



Legal Marketing Strategies

Internet Marketing Meta Tag Tips

By Margaret Grisdela

A few very simple lines of HTML code have the power to help or hinder your website's search engine performance. Known as "meta tags," these short commands describe the contents of a web page. Google, Yahoo, Bing, and other search engines use meta tags to varying degrees in promoting and displaying your web site to interested searchers.

This article describes the title tag, description tag, and keyword tag to help you optimize your Internet marketing efforts.

How to Write Winning Title Tags

The title tag is one of the most critical factors in achieving high search engine rankings. Despite its importance, it is often overlooked by webmasters and others working to optimize website content for search engine results.

Located at the top of a web browser, the title page tells readers about the content of the page. Title tags are also used by search engines and typically appear in the first line of search results. In the HTML coding for your site, the title tag may look something like this:

```
<title>Title Meta Tags: Key Factors in Law Firm Internet Marketing and SEO</title>.
```

To maximize the number of visitors to your site, title tags should:

- Be less than 80 characters, with no special characters
- Accurately describe the page's content
- Include keywords specific to your product, service and/or geographic area
- Be different for each web page

Take a look at the title tag on your web pages and see if they pass these tests. Unfortunately, it's not unusual for the title tag to simply consist of the law firm name without any supporting keywords. (See a sample title tag at the end of this article.)

Getting the Most of Your Description Meta Tag

Imagine that a prospect has just conducted a web search for "personal injury attorney." What makes that prospect decide to click on www.attorney#1.com versus www.attorney#2.com? Chances are it was the description meta tag, or the information that appeared underneath a website's title on the search engine results page (SERP).

Meta tag descriptions are important not only because they inform readers of a web page's content, but search engines may use them as a "snippet" to describe the content of a web page when displayed on the results page. In this regard, the description tag serves as a kind of "advertisement" for your site. In HTML code, a description meta tag may look something like this:

```
< META NAME = "description" content = "Meta Tag Descriptions for Law Firm Websites" >
```

For the best results, the description meta tag should:

- Be less than 200 characters because search engines do not display more than that number
- Accurately and concisely reflect content on a web page
- Include keywords relevant to your product, service or geographic location
- Be different for each web page

The description meta tag is not used as a factor by Google in determining page rank.

Writing Meta Tag Keywords that Maximize Visibility

The right keywords are essential when optimizing your law firm website. They are the words or phrases that an average person might type into a search engine when trying to find a personal injury lawyer or a divorce attorney. If a web user types one of the keywords from your website into a search engine like Google, an ideal situation is that your website will be among the first to appear on the search engine results page (SERP).

One way to maximize the use of keywords in your law firm website is to include them in meta tags. In the HTML coding for your site, the keyword meta tag may look like this:

```
< META NAME = "keywords" CONTENT = "Miami personal injury lawyer, South Florida accident attorney, injury law" >
```

When writing keywords, you should follow a few rules:

- Meta tag keywords should have fewer than 10 words
- Every keyword should appear somewhere in the body of the website
- Be careful about using a keyword more than twice, or the search engine may view the site as spam and delete it from its index
- Keywords should be page-specific, with no two pages having the same keywords

While the keyword meta tag is not used as a factor by Google in determining web search rankings, it is still recommended for inclusion on every web page.

HINT: Search for an automated "meta tag analyzer" online to evaluate your own meta tags.

Watch this column for more search engine marketing tips, or visit our new Internet marketing blog here: <http://lawsearchenginemarketing.blogspot.com/>

Remember, never stop marketing! The author invites your questions and comments.

Sample Title Tag

Sample Title Tag – include keywords and your geo location, if relevant



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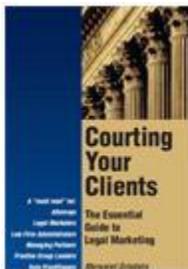
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