
Meta Keywords

Posted by catherine - 2007/10/26 00:44

Hello! I am going to stick some meta-keywords into my Pachyderm header. I understand how to do it, but I'm curious about what types of keywords are suggested to use. Also, should I just put in as many keywords as I can think of or is there a good reason to limit it in some way? Furthermore, I've heard that search engines use these keywords. Is that accurate? Which search engines use these? Will this really improve the chance of finding this in a search engine? Also, along the same lines, is there anything else I can do to improve the visibility of our presentations?

Thanks for any input or ideas!

Catherine

Re:Meta Keywords

Posted by tsven - 2007/10/30 16:49

My advice would be to think about terms that users might be searching for, which may not currently yield the most useful results. Obviously you want your page title to be meaningful, and the text of any links pointing to that page should also be meaningful. What additional useful terms are not in the page title or header? Some example meta keywords I've seen recently are ethnic classifications -- museums typically don't use them liberally, and as a result, you can seldom go to an art museum site and find which artists are Asian-American, etc.

Some search engines offer logs of terms which users have searched on -- sometimes (depending on what search utility you have on your site) you can get a report of all search terms used which yielded zero results. Those might be words to think about when you're keywording your pages.

-Tim

Re:Meta Keywords

Posted by catherine - 2007/10/31 16:22

Tim,

Thanks for the reply. Good thoughts to include ethnicity. I'll definitely include that.

Catherine
