

Creating Meta tags with Dreamweaver

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What are meta tags

Meta tags are pieces of code placed in the <head> of the web page. They provide supporting information for the page. The various functions of meta tags are:

*To enable the page to display correctly
As an aid and direction for search engine search bots
Supporting or relevant information about the web page*

A meta tag subject can be about anything but there are some meta tags that are recognised as standard. Frequently used standard meta tags are:

Content-Type – defines the character set for displaying text
Description – a short description of page content
Keywords – keywords or phrases that are relevant to page content

Other meta tags commonly used are:

Author – name of the person or company designing the site
Robots – an indicator to search bots about indexing the page

The following is an example of a description meta tag.

```
<meta name="description" content="Learn all about Meta Tags & which ones work for which search engine. Also, which meta tags to avoid" />
```

For an explanation in the use and meaning of types of meta tags go to:

<http://www.webmarketingnow.com/tips/meta-tags-uncovered.html>

Meta tags in Dreamweaver

Meta tags need to be inserted in the code in DW. DW automatically creates a *content-type* meta tag when a new web page is created.

```
<head>  
<meta http-equiv="Content-Type" content="text/html; charset=utf-8" />  
<title>My Web Site</title>  
</head>
```

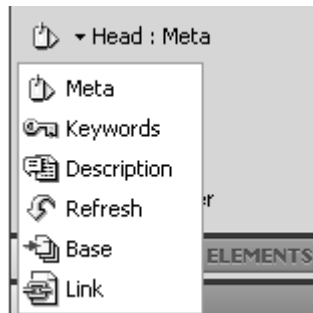
This ensures that the text is displayed correctly by specifying the character set used in the page. Insert other meta tags after the Content-Type meta tag.

Inserting a *description* meta tag

Place the cursor in the code at the end of Content-Type meta tag and enter a new line with the *return* key:

```
<head>  
<meta http-equiv="Content-Type" content="text/html; charset=utf-8" />  
  
<title>My Web Site</title>  
</head>
```

In the Insert panel, click on the small pointer by the *Head* button.



This will reveal a list of options. Choose Description and a window will open. Type in a short description of your web page and/or site and click OK.

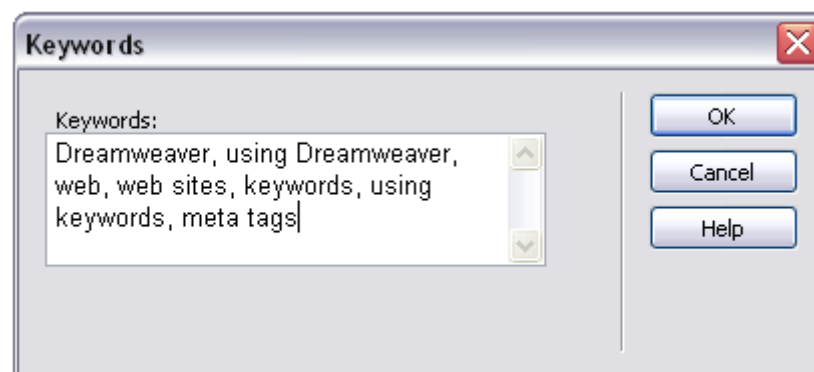


```
<head>  
<meta http-equiv="Content-Type" content="text/html; charset=utf-8" />  
<meta name="description" content="This is a description of my web site" />  
  
<title>My Web Site</title>  
</head>
```

Do not make the *description* too long otherwise this may be interpreted as spamming by search engines. Recommendations vary but as a rough guide keep it to below 250 characters, including spaces, or 40 words. It is a good idea to make the *description* the same as the introductory text on your page in order to emphasise relevancy and keywords/phrases.

Inserting a **keywords** meta tag

Insert the cursor in the code after the previously inserted meta tag and choose *Keywords* from the drop-down list from the *Head* button in the Insert panel. Type the keywords in the Keywords window with each one separated by a comma. Click OK.



```
<head>
<meta http-equiv="Content-Type" content="text/html; charset=utf-8" />
<meta name="description" content="This is a description of my web site." />
<meta name="keywords" content="Dreamweaver, using Dreamweaver, web, web sites,
keywords, using keywords, meta tags" />

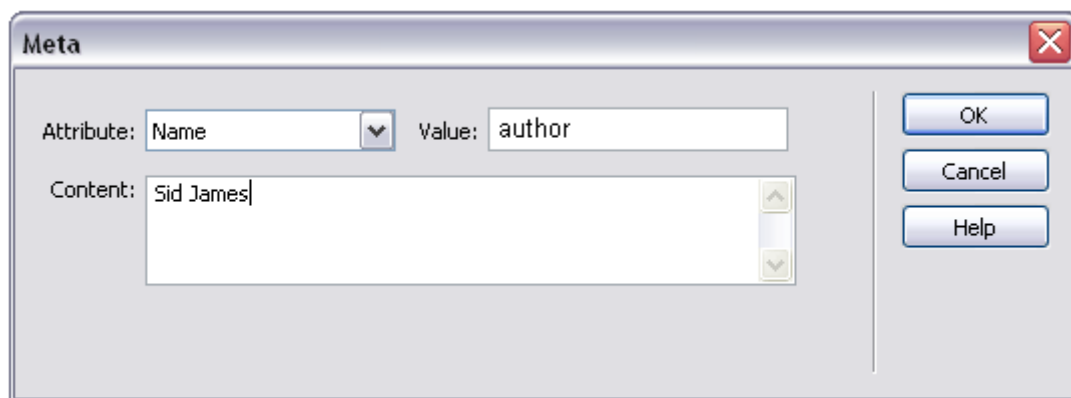
<title>My Web Site</title>
</head>
```

Use words that are used in and are relevant to the content of the page. Keywords can consist of single words and short phrases that appear in the page and what may be used when using a search engine to find a site such as yours. Do not use too many otherwise this may be interpreted as spamming by search engines.

Inserting a user defined meta tag

Insert the cursor in the code after the previously inserted meta tag and choose *Meta* from the drop-down list from the *Head* button in the Insert panel.

In the Meta window, select the attribute as Name and in the Value field type in the name of the meta tag to be created (in this case, *author*).



Type the content for the tag in the Content field and click OK.

```
<head>
<meta http-equiv="Content-Type" content="text/html; charset=utf-8" />
<meta name="description" content="This is a description of my web site." />
<meta name="keywords" content="Dreamweaver, using Dreamweaver, web, web sites,
keywords, using keywords, meta tags" />
<meta name="author" content="Sid James" />

<title>My Web Site</title>
</head>
```