With the page's source code on your screen (see Figure 4-5 for an example), look near the top for the `meta` tags. One `meta` tag probably starts this way:

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

followed by a string of keywords and keyword phrases. If the page's code doesn't contain the `meta` tag like this, it simply means that the page's owner has not coded keywords into the `meta` tag. But he or she might have optimized the page for certain keywords in other ways.

The influence of `meta` keywords on search engine crawlers has diminished during the last few years, so it's increasingly common to see pages without them. At any rate, you're peeking at the `meta` tag to gain keyword ideas and better understand a competing site's success, not to critique that site's optimization.

You can also check out the page's link text — an important area of page optimization, as described in the Chapter 3. It's easy to simply look at the site's outgoing links and view how they are worded. The easiest way to do this, if you use the Netscape browser, is to click the Page Info selection of the View menu, then click the Links tab to see a summary of all the site's links and link text.

www.digitalsongstream[1] - Notepad

File Edit Search Help

```
<html>

<head>
<title>The Digital Songstream</title>
<meta name="generator" content="Nano WebEditor v5.0">
<meta name="keywords" content="digital music, online music, review, reviews, mp3, rip, burn,
ripping, burning, download, music, p2p, file-share, file-sharing, riaa">
</head>


<p style="line-height:100%; margin-top:0; margin-bottom:0;"><body bgcolor="#000000" text="black"
link="#660000" vlink="#660000" alink="#CC0000">
<table border="0" width="751" align="center" cellspacing="1">
    <tr>
        <td width="751" colspan="6">
            <p><img src="http://www.digitalsongstream.com/sitelogo-14.gif" border="0"
usemap="#ImageMap1"></p>
        </td>
    </tr>
    <tr bgcolor="#000000">
        <td width="123"><p align="center"><b><span style="font-size:9pt;"><a
href="http://www.digitalsongstream.com"><font color="#FFFFFF"
face="verdana">HOME</font></a></span></b></p>
        </td>
        <td width="123"><p align="center"><b><span style="font-size:9pt;"><a
href="http://www.digitalsongstream.com/newslog"><font color="#FFFFFF"
face="verdana">NEWSLOG</font></a></span></b></p>
        </td>
        <td width="123"><p align="center"><b><span style="font-size:9pt;"><a
href="http://www.digitalsongstream.com/book"><font color="#FFFFFF"
face="verdana">BOOK</font></a></span></b></p>
        </td>
        <td width="123"><p align="center"><b><span style="font-size:9pt;"><a
href="http://www.digitalsongstream.com/reviews"><font color="#FFFFFF"
face="verdana">REVIEWS</font></a></span></b></p>
        </td>
        <td width="123"><p align="center"><b><span style="font-size:9pt;"><a
```

Figure 4-5: A page's source code, with the meta keyword tag highlighted.