

Leveraging the Net

A bulletin for Association Professionals

Issue 1 - Meta Tags

Meta Tags mean hits for your website

There is little use in developing and maintaining an up to date website if there are no users. Meta tags can mean the difference between users finding your website and all its great features or not finding it.

The two most often used meta tags are a **keyword** meta tag and a **description** meta tag. It is useful for an association to ensure that they are using both kinds of meta tags effectively. Keyword meta tags are a series of words, often around 30 are used for any given website, that reflect the key characteristics, content, or services offered in that website. A description meta tag is a short summary of a website; usually a paragraph at the most. These meta tags are embedded in the html code associated with a website usually on the splash page or main/introductory page of a website, but can be on any page.

Whether it is the public at large or even your own members, if a website URL (web address) is unknown then most often people will seek it out using a search engine. The better the match between the meta tags and the keywords entered, the more likely that seekers of your website will successfully find it.

The description meta tag ensures that when a search engine finds an association website it will return, along with the title, an appropriate description as dictated by the association. Otherwise the search engine will identify key elements of the page being searched and create what it identifies as an appropriate summary.

We suggest that if you have not reviewed your meta tags lately or if the mandate of your organization has changed it would be a good time to ensure that your website's meta tags reflect your organizational objectives. Meta tags are not the only method that search engines use to organize and retrieve websites, however they are an integral part of your approach to promoting exposure for your website.

Leverus would be happy to provide you with more information on meta tags, methods used by search engines for identifying and retrieving websites, or any other website issues. Please feel free to contact Leverus any time at (613) 789-0728 or e-mail us at info@leverus.com

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For more information visit www.leverus.com or e-mail info@leverus.com or call 613.789.0728

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