



## **SEARCH ENGINE OPTIMIZATION**

Search Engine Optimization helps your site climb higher in Search Engines such as Google and Yahoo among others. Several factors determine how high your website will be listed among the search engines. While there are some very expensive marketing campaigns available to larger organizations that does not help smaller organizations. However, Loos Consulting can help you gain some ground in the area of Search Engine Listings.

Each of the items listed below adds code to your website that is reviewed and analyzed by the Search Engines when deciding how to rank the website in their results. Loos Consulting will work with you to program each of the following elements into your website. While these items will not guarantee a top listing in the major search engines, they will put you a step ahead of the competition not using these items.

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### **Meta Tag Overview**

What are meta tags? They are information inserted into the "head" area of your web pages. Other than the [title tag](#) (explained below), information in the head area of your web pages is not seen by those viewing your pages in browsers. Instead, meta information in this area is used to communicate information that a human visitor may not be concerned with. Today, the most valuable feature they offer the web site owner is the ability to control to some degree how their web pages are described by some search engines.

### **The Title Tag**

The HTML title tag isn't really a meta tag, but it's worth discussing in relation to them. Whatever text you place in the title tag will appear in the reverse bar of someone's browser when they view the web page. The title tag is also used as the words to describe your page when someone adds it to their "Favorites" or "Bookmarks" lists.

### **The Meta Description Tag**

The meta description tag allows you to influence the description of your page in the crawlers that support the tag (these are listed on the [Search Engine Features](#) page).

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This service is provided by Loos Consulting for the fee of \$125.00 and can typically be completed within 72 hours. Contact Loos Consulting if you have additional questions or would like to get started with Search Engine Optimization for your website.