

Optimization: A Marketing Media Strategy

By Paul Cuthbert

It has been a few months since I contributed to this blog and in that time I have been stalled in working on my website which is the whole point that I started blogging about **how to optimize a website** in the first place. Now that I have launched the site I am already looking at what tweaks need to be made to the layout and content of the visible side of the web pages that are online. What I am not looking at altering though is the optimized side of the site that has been set up with the **Meta tags** that I discussed in early blogs.

Within the code I have included the use of distinct page titles for each page on the site and also a new description for the individual pages of the site. I did include the same set of keywords on each page and have also added the optimized page links that make it easier for the search engines to tell my site from one that has been coded with generic links.

Search Engine Registration

Now that the site is up and running I am ready to begin adding the **external links** that will improve the **page rank** and placement of the website in the search engines. The first step that I have taken in this endeavor is to register the site with Google, Yahoo and Bing. The big three search engines that every smaller search directory pulls from. Although I intend to add the registrations to other directories over the next few months I have found that adding 10 to 20 listings per month is enough to make an impact without drawing the attention of the search engines that are looking for Black Hat practices in SEO. (As you may recall Black Hat practices are deemed illegal and carry severe penalties for websites that attempt to cheat their way to the top of the search results pages.)

How to Add Meta Tags

Having told you what I have done I only think that is fair to show you how to optimize the pages of your website. This is the line of code that I used on the landing page of my website. `<title>Paul Cuthbert | Marketing Media Strategy | SEO solutions</title>` That one is obvious as the title is the easiest part of the page to produce. The title appears in the tab above the open pages of the website and is an important element of optimizing a website. It should relate to the business or the individual that is operating the website and can contain basis descriptions for the search engines.

The page description code looks like this: `<meta name="description" content="Paul Cuthbert provides SEO solutions that include content writing, website optimization and reputation management relevant to each marketing media strategy he creates.">` The thing to keep in mind when adding your own line of code is to change everything inside the parentheses (the quote marks). Remember that when your site appears in the search results it is this description that will be shown to people viewing the results. It can be a complete thought in the form of a sentence but it should be brief so that it fits within the space allotted by the search engine. Also of note is that if you leave out the description Meta tag the search engines will automatically use the first lines of text that appear on you page.

Finally the keyword tag was added to the coding which should be limited to no more than 20 words or short combinations of words that are separated by a comma. Here are only a few of the keywords that I am using to optimize my website inside the meta code. `<meta name="keywords" content="SEO solutions, reputation management, Internet marketing strategies, online marketing consultant,`

optimization strategies, SEO strategies, search engine strategies, new media strategies"> These same keywords are used with the written content of the website and are highlighted in bold text to indicate to the search engines that they are important and should be indexed for a web search.

Next time I am going to let you have the URL's for registering with Google and Bing.