

# Search Engine Optimization (SEO) using HTML Meta-Tags

Dr. Birajkumar V. Patel , Dr. Raina D. Gaharwar

Department of Computer Science, Sardar Patel University, Vallabh Vidyanagar, Gujarat, India

## ABSTRACT

Search Engines are information providers; they are also referred as crawlers. Getting relevant and proper ranked results is always major concern. There are different strategies for listings, either organic or PPC (Pay per Click). Nowadays people specify HTML meta tags to influence listings. It is but obvious most relevant results appear on first page of search results. So, how to get that place? Because, listings appear on first page always get more hits.

**Keywords:** Search Engine Optimization, Crawling, Meta Tag, Ranking, Listing

## I. INTRODUCTION

Search engine optimization (SEO) is the practice of increasing the quantity and quality of traffic to user website through organic search engine results. [1] There are two major strategies covered by Search Engines called as on-page analysis and off-page analysis.

Within each strategy there are sub-strategies, such as a specific rank or pay-per-click strategies. SEO success factors work in certain combinations. No single SEO factor will guarantee search engine rankings. Having a great HTML title won't help if a page has low-quality content. Having many links won't help if they are all low in quality. Having several positive factors can increase the probabilities of success, while the presence of negative factors can worsen those probabilities. [3]

### On-page strategy

On-page search ranking strategies are those that are almost entirely within the publisher's own control. What type of content do you publish? Are you providing important HTML clues that help search

engines (and users) determine relevancy? How does site architecture help search engines? [3]

### Off-page strategy

Off-page ranking strategies are those that publishers do not directly control. Search engines use these because they learned early on that relying on publisher-controlled signals alone didn't always yield the best results. For instance, some publishers may try to make themselves seem more relevant than they are in reality. [3]

## II. IMPORTANCE OF QUALITY CONTENT IN SEARCH ENGINES

### Content quality [4]

Outcome of search engine may be in the form of text, video, audio, images, news, etc. But the important requirement is always quality content.

### Content search/keyword search

Perhaps the most important SEO factor after creating good content is good keyword search. People want to create content using those keywords, the actual search terms people are using, so people can produce content that effectively "answers" that query.

For example, a page about “Systems Analysis and Design”, should describe about “System”, “System Analysis”, “System Design” and also “Systems Analysis and Design”.

#### **Content words/use of keywords**

How often there is a repeat of each word people want to be found for at least five to ten times or find out a keyword density of 2 to 3 percent, for excellent results.

Just use common sense. Think about the words people want a page to be found for, the words you feel are relevant from your keyword research. Then use them naturally on the page.

#### **Content freshness**

Search engines prefer new content. That’s usually what people need mean when they require new content.”

People cannot update web pages or publish new date every day thinking that will make them “new” and more likely to rank. Nor can people just add new pages constantly, just for the sake of having new pages, and think that gives new content.

Sites can take advantage from new content to boost performance by producing relevant content that matches the real-time pulse of their domain.

#### **Vertical search**

Web page listings are often referred as “vertical search” results. These come from vertical search engines devoted to things like images, news, local and video. If you have content in these areas, it might be more likely to show up within special sections of the search results page.

Not familiar with “vertical search” versus “horizontal search?” Let’s understand, It is a regular search engine gathers content from across the web, in hopes of matching many general queries

across a broad range of subjects. This is horizontal search, because the focus is across wide range of topics.

Search Engines runs other specialized search engines that focus on images or news or local content. These are called vertical search engines because rather than covering a broad range of interests, they’re focused on one segment, a vertical slice of the overall interest spectrum.

When user searches on search engine, user will get web listings. But you will also often get special sections in the results that may show vertical results as deemed significant.

Having content that performs well in vertical search can help people succeed when web page content does not. It can also help people to succeed in addition to having a web page make the top results. So, make sure you’re producing content in key vertical areas relevant to user.

### **III. HTML CODE AND SEARCH ENGINE SUCCESS FACTORS**

HTML is the underlying code used to create dynamic web pages. Search engines can pick up ranking from some specific HTML elements. Below are some of the most important HTML elements to achieve SEO successful.

#### **HTML title tag**

For example, that an author wrote 50 different books but gave them all the same exact title. How would anyone understand that they are all about different topics? [6]

For example, that an author wrote 50 different books, and while they did have different titles, the titles weren’t very descriptive — maybe just a single word or two. Again, how would anyone know, at a glance, what the books were about? [6]

HTML titles have always been and remain the most important HTML signal that search engines use to understand what a page is about. Bad titles on web pages are like having bad book titles in the examples above. In fact, if HTML titles are deemed bad or not descriptive, search engine may change them. [6]

### **HTML meta tag**

Meta tags are snippets of text that describe a page's content; the meta tags don't appear on the page itself, but only in the page's code. People know tags from blog culture, and meta tags are more or less the same thing, little content descriptors that help tell search engines what a web page is about. [7]

The meta tag, one of the oldest supported HTML elements, allows people to suggest how you'd like your pages to be described in search listings. SEO purists will argue that the meta description tag is not a "ranking factor" and that it doesn't actually help web pages rank higher. Rather, it's a "display factor," something that helps how results look if results appear in the top results due to other factors. [5]

A meta description that contains the keywords searched for (in bold) may catch the user's eye. A well-crafted meta description may help "sell" that result to the user. Both can result in additional clicks to your site. As such, it makes sense for the meta tag to be counted as a success factor. [5]

Be forewarned, having a meta description tag doesn't guarantee that web page description will actually get used. Search engines may create different descriptions based on what they believe is most relevant for a particular query. [5].

Meta Description Attribute - A brief description of the page. Meta Robots Attribute - An indication to search engine crawlers (robots or "bots") as to what they should do with the page. [6]

### **Structured data**

If one could tell search engines what was the content about in their own "language", behind the scenes, sites can use specific markup (code) that makes it easy for search engines to understand the details of the page content and structure.

While the use of structured data may not be a direct ranking factor, it is clearly a success factor. All things being equal, a listing with a rich snippet is likely to get more clicks than one without.

### **HTML header tags**

See the headline up at the top of the page. Behind the scenes, HTML code is used to make that a header tag. In this case, an H1 tag.

See the sub-headlines on the page. Those also use header tags. Each of them is the next "level" down, using H2 tags.

Header tags are a formal way to identify key sections of a web page. Search engines have long used them as clues to what a page is about. If the words user want to be found for are in header tags, user have a slightly increased chance of appearing in searches for those words.

Naturally, this knowledge has caused some people to go overboard. They put entire paragraphs in header tags. That does not help. Header tags are as much for making content easy to read for users as it is for search engines.

Header tags are useful when they reflect the logical structure (or outline) of a page. If web page have a main headline, use an H1 tag. Relevant subheads should use an H2 tag. Use headers as they make sense, and they may reinforce other ranking factors.

#### IV. META TAGS FOR SEO

If user want to find out whether a given page is using meta tags, just right-click anywhere on the page and select "View Page Source." [7]

A new tab will open in Chrome (in Firefox, it'll be a pop-up window). The part at the top, or "head" of the page, is where the meta tags could be. [7]

There are four major types of meta tags worth knowing about and we'll talk about them all here. Some are not as useful as they once were. Others are worth using regularly, and will very likely increase traffic. [7]

The four types discussed here are [7]:

- ✓ Meta Keywords Attribute - A series of keywords use deem relevant to the page in question.
- ✓ Title Tag - This is the text you'll see at the top of the browser. Search engines view this text as the "title" of the page.

- ✓ Meta Description Attribute - A brief description of the page.
- ✓ Meta Robots Attribute - An indication to search engine crawlers (robots or "bots") as to what they should do with the page.

Following are two important meta tags [8]:

- ✓ Meta description tags
- ✓ Meta keyword tags

Some search engines may display the meta description as a part of the search results, but the meta keyword tags should not appear in search results.

The general consensus among SEO experts is that meta tags are dead. Even so, many of these same experts continue to use meta tags in their own sites.

One can add the following in the web page [8]:

```
<meta name="keywords"
      content="KEYWORD1 KEYWORD2 KEYPHRASE1 etc      about 20 to 30 distinctive words">
<meta name="description" content="An accurate, keyword description      about 100 characters">
```

Figure 1. Sample HTML meta tag script

##### Meta Description Tag Preferences [8]

- Use keywords in meta description tag.
- Try not to repeat the words overly often, but try to use multiple syntaxes of your key words.
- There should not be around 100 characters in a description meta tag of a single web page.
- Use a different meta description tag for each page, as each page is different and stands a better chance of being found if user place a good title and description on it.

##### Meta Keywords Tag Preferences [8]

- Use synonyms.
- Use unique keywords.
- No need to repeat any given phrase.
- One can repeat a word any number of time, as long as each time it is part of a different phrase.

##### Use of Robots Meta Tag [8]

The important meta tag that one may need sometime is the Robots Meta tag which looks like this:

```
<meta  
name="robots" content="noindex,nofollow">
```

**Figure 2.** Sample HTML meta tag script [8]

Using the above meta tag, one can tell a spider or a robot that people do not want some of their pages indexed.

## V. IMPORTANCE OF META DESCRIPTION

A meta description can influence the decision of the searcher as to whether they want to click on search results or not. The more expressive, attractive and relevant the description will get more clicks.

## VI. CONCLUSION

Search Engines people use for information gathering, marketing, learning, entertainment, etc. The important matter is better ranking and proper listings. Use of HTML meta tags may influence performance and can give better listings with proper rank. This improves number of clicks and number of visitors. This is also helpful to provide relevant results to users.

## VII. REFERENCES

- [1]. [https://www.google.com/search?source=hp&ei=ZdkoW9bHFYP0vgTAsLv0Cw&q=seo+&oq=seo+&gs\\_l=psy-ab.3..0l3j0i131k1j0l6.4056.12459.0.70078.4.4.0.0.0.1016.1284.2-1j7-1.2.0....0...1c.1.64.psy-ab..2.2.1283....0.J04sm81F5CY](https://www.google.com/search?source=hp&ei=ZdkoW9bHFYP0vgTAsLv0Cw&q=seo+&oq=seo+&gs_l=psy-ab.3..0l3j0i131k1j0l6.4056.12459.0.70078.4.4.0.0.0.1016.1284.2-1j7-1.2.0....0...1c.1.64.psy-ab..2.2.1283....0.J04sm81F5CY) Accessed: June, 2018
- [2]. <https://searchengineland.com/guide/what-is-seo> Accessed: June, 2018
- [3]. <https://searchengineland.com/guide/seo/types-of-search-engine-ranking-factors> Accessed: June, 2018
- [4]. <https://searchengineland.com/guide/seo/content-search-engine-ranking> Accessed: June, 2018
- [5]. <https://searchengineland.com/guide/seo/html-code-search-engine-ranking> Accessed: June, 2018
- [6]. [https://www.google.com/search?ei=rtkoW82YLciBvwT0l6uwAw&q=seo+using+meta+tags&oq=seo+using+meta+&gs\\_l=psy-ab.1.0.0.530768.534404.0.536183.12.8.0.4.4.0.48.5.1502.0jlj2j1j1.5.0....0...1c.1.64.psy-ab..4.8.1053...0i67k1j0i22i30k1.0.mAuGrx43L94](https://www.google.com/search?ei=rtkoW82YLciBvwT0l6uwAw&q=seo+using+meta+tags&oq=seo+using+meta+&gs_l=psy-ab.1.0.0.530768.534404.0.536183.12.8.0.4.4.0.48.5.1502.0jlj2j1j1.5.0....0...1c.1.64.psy-ab..4.8.1053...0i67k1j0i22i30k1.0.mAuGrx43L94) Accessed: June, 2018
- [7]. <https://www.wordstream.com/meta-tags> Accessed: June, 2018
- [8]. <https://www.tutorialspoint.com/seo/seo-optimized-metatags.htm> Accessed: June, 2018
- [9]. <https://searchenginewatch.com/2016/05/26/how-to-write-meta-descriptions-for-seo-with-good-and-bad-examples/> Accessed: June, 2018
- [10]. Deepak Bansal, A Complete Guide to Search Engine Optimization, B. R. Publishing Corporation