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www.bradhill[1] - Notepad
File Edit Search Help
<html>
<head>
<meta http-equiv="content-type" content="text/html; charset=Windows-1252">
<meta name="keywords" content="brad hill, book author, author, internet, online services, google, google for dummies, digital music, adwords, adsense, dummies, for dummies, idiots guide, piano, music">
<meta name="description" content="Author: Google, digital music, For Dummies books">
<title>BRAD HILL</title>
<meta name="generator" content="Nano WebEditor v5.0">
</head>
<body bgcolor="maroon" text="black" link="#FFFFFF" vlink="#FFFFFF" alink="white">
<table border="0" width="731" cellpadding="3" cellspacing="2">
  <tr>
    <td width="127" height="59" bordercolorlight="silver">
      <p>&nbsp;</p>
    </td>
    <td width="586" height="59" bgcolor="#C0CC68" bordercolorlight="silver">
      <p style="line-height:100%; margin-top:0; margin-bottom:0;"></p>
    </td>
  </tr>
  <tr>
    <td width="127" height="25">
      <p>&nbsp;</p>
    </td>
    <td width="586" height="25" bgcolor="#888488">
      <p><font Face="Lucida Sans Unicode" color="#C0CC68"><span style="font-size:10pt;"><b>An Information Factory for Internet Citizens</b></span></font></p>
    </td>
  </tr>
  <tr>
    <td width="127" height="419" align="left" valign="top">
      <div align="left">

```

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

## Creating a description tag



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](http://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](http://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.



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.”