

Meta Tags, Search Engine Optimization

Following are a few suggestions for our POS•IM retailers who have web sites.

What is a “meta tag”?

A "meta tag" is an HTML tag which is located in the "head" of your web pages, and are search marketing advertisements with the capacity to have a legitimate impact on your SEO campaigns. Meta tags are invisible snippets of code on a web page. They offer information about a page (metadata). All meta tags but the "title" tag are invisible as a site visitor looks at your website, but **meta tags can be exposed to searchers.**

What do “meta tags” look like in an html website?

```
<title>MODA3: a lifestyle shop | ABOUT | moda3</title>
<meta name="description" content="Moda3 is group of individuals located in Milwaukee, Wisconsin. We are passionate about our lifestyle: snowboards, streetwear, urban vinyl, sneakers, and accessories. We back Burton snowboards, Obey Clothing, Nixon watches, Gravis, RVCA, Volcom, DC, Vans, Stussy, Analog.">
<meta name="keywords" content="burton snowboards, volcom, nixon watches, RVCA, gravis, 32, analog outerwear, uninc, idiom, mark xiii, nike quickstrike, nike sb, grenade, special blend, four square, forum, rome, nikita, obey, Shepard Fairey, obey clothing, dunny, kidrobot, moda3, moda three, stussy, sneakers">
<meta name="Robots" CONTENT="index,follow">
```

The “title” tag:

This is the **most important of all of the meta tags**. The title tag has a tremendous impact on search rankings, and will serve as the text at the top of your browser.



The “keyword” tag:

Believe it or not, this tag is not as important as most people think that it is. In the past, websites could list keywords that they wanted users to be able to find them with. However, many spammers exploited this feature by setting these invisible keywords which had nothing to do with the subject matter of their websites.

Consequently, Google along with various other search engines devalued this meta tag. And now, this tag no longer has significant weight with any of the prominent search engines.

Even so, we do suggest that this tag be used. If you do decide to use this tag, make sure that all keywords are also found somewhere in the visible page content. If there are invisible keywords

found in the meta keywords tag that are not found in the visible page content, your site will lose ranking in most search engines.

This tag is also useful in your site's site search. Eposim uses keyword tags in its product search from within the website.

The “description” tag:

The meta description tag's main purpose is that it shows in response to search queries as a search engine's summary of your page. So, someone looking for "Snowboarding Lifestyle Shop Milwaukee" might see this result:

Web [Images](#) [Video](#) [Maps](#) [News](#) [Shopping](#) [Gmail](#) [more](#) ▼



Web [Show options...](#)

[MODA3: a lifestyle shop](#) | [ABOUT](#) | [moda3](#)  

We are passionate about our **lifestyle: snowboards**, streetwear, urban vinyl, sneakers, ...

MODA3 is the only dedicated **snowboard shop** in **Milwaukee**, ...

www.moda3.com/about/ - 8k - [Cached](#) - [Similar pages](#) - 

The “robots” tag:

With this attribute, you're telling the search engines what to do with your pages:

- **index/noindex** - This tells the engines whether to show your page in search results, or not.
- **follow/nofollow** - This tells the engines what to do with links on your pages: whether they should trust and "follow" your links to the next page or not.

How to optimize your site for Google's organic search

- Submit it to Google at <http://www.google.com/addurl.html>.
- Submit a Sitemap using Google Webmaster Tools. Google uses your Sitemap to learn about the structure of your site and to increase our coverage of your webpages.

Content Guidelines

- Make a site with a clear hierarchy and text links. Every page should be reachable from at least one static text link.
- Offer a site map to your users with links that point to the important parts of your site. If the site map is larger than 100 or so links, you may want to break the site map into separate pages.
- Use very descriptive, information-rich content when describing an item.

- If you are selling snowboard bindings, don't just describe the item as snowboard bindings. Tell the user as much detail as possible. For example:
 - BASEPLATE: Single-Component Carbon Fiber/Nylon Composite
 - HI-BACK: Canted Living Hinge™ Carbon Frame Hi-Back
 - STRAPS: Ultrastrap Air™ and NEW Ultra Capstrap™
 - BUCKLES: Dual-Component Smooth Glide™ Buckles
 - CUSHIONING: Gapless Baseplate Padding™, NEW Under-Baseplate Dampening Pad [50% Lighter], and B3 Gel Heel Cushioning
- Think about the words users would type to find your pages, and make sure that your site actually includes those words within it.
- Try to use text instead of images to display important names, content, or links. The Google crawler doesn't recognize text contained in images. If you must use images for textual content, consider using the "ALT" attribute to include a few words of descriptive text.
- Make sure that your <title> elements and ALT attributes are descriptive and accurate.
- Check for broken links and correct HTML.
- Keep the links on a given page to a reasonable number (fewer than 100).

Quality Guidelines

These quality guidelines cover the most common forms of deceptive or manipulative behavior, but Google may respond negatively to other misleading practices not listed here (e.g. tricking users by registering misspellings of well-known websites). It's not safe to assume that just because a specific deceptive technique isn't included on this page, Google approves of it. Webmasters who spend their energies upholding the spirit of the basic principles will provide a much better user experience and subsequently enjoy better ranking than those who spend their time looking for loopholes they can exploit.

Quality guidelines - basic principles

- Make pages primarily for users, not for search engines. Don't deceive your users or present different content to search engines than you display to users, which is commonly referred to as "cloaking."
- Avoid tricks intended to improve search engine rankings. A good rule of thumb is whether you'd feel comfortable explaining what you've done to a website that competes with you. Another useful test is to ask, "Does this help my users? Would I do this if search engines didn't exist?"
- Don't participate in link schemes designed to increase your site's ranking or Page Rank. In particular, avoid links to web spammers or "bad neighborhoods" on the web, as your own ranking may be affected adversely by those links.
- Don't use unauthorized computer programs to submit pages, check rankings, etc

Quality guidelines - specific guidelines

- Avoid hidden text or hidden links.
- Don't use cloaking or sneaky redirects.
- Don't send automated queries to Google.
- Don't load pages with irrelevant keywords.
- Don't create multiple pages, subdomains, or domains with substantially duplicate content.
- Don't create pages with malicious behavior, such as phishing or installing viruses, trojans, or other badware.
- Avoid "doorway" pages created just for search engines, or other "cookie cutter" approaches such as affiliate programs with little or no original content.

- If your site participates in an affiliate program, make sure that your site adds value. Provide unique and relevant content that gives users a reason to visit your site first.

This operation educate was provided by the ePOSIM eCommerce team. If you are considering an integrated Point of Sale and eCommerce solution you should contact them for more information! 801.546.1616 or EMAIL.