



Search Engine Optimization Form

We all know that SEO (search engine optimization) is important. With all of the varying elements that are involved in this process, it can seem a daunting task. That's why we handle the bulk of the initial optimization for you. What we are requesting from you is a list of the metadata to use.

What is Metadata?

Metadata has been defined as "data about data". What does that mean? Well, metadata helps to define what sort of information / content that you carry on your website. This information is embedded into the code for your site, and is reviewed by search engines as they are indexed.

Metadata does not guarantee listings for subject keywords, but can be beneficial when combined with other SEO techniques. We utilize the most common forms of metadata embedding and this is what we are requesting below. We have listed some hints and tips we hope will help you develop your metadata.

Client Name:

Language

The primary language which the site content is based upon. Examples: English, Spanish, German, etc.

Language:

Keywords

A list of singular words which could be used to summarize the content of you website / webpage.

Hints & Tips

- Try to limit your list to 20 keywords or 900 characters (*including spaces*)
- Do not use keywords which do not represent your site content
- Do not repeat words (*even with spacing*)
(*"sail boat, power boat" is equal to "sail, power, boat"*)
- Use single words instead of sentences or phrases
- Do not include support words such as "an", "the", "is", "and", or "or"
- Don't use punctuation except in contractions
- Do not list misspellings unless they are very common
Alternative spellings are okay: "aluminum, aluminium"
Synonyms are okay: "sick, ill" or "buy, purchase"
- Separate each keyword with a comma

Keywords:

sail,boat,yacht,charter,rental

Description

A brief meaningful or concise explanation of your website or webpage's content. This is commonly used as a summary of your website when listed within the results of a search page.

Hints & Tips

- Try to limit your description to 200 characters (*including spaces*) or less.

Check both the spelling and grammar of your description
Try to write something which would appeal to your audience
Try to re-use a few of your most important keywords in your description
Make sure the first two sentences are the most important (*as truncation is common*)

Description:

Title Tagging

The title of your page, which commonly shows at the top of your browser, or when creating a bookmark to your site, is commonly referenced by search engines. That makes this field an additional element of SEO, if you care to utilize it.

Hints & Tips

Try to limit your title to 5-10 words or 90 characters (*including white spaces*)
Begin with or include your company / product's name
Try to reuse the most important keywords from your list
Use your keywords in an order of importance (*incase of truncation*)
Or Use your slogan, catch phrase, or tagline

Please use the title I have provided below.

Summary

Happy Feet: Sandals, Tennis Shoes, Hiking Boots and More!

* If you are not performing an overall site submission, such as different metadata for each internal page / section, then you must submit an individual copy of this form for each. Please note each of these submissions with regard to which page they are related to.