the most out of SEO and SEM techniques This includes understanding what search engines love and respond well to how search engine algorithms work and how they create rankings We will be talking about tools used for link building keyword research and analysis tools to equip you with the skills necessary for analyzing a website and optimizing in relation to the most effective

keywords that generate traffic and respond well to what is trending on the internet In the last chapter we will be offering a conclusion that sums up the topic of search engine optimization search engine marketing the tools discussed and what the world of SEO has to offer to any business organization or individual wishing to make a greater online presence The Complete Idiot's Guide to Search Engine Optimization Michael Miller,2009 Most businesses depend on their rankings on Google Yahoo and other search engines to drive traffic to their websites The higher a business s ranking the more traffic its site gets Where does a webmaster or online market manager go for advice and instruction on optimizing a business s website for higher search engine rankings The few search engine optimization SEO books currently on the market are dated and do not cover the latest local mobile and social marketing techniques The Complete Idiot s Guide to Search Engine Optimization is a comprehensive up to date easy to use guide for SEO It starts with a general overview of how search engines and SEO work and then flows into specific techniques for basic website optimization It addresses the analysis and ongoing maintenance of a site s optimization and finishes with a look at how search engine marketing fits within a company s overall online marketing plan In The Complete Idiot s Guide to Search Engine Optimization readers learn How search engines and SEO work How to optimize your site s keywords tags and design How to optimize the links to your site local and mobile searches and social media How to apply the strategies to a blog and web videos for search engines How to use third party SEO tools How search engine marketing fits within a company s overall online marketing plan *The Complete Guide to Writing Web-based Advertising Copy to Get the Sale* Vickie Taylor,2008 Since the advent of the Internet and since more and more people are making purchases online writers have had to adapt to composing copy for the Web Contrary to what many people think writing for the Web and writing for print are not the same and involve very different skill sets Instead of struggling to find the right words copywriters should read this new book from cover to cover to discover how to write sales generating copy The Complete Guide to Writing Web based Advertising Copy to Get the Sale will teach you how to make your copy readable and compelling how to reach your target audience how to structure the copy how to visually format the copy how to forget everything you ever learned about writing how to pull in visitors how to convince visitors to buy how to outline and achieve your goals how to create a customer profile how to create a unique selling position how to include searchable keywords in the copy how to convert prospects to paying customers and how to compose eye catching headlines In addition you will learn about the trends in Web based advertising the categories of advertising the important information that needs to be included in your copy such as what you are selling what sets your product apart from the competition s where you are located what makes your product affordable and why you yourself would buy the product writing in the inverted pyramid sty the do s and don ts of Web based advertising and key phrases to incorporate in your copy We will also provide you with some common mistakes to avoid and tips for writing revising and proofreading By incorporating the principles in this book you will take your Web based advertising copy from boring to brilliant while boosting your sales and increasing your customer traffic

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HTTP: The Definitive Guide David Gourley,Brian Totty,2002-09-27 This guide gives a complete and detailed description of the HTTP protocol and how it shapes the landscape of the Web by the technologies that it supports

Meta Tags Guide Book Review: Unveiling the Power of Words

In a global driven by information and connectivity, the ability of words has are more evident than ever. They have the capacity to inspire, provoke, and ignite change. Such is the essence of the book **Meta Tags Guide**, a literary masterpiece that delves deep in to the significance of words and their effect on our lives. Compiled by a renowned author, this captivating work takes readers on a transformative journey, unraveling the secrets and potential behind every word. In this review, we shall explore the book is key themes, examine its writing style, and analyze its overall affect readers.

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