

Adding Search Engine <META> Tags to a MS Word generated Web Page

- 1) Open the .htm file with a text editor such as notepad
- 2) Scroll down until you find some lines that look like: -

```
<head>  
<meta http-equiv=Content-Type content="text/html; charset=windows-1252">  
<meta name=ProgId content=Word.Document>  
<meta name=Generator content="Microsoft Word 9">  
<meta name=Originator content="Microsoft Word 9">
```

- 3) Immediately after the last of the lines that start <meta name= create a new line as follows

```
<meta name=description content="Insert a short description of the page here ">
```

Note: This is the description shown when some search engines display their search results; it should be short and concise with just enough information to trigger the interest of someone searching the web. The whole description should be enclosed in double quotes(“ ”)

- 4) After inserting the description line, create another new line as follows: -

```
<meta name=keywords content="Insert a comma separated list of keywords here ">
```

Note: This should be a list of keywords that you think that people will use to find your page. Don't repeat keywords in the hope that this will put your page further up the list of searches, some search engine algorithms ignore pages with repeated keywords The whole list be enclosed in double quotes(“ ”).

More information on improving your search engine ranking can be found at Webmonkey
<http://www.hotwired.com/webmonkey>