Figure 4-11:
The
description,
keyword,
and title
tags are
highlighted.

Creating a description tag

REMEMBER

Google does still look at the `description` tag, though, and some people regard it as an important optimization point. Karyn Greenstreet, owner of the Passion for Business site (`www.passionforbusiness.com`), goes so far as to say, "In my opinion, the primary reason why a site is ranked number one on a search engine is that the keyword phrase people use to find the site is listed in the 'description' metatag." Indeed, Greenstreet notes that a business coaching site named for its owner (`www.annstrong.com`) appears in the number-one slot when searching for the keywords *small business coaching*. Those words do not appear on the home page but do appear in the `description` tag. However, they also appear in her `keywords` tag.

TIP

The upshot of all this speculation is this: Optimize everything. These tags are so easy to tweak that there's no point in leaving one out of your process. Greenstreet concurs: "The SEO tricks are so easy, I can't understand why everyone doesn't do them. What works with one search engine won't work with another, but if you cover all your bases, you're better off."