

EASTERN MICHIGAN UNIVERSITY

Getting Better Search Engine Results

Internet search engines like [Google](#) and [Yahoo](#) are used to find internet content relevant to the search criteria provided. Web content authors need to consider how these search engines index content using page title tags, meta tags (keyword and description) and body copy words and phrases. These elements help promote your site content through search engine results.

In short when creating web pages for your site:

1. Choose relevant keywords and phrases for the page.
2. Create a title tag using the same keywords.
3. Create a meta description tag as a marketing sentence based on these keywords.
4. Include the keywords and phrases in the body copy.
5. Create a meta keywords tag re-enforcing the body copy.

In our case, these tags need to be placed inside the editable region area of the <head> tag using the Dreamweaver Code mode:

```
index.html* Dreamweaver Code Mode
Code Split Design Title: Eastern Michigan University:
1 <!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01 Transitional//EN"
2 "http://www.w3.org/TR/html4/loose.dtd">
3 <html lang="en"><!-- InstanceBegin template="/Templates/bss_department.dwt" codeOutsideHT
4 <head>
5 <meta http-equiv="Content-Type" content="text/html" charset="iso-8859-1">
6 <!-- InstanceBeginEditable name="EditRegion4"
7
8 <title>Eastern Michigan University: Business Systems Support, Home Page</title>
9 <meta name="description" content="Business Systems Support, a unit of the Business and
10 <meta name="keywords" content="administrative systems, administrative system, administ
administrative application, business systems, business systems support, business and financ
security, reporting, liaison, division, information technology, IT, desktop support, help
funkytech">
```

Continue for more details...



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Title Tags

The primary function and use of the title tag:

1. They appear at the top of your pages in the title bar.
2. If your visitor bookmarks a page, their browser will (by default) use your title tag as the bookmark title.
3. Visitors moving back/forward through their browser history will navigate using your title tags.
4. Search engines and other users will make use of your title tags. Understanding how/why they do this and how this impacts search results, allows you to use them to your advantage.
5. Ensure your title is highly relevant to the page it appears on.
6. The title tag is used in most search engine algorithms as an indicator of what the page is about.
7. The title tag is used as the linked 'headline' in search results, for example:

[Eastern Michigan University: Organizational Chart](#) 
Vice President, Business and **Finance**. Reporting Offices. Tom Green Tom Green ...
Reporting to the Vice President for Business and **Finance**; Janice Stroh: ...
[www.emich.edu/orgchart/](#) - 24k - [Cached](#) - [Similar pages](#)

Best Practice For Title Tags

1. Include the institutions name either at the beginning or the end of the tag.
2. Include the most relevant keywords specific to each page where possible.
3. DON'T just use a site-wide standard title tag, use unique titles on each page.
4. Keep the most important info in your title tag within the first 66 characters (Google currently chops them off at around this point).
5. If you're providing information, think of your titles as you would newspaper headlines or email subjects: quick snippets that will appeal to search engine users and bring them to your site.

Standard: <title>Institution: Department, Keywords Identifying Page Content</title>

Example: <title>Eastern Michigan University: Business System Support, Home Page</title>

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Meta Tag Description

The primary function and use of the Meta Tag Description:

1. Utilize key words and phrases for better search engine rankings.
2. Influences the description of your page in search engine results for those search engines that support and use the description meta tag.
3. Entices users to click the link in the search engine results.

[Eastern Michigan University: Organizational Chart](#)

Vice President, Business and **Finance**. Reporting Offices. Tom Green Tom Green ...

Reporting to the Vice President for Business and **Finance**; Janice Stroh: ...

www.emich.edu/orgchart/ - 24k - [Cached](#) - [Similar pages](#)

Best Practice for Meta Tag Description

1. Include short relevant keywords and phrases specific to the page. Search engines have limits on the number of character that can be used, it's important to get it right in the first few sentences.
2. If you are having some difficulty describing the page, use the first sentence or two in the page content.

Example: `<meta name="description" content="Meta Description Tags serve two purposes. They should utilize key phrases for better search engine rankings, plus entice users to click the link in the search engines results.">`

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Meta Tag Keywords

The primary function and use of the Meta Tag Description:

1. Helps in the cumulative effort to increase your page ranking in search engine results.
2. Reinforces the terms you think are important to the web page for crawlers and search engines that use this meta tag to rank pages.
3. Works in conjunction with the text of your body copy.

Best Practice for Meta Tag Keywords

1. Use the keywords and phrases.
2. Use multiple phrases for the same search (e.g. "horse back", "horseback").
3. Use common misspelling of words (e.g. "questionnaire", "questionaire").
4. Use variations of words that may have the same intent (e.g. Student Business Services, Bursar).
5. Use plurals (e.g. "student, students).

Example: `<meta name="keywords" content="administrative systems, business systems, business systems support, scheduling, security, reporting, liaison, division, information technology, IT">`

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Additional information about search engines:

- [How Search Engines Work](#) - The term "search engine" is often used generically to describe both crawler-based search engines and human-powered directories. These two types of search engines gather their listings in radically different ways.
- [Search Engine Placement Tips](#) - A query on a crawler-based search engine often turns up thousands or even millions of matching web pages. In many cases, only the 10 most "relevant" matches are displayed on the first page. Naturally, anyone who runs a web site wants to be in the "top ten" results.
- [Search Links](#) - Looking for a search engine? This section of Search Engine Watch lists some top choices in various search engine categories.
- [Major Search Engines](#) - Search Engine Watch provides a guide to the major search engines and why those listed are considered to be "major".