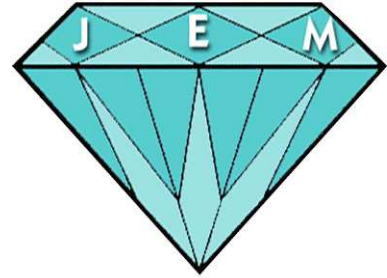
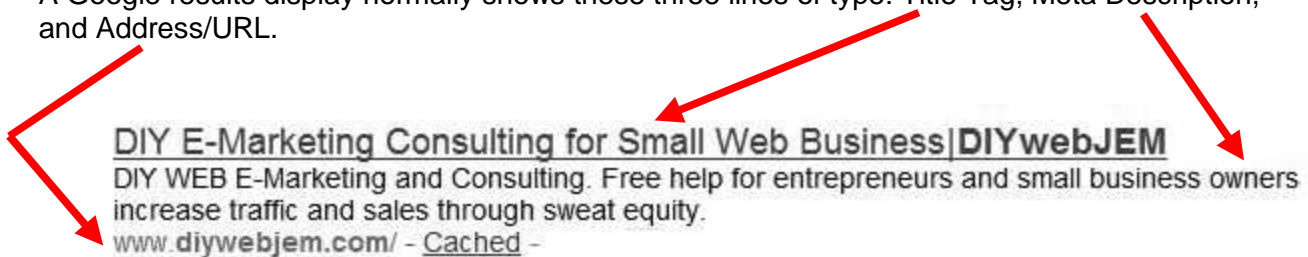


Tips and Hints #4
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How To Check and Compare Your Site's Page Wordings on Search Engine Results Pages

A Google results display normally shows these three lines of type: Title Tag, Meta Description, and Address/URL.



Both the title tag and meta description should be different for each page on your Website. They must be specific to the content of that page. Otherwise you will confuse the search engines when they try to index the content and assign a page address to it.

To get a complete list of titles and descriptions open a Google Search box. Search for: "site:your URL". Do not include "http://www." The results provide a complete list of every page on your site as well as the page's title and description information. Compare and correct for all duplications or omissions.

Further information, a pdf download and instructions on how to get a complimentary Excel spreadsheet to help with the task are available Free of charge on our Website at <http://diywebjem.com/titleandmetatags.html>.

(Reminder: My Tips and Hints #1 talked about the word "Cached" above and how to use it to see what search engines see when they visit your site. A pdf download is available Free of charge at <http://diywebjem.com/diyguides.html>.)

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