



How to Create/Edit Meta Tags on your web pages & how to link to Twitter and other social sites effectively.

Login to your administration area using the username and password given.

The format of the login page is <http://www.yourdomain.com?q=user>

Once logged in navigate using the menus on the website until you reach the page you want to edit.

Click on the EDIT tab at the top

Scroll quite a way down until you see the option Meta Tags, click on this and it will expand into a number of boxes; Description & Keywords are the main ones of interest but you may also have others such as Copyright where you can reinforce the copyright statement on each page.

For the Description Tag - Enter a description for this page. Limit your description to about 20 words, with a maximum of 255 characters. It should not contain any HTML tags or other formatting. When you leave this field empty, the teaser (which is the first part of text on your page) will be used as description. Sometimes if your page is written with SEO in mind this will be appropriate and sufficient to work in the search engines.

For the Keyword Tag - Enter a comma separated list of keywords for this page. Avoid duplication of words as this will lower your search engine ranking. Please note Google have placed far less interest in this Tag of late but other search engines do use it. It will do no harm in adding your most important keywords here.

When you have finished editing the page, please remember to click on the SAVE button right at the bottom of the page.

If you are not sure what keywords to use, Google provide tools that help you determine the number of searches per month that keywords and phrases generate. They also show you the competition for those words. It is better to pick words that appear in good quantity but have lower competition but sometimes this is not feasible and you may have to pick words or phrases that have more competition. You can find this resource here.

<https://adwords.google.co.uk/select/KeywordToolExternal>

Another useful tool is <http://www.googleneedle.com/> which gives page rank and position for Google searches (not other search engines)



Adding a Twitter page

All of our sites have a script added which will take the contents of your Tweets and save them directly as text on the page. The tools offered by Twitter produce a link which cannot be read by search engines so the method we employ will ensure your carefully worded, keyword rich tweets will produce fresh content on your homepage and create more relevance.

The best way to create content is to add the full story or page on your website by going to CREATE CONTENT in the main administration menu, then select PAGE. When you are creating pages that are for Twitter or other social networking or blog content you may want to include links to them within your website menu or you may not. In the latter case you do not need to give the page any MENU SETTINGS. This is completely your decision as the page will be picked up anyway by virtue of the sitemap, which is part of the structure of your website and is updated automatically each time you make a change.

Write your content in the usual way with text, images, links or whatever is needed to get your message across. The title should be catchy and be made up of the salient points and include the keywords that you want to promote.

When you have saved the content, look at the top address bar in your browser which starts <http://www> Highlight the entire line of text and copy it (right mouse click for options)

Then we would recommend using a website to reduce the length of this string of text or URL as it is known (Universal Resource Locator) such as <http://ta.gg> All you do is paste the URL into the box provided, enter the anti spam words displayed then you get your much shorter URL which you can use in your tweet.

Login to your Twitter account and create a new tweet, remembering to use the short URL at the end to take people back to your website to read more. We would recommend that you 'tease' people by the wording the tweet so that they want to find out more, don't give away the whole story within the tweet.

This benefits you by gaining more visitors to your site. The visitor will also then be surrounded by your website navigation so they can be tempted to look at other areas.

The same is true for other social networking sites, never give the whole story away on Facebook for example, otherwise why would people want to visit your main website?

Too many people end up creating a blog which is far more powerful than their main site. Your Main website has the call to action in the form of ordering, booking forms, downloads or whatever it is that you would regard as the 'SALE'