

Installing Keywords into A Web Page Using HTML

The keyword meta tag is a tool that helps search engines find and index a Web page. The principles for using keywords are very simple, and the method for adding them to a page is not difficult. Keywords are placed within a special HTML tag called a "meta tag." This document explains how to put keywords in a Web page.

While keywords are sometimes considered a "magic bullet" to get pages listed on a Web search engine, in actual fact keywords may not be a help at all. Many search engines combine keywords with the text in a Web page to establish relevancy. Some search engines ignore keyword meta tags all together. It is important to note that a long list of keywords is no substitute for a well constructed Web page that is designed from the beginning to take into account search engines and their page ranking systems.

The meta tag for keywords is this:

```
<meta name="keywords" content="" />
```

Installing keywords is simple. They are placed in the "content" section of the meta tag. Each word, or phrase, is separated by a comma. Thus, an example would look like this:

```
<meta name="keywords" content="albany, troy, schenectady, delmar, ford tractor, tractor, ford" />
```

The meta tag above is in XHTML format, meaning that it is "closed." That is what the final "/" does. XHTML is now the Web standard. If you remove the "/" so that it is written in HTML 4.0, the tag will look like this:

```
<meta name="keywords" content="albany, troy, schenectady, delmar, ford tractor, tractor, ford">
```

NOTE: The keyword list in this example is designed for searches on these terms:

**Albany
Troy
Schenectady
Delmar,
Ford Tractor
Ford**

"Spiking" or "loading" a keyword list with multiple entries, such as:

```
<meta name="keywords" content="albany, troy, schenectady,  
delmar, ford tractor, tractor, tractor, tractor, tractor,  
tractor, ford, ford, ford, ford, ford, ford, ford, ford, ford" />
```

will not increase your page's chances of being listed in a search engine. It is likely that loading a keyword list will cause the page to be disregarded completely.

All meta tags, including this one, go into the head portion of the document. That means you can copy the code snippet with no problem, if you want to. The example below features all of the basic code for a Web page, *except* for the content that an online viewer would see:

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN"  
"http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">  
<html xmlns="http://www.w3.org/1999/xhtml">  
<head>  
<meta http-equiv="Content-Type" content="text/html; " />  
<title>Untitled Document</title>  
<meta name="keywords" content="albany, troy, schenectady, delmar, ford  
tractor, ford, tractor" />  
</head>  
<body>  
</body>  
</html>
```

Note that this code includes the proper document type statement for XHTML. If we edit the code down to its most basic form, it would look like this:

```
<head>
<title>Untitled Document</title>
<meta name="keywords" content="albany, troy, schenectady, delmar, ford
tractor, ford, tractor" />
</head>
<body>
</body>
</html>
```

NOTE: While this code would show up in a browser, because there is no document type statement there is no guarantee how *well* it would show up.