



Meta Tags



```
<html>
  <head>
    <title>Page Title</title>
    <meta name="description" content="Description of the page">
    <meta name="keywords" content="keywords, separated, by, commas">
    <meta name="author" content="Your Name">
  </head>
  <body>
    <!-- Content of the page goes here -->
  </body>
</html>
```

Meta Tags Guide

Alan S. Gutterman



Meta Tags Guide:

A Practical Guide to Content Delivery Networks Gilbert Held, 2005-09-14 With a practical and organized approach to learning and implementation A Practical Guide to Content Delivery Networks presents a step by step process for building a highly available and highly scalable content delivery network CDN CDN refers to the infrastructure behind any service that provides utility or access to data to an end user This book *The Complete Idiot's Guide to HTML5 and CSS3* Joe Kraynak, 2011-06-07 Create dynamic interactive websites with HTML5 and CSS3 HTML5 and CSS3 are the newest revisions of the primary standards for structuring and styling web content major updates that enable designers and developers to streamline source code and publish more dynamic interactive content without having to learn complex scripting languages The Complete Idiot's Guide to HTML5 and CSS3 provides both new and existing web developers the tools they need to code and design the web content that people increasingly expect to experience when they surf the web Even better you learn HTML5 and CSS3 in the context of building a website with a content management system CMS such as WordPress You can then apply your knowledge of HTML5 and CSS3 to customize your site instead of starting from scratch You discover how to Design and maintain a website using web based tools instead of a complicated HTML editor Code pages properly using the new HTML5 structure tags Embed audio and video using the new HTML5 tags Apply a CSS theme to format pages and customize the theme using CSS3 styles Use CSS3 to round box corners and make images and backgrounds more or less transparent Take full advantage of new CSS3 transformation and animation features to animate objects on a page create image rollovers and build your own drop down menus Test and fine tune your site to make it load faster and look just right Perform an SEO audit of your site and keyword optimize your site's content The Complete Idiot's Guide to HTML5 and CSS3 features 16 page color insert HTML5 Quick Reference CSS3 Properties and Values Quick Reference HTML Special Characters and Symbols Quick Reference Speak Like a Geek Glossary From the Author Although this book focuses primarily on HTML5 CSS3 it presents these topics in the context of building a web site When you're first getting started building a site from scratch using only HTML and CSS can be overwhelming You're usually better off starting with a content management system CMS such as WordPress and a pre designed theme You can then use your knowledge of HTML5 and CSS3 to customize your site instead of starting from scratch This approach gets your site up and running as quickly as possible and allows you to learn more at a more comfortable pace *The Executive's Guide to Web Site Measurement and Testing...A Roadmap for Maximizing Profitability* Phil Kemel, 2007-03-01 The author explains what you need to know to start a Web Analytics and testing program and how you can use what you learn to improve site design maximize Web site Return on Investment ROI and make your site a place your site visitors will want to use over and over again *The Complete Idiot's Guide to Search Engine Optimization* Michael Miller, 2009 Most businesses depend on their rankings on Google Yahoo and other search engines to drive traffic to their websites The higher a business's ranking the more traffic its site gets Where

does a webmaster or online market manager go for advice and instruction on optimizing a business's website for higher search engine rankings The few search engine optimization SEO books currently on the market are dated and do not cover the latest local mobile and social marketing techniques The Complete Idiot's Guide to Search Engine Optimization is a comprehensive up to date easy to use guide for SEO It starts with a general overview of how search engines and SEO work and then flows into specific techniques for basic website optimization It addresses the analysis and ongoing maintenance of a site's optimization and finishes with a look at how search engine marketing fits within a company's overall online marketing plan In The Complete Idiot's Guide to Search Engine Optimization readers learn How search engines and SEO work How to optimize your site's keywords tags and design How to optimize the links to your site local and mobile searches and social media How to apply the strategies to a blog and web videos for search engines How to use third party SEO tools How search engine marketing fits within a company's overall online marketing plan

DIY Guide: How to publish your own ebook ,
HTML5 for iOS and Android: A Beginner's Guide Robin Nixon,2011-08-05 Essential Skills Made Easy Create advanced websites web apps and standalone apps for Apple iOS and Google Android devices HTML5 for iOS and Android A Beginner's Guide explains step by step how to use HTML5 and CSS3 as well as supporting technologies such as JavaScript MySQL and PHP Download wrapper code from the book's companion website to enable your programs to run like native iOS or Android apps You'll also get tips for distributing your creations in various app stores Everything you need to get started developing powerful mobile apps and websites is included in this hands on guide Designed for Easy Learning Key Skills Concepts Chapter opening lists of specific skills covered in the chapter Ask the Expert Q A sections filled with bonus information and helpful tips Notes Extra information related to the topic being covered Tips Helpful reminders or alternate ways of doing things Cautions Errors and pitfalls to avoid Annotated Syntax Example code with commentary that describes the programming techniques being illustrated Robin Nixon is a developer and freelance technical writer who has published more than 500 articles in magazines such as PC Plus PCW Web User PC Advisor and PC Answers He is the author of several computer books including Plug in PHP Plug in JavaScript and Plug in CSS

Corporate Counsel's Guide to Technology Transactions Alan S. Gutterman,1994 **The Project Cool Guide to Enhancing Your Web Site** Teresa A. Martin,Glenn Davis,1998-02-11 In their previous book The Project Cool Guide to HTML Glenn Davis and Teresa A Martin showed you how to create a Web site with basic HTML techniques With this follow up they show you how to make your site cutting edge with animation sound video JavaScript PDF stylesheets Metatags and more Companion Web site features an interactive section containing stylesheets sample sound files and examples from the book as well as support material on new technologies

Social Media for Social Good: A How-to Guide for Nonprofits Heather Mansfield,2011-09-30 Maximize every donation dollar using social media marketing best practices With Social Media for Social Good you have everything you need to get your organization online at all levels Web 1.0 Websites e newsletters and Donate Now buttons Web 2.0 Blogging and

social networking sites and Web 3.0 The Mobile Web texting and smartphone Apps Learn how to access free and inexpensive marketing tools market via email use Twitter and Facebook raise money from new donors understand the legalities involved in being online establish privacy settings and track ROI Heather Mansfield owns DIOSA Communications She has served as Nonprofit Community Manager for Change.org was named a Fundraising Star of the Year by Fundraising Success Magazine and serves on the board for the Latin America Working Group

FrontPage 2002 Developer's Guide Mike Jennett, 2001 Build powerful database driven Web sites using this comprehensive and hands on developer's guide Use Frontpage 2002 with DHTML integrate Office functionality use with ASP and more For creating and designing cutting edge Web sites this is the ultimate guide to Frontpage 2002 This book will help users build sophisticated Web sites and intranets with FrontPage 2002 integrate Office functionality with FrontPage to create seamless intranets and master advanced scripting XML Active X controls and Active Server Pages

The Hip Pocket Guide to HTML 3.2 Ed Tittel, 1997 Packed with information on the 80 most used HTML tags arranged alphabetically this task oriented cross reference makes it easy to locate tags by function Syntax and sample code entries help the developer remember forgotten information and get on with their job

The Ultimate Guide to Electronic Marketing for Small Business Tom Antion, 2005-06-17 Effective affordable low risk online marketing techniques for small business owners Most small businesses are not taking advantage of the powerful and inexpensive Internet based marketing tools and techniques that are available to them These tools and techniques can mean the difference between a viable business and closing up shop But most of what small business owners hear or read about the Internet applies to large businesses with greater resources than their own or comes from unreliable or shady sources The Ultimate Guide to Electronic Marketing for Small Business gives the small business owner or aspiring entrepreneur the real world tools and tactics to market their small business around the world with little investment and even less risk Full of practical ideas on reaching new customers and increasing sales this book will make a real difference in the success rate of small businesses and start ups everywhere

Literary Law Guide for Authors Tonya Marie Evans, Susan Borden Evans, 2003 With specific attention paid to intellectual property contractual electronic rights reclaiming copyright fair use permissions work for hire public domain textual referrals and trademarks this resource provides information necessary for those looking to sell and protect their work Includes CD ROM

The Complete Idiot's Guide to Online Search Secrets Michael Miller, 2000

The Webmaster's Guide to HTML Nathan J. Muller, 1996 The growing number of professionals who want to enhance corporate images on the Internet will discover invaluable help in this guide Nathan J Muller speeds up the learning curve for users by showing how to exploit HyperText Markup Language and by providing HTML scripts tables forms graphical components and production utilities on an accompanying disk

HTML: A Beginner's Guide 5/E Wendy Willard, 2013-03-13 Essential HTML skills made easy Thoroughly updated and revised HTML A Beginners Guide Fifth Edition shows you step by step how to create dynamic websites with HTML The book covers new HTML5 features including video

audio and canvas elements Learn how to structure a page place images format text create links add color work with multimedia and use forms You ll also go beyond the basics and find out how to work with Cascading Style Sheets CSS create dynamic web content with JavaScript upload your site to the web and code HTML emails By the end of the book you ll be able to build custom websites using the latest HTML techniques Chapters include Key Skills Concepts Chapter opening lists of specific skills covered in the chapter Ask the Expert Q A sections filled with bonus information and helpful tips Try This Hands on exercises that show you how to apply your skills Notes Extra information related to the topic being covered Tips Helpful reminders or alternate ways of doing things Self Tests End of chapter reviews to test your knowledge Annotated syntax Example code with commentary that describes the programming techniques being illustrated

I-Net+ Guide to the Internet Jean Andrews,2002 Written to prepare the user for CompTIA s 2002 i Net certification exam this text surveys the various different technologies that form and make the Internet work It will prepare the reader to understand current technologies and make intelligent business decisions concerning the Internet

A Writer's Guide to Document and Web Design Lory Hawkes,2001

Laura Lemay's Guide to Sizzling Web Site Design Molly E. Holzschlag,Laura Lemay,1997 Here is a four color guide to the hottest Web sites where they are how they were created and how to create your own sizzling site The book s hyperlinked CD includes all the source code images scripts applets and other files for the book s featured site plus an electronic version of Teach Yourself Web Publishing with HTML 3.2 Professional Reference Ed

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