

# {SEO Pixel}

## Search Engine Optimization

*Search Engine Optimization (SEO) is the process of improving a web site's user-traffic, quality, volume, and rank on a search engine.*

### Meta Tag Optimization

Meta tags are lines of HTML code that are embedded into web pages and used by search engines to store information about the web site. Metadata consists of the *Title*, *Description* and *Keywords* sections.

The following list provides guidelines for content publishing on any web site. If interested on your metadata optimization, SEO Pixel can prepare a report for your site that displays the Meta information for every page. Contact SEO Pixel for more information: [contact@seopixel.com](mailto:contact@seopixel.com) or visit [www.seopixel.com/contact-seo-pixel.htm](http://www.seopixel.com/contact-seo-pixel.htm).

#### 1. Title Tags

The Title (Fig. 1) is the first thing searchers see, so it important to make it eye-catching and informational. Your site may not always rank number one or two, but you can still attract visitors with a well-written title and description.

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- Make the goal keyword or phrase as close to the first word as possible. Include 1-2 of your most important keywords phrases in the title tag.
- Make your title enticing. A page title should be seen as "a call to action"- something to get visitors to click through on to your site.



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## Example Title Tags

Sample title tag from an SEO Home Page:  
*SEO Services*

Improved title for keywords “seo, search engine optimization and seo services”:  
*Effevtive Search Engine Optimization (SEO) Services-SEO Pixel*

The improved title has 62 characters, is keyword rich, and includes the company’s name.

### Title Tag Rules:

Title tags should follow this formula to be optimized and effective:

**Size:** 65 characters max with spaces.

**Format:** “Subject and Company Name.”

*The keyword and description Meta tags are not given as much importance as they once were, yet several studies have shown that Meta tags are still important factors for ranking well and bringing in customers.*

### Description Tag Rules:

Description tags should follow this formula to be most effective:

**Size:** 150 characters with spaces (some search engines accept more, but others do not).

**Format:** Shorter sentences or sentences that incorporate the purpose of the page with keywords and key phrases. The Description and Title should be paired together, easy to read, and unique to each page.

## 2. Description Tag

The Description tag is found underneath the title of each response on the search engine results page (Fig. 2).

- The Description must contain one or more of the keywords searched for.
- The keywords are bolded wherever they appear to help draw the searcher’s eyes to the information they requested.

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### Example Description Tag

Pre-optimized Title and Description for SEO Home Page:

**Title:** *SEO Services*

**Description:** *We provide SEO Solutions for your company.*

**Improved and optimized Title and Description for Search-Advertising URL:**

**Title:** *Effective Search Engine Optimization (SEO) Services*

**Description:** *Increase your Organic search engine rank and traffic with our SEO Solutions. Web site optimization will produce the greatest ROI for your business*



### 3. Keyword Tag

The keyword tag is not always used by the most popular search engines, but is still an important feature and should be optimized.

For the Keyword Tag *do not*:

- Use stop words such as “a, the, for, and. . .”
- Do not “keyword stuff,” or repeat a phrase throughout the page and in the metadata.

Research and evaluate terms that are likely to drive targeted traffic that will result in qualified leads and sign-ups.

Things to consider when developing a keyword term and keyword phrase list:

- Be concise. It is difficult to optimize a site that has an excessive amount of content.
- The more specific the content, the more specific you should make the keywords and phrases on the page.
- There are considerable differences in query volume of similar terms.
- Use regional language nuances for international sites.
- Use multi-word phrases, as single word phrases produce low-targeted traffic.
- Utilize paid search results when available.



### Keyword Tag Rules

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The Keyword tag should follow this formula to be optimized and effective:

**Size:** 5-10 keywords or keyword phrases.

**Format:** Use key phrases for popular, plural and tense versions used in the content. Each word or phrase should be separated by a comma. Punctuation and capitalization are not necessary.

Make sure the keywords work in conjunction with the content, title, and description.

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## SEO URL Naming Techniques

- Create search friendly URLs.
- Incorporate keywords and phrases in the URLs.
- Keep the name as short as possible.
- All lowercase URLs are recommended.
- Query string URLs with many arguments should be minimized when possible.