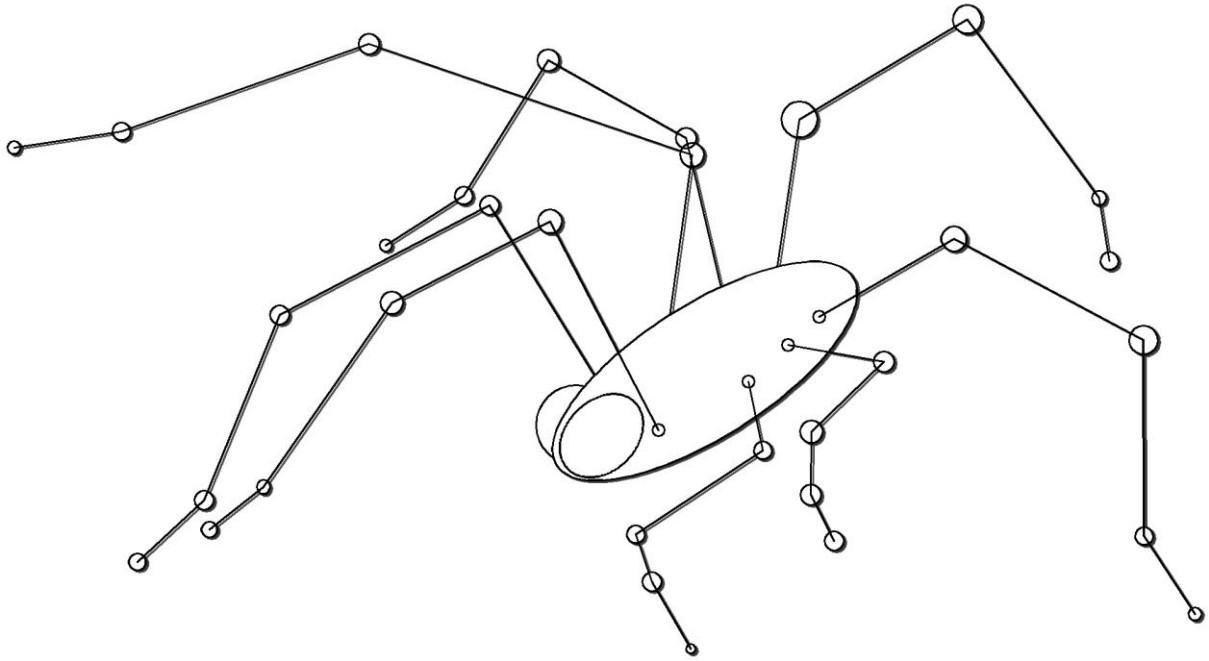


Search Engine Optimization



The Internet of Bots



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1 HTML Head



1.1 Optimization of the Title Tag

1.1.1 What is the title tag?

The title tag is a [HTML element](#) that should be placed in the [head section](#) of your webpage. It provides a short description of the page it is included on. The Internet of Bots offers a full tutorial about how to correctly implement this title tag, by which users and search engines can make the best use of this essential part of a website.

1.1.2 How is it used?

1. The title tag should be placed within the <head> section.
2. As a HTML element, the tag should be opened and closed: <title>*Text*</title>.
3. Don't use HTML elements, such as anchors <a>, paragraph marks <mark>, or highlighting <i> <u> within the title tag.
4. Make sure there is (only) one title tag per page.

```
<head>
<title>Optimization of the title tag - The Internet of Bots</title>
</head>
```

1.1.3 Why is it important?

- The title tag is used by search-engines to enlist your website.
- Users will see your title tag displayed in the search engine results.
- The title tag is displayed in the top / tabs of a browser window.
- When your page is linked to in social media, the title tag is shown for all recipients.

1.1.4 What can I do to check if my title tag is good?

1. Make sure every page of the site has a unique title tag
2. Try to limit the tag from 50 up to 64 characters
3. Have the tag give short a description of the page
4. Have the name of your website / company included (many websites place the name behind the description)
5. Make the title correspond to the description, keywords, H elements, and / or the text of the page
6. Make sure the tag is defined correctly (see 'How is it used?')

1.1.5 What is the exact position to place the tag?

This is a difficult question, since different developers have different opinions. The main thing is to place the title tag in (the top) of the <head> section. The Internet of Bots uses the following order as proposed by [Bootstrap 3](#):



```
<!DOCTYPE html>
<html lang="en">
<head>
<meta charset="UTF-8">
<meta http-equiv="X-UA-Compatible" content="IE=edge">
<meta name="viewport" content="width=device-width, initial-scale=1">
<title>Optimization of the title tag - The Internet of Bots</title>
[...]
```

1.1.6 Suggestions:

- Search for something in [Google](#). Every result starts with a blue line and these are the title tags of the various webpages.
- Open a website and view its [sourcecode](#). Here you can see how the website has defined its title tag.

1.1.7 External references:

1. [W3.org on title tags](#)
2. [W3schools explaining the title tag](#)
3. [Google on creating good title tags](#)
4. [Google search for HTML title tag](#)



1.2 Optimization of the Description Tag

1.2.1 What is the description tag?

The description tag is a [HTML element](#) that should be placed in the [head section](#) of your webpage. It provides a full description of the page it is included on. The Internet of Bots offers a full tutorial about how to correctly implement this description tag, by which users and search engines can make the best use of this essential part of a website.

1.2.2 How is it used?

1. The description tag should be placed within the <head> section.
2. As a HTML Meta element, the tag should be declared by name and content. Remember to place the information between quotation marks: <meta name="description" content="Text">
3. Don't use HTML elements, such as anchors <a>, paragraph marks <mark>, or highlighting <i> <u> within the description tag.
4. You don't have to close the tag: <meta></meta>.
5. Make sure there is (only) one description tag per page.

```
<head>
<meta name="description" content="The description tag is a HTML element that should be
placed in the head section of your webpage. It provides a full description of the page it is
included on. The Internet of Bots offers a full tutorial about how to correctly implement this
description tag, by which users and search engines can make the best use of this essential part of
a website.">
</head>
```

1.2.3 Why is it important?

- The description tag is used by search-engines to enlist your website.
- Users will see your description tag displayed in the search engine results.
- When your page is linked to in social media, the description tag is shown for all recipients.

1.2.4 What can I do to check if my description is good?

1. Make sure every page of the site has a unique description tag
2. Try to limit the tag from 150 up to 600 characters
3. Have the tag give a full description of the page
4. Have the name of your website / company included
5. Make the description correspond to the title, keywords, H elements, and / or the text of the page
6. Make sure the tag is defined correctly (see 'How is it used?')

1.2.5 What is the exact position to place the tag?

This is a difficult question, since different developers have different opinions. The main thing is to place the title tag in (the top) of the head section. The Internet of Bots uses the following order as proposed by [Bootstrap 3](#):

```
<!DOCTYPE html>
<html lang="en">
<head>
<meta charset="UTF-8">
<meta http-equiv="X-UA-Compatible" content="IE=edge">
<meta name="viewport" content="width=device-width, initial-scale=1">
<title>Optimization of the title tag - The Internet of Bots</title>
<meta name="description" content="The description tag is a HTML element that should be
placed in the head section of your webpage. It provides a full description of the page it is
included on. The Internet of Bots offers a full tutorial about how to correctly implement this
description tag, by which users and search engines can make the best use of this essential part of
a website.">
[...]
```

1.2.6 Suggestions:

- Search for something in [Google](#). Every result starts with a blue and green line. Below these you can find the descriptions of the various webpages.
- Open a website and view its [sourcecode](#). Here you can see how the website has defined its description tag.

1.2.7 External references:

1. [W3schools explaining the description tag](#)
2. [Google on creating good description tags](#)
3. [Google search for HTML description tag](#)



1.3 Optimization of the Keywords Tag

1.3.1 What is the keywords tag?

The keywords tag is a [HTML element](#) that should be placed in the [head section](#) of your webpage. It provides keywords relevant to the page it is included on, so search engines can categorize a site by these words. **Most search engines (like Google) don't use the keywords for enlisting your site though!** Only some of them might. Most search engines do, however, use the keywords to search for misuse, such as with the inclusion of popular words that have nothing to do with the site. Since keywords don't give a huge advantage, many sites choose not to include them. The Internet of Bots offers a full tutorial about how to correctly implement this keywords tag, by which users and search engines can make the best use of this part of a website.

1.3.2 How is it used?

1. The keywords tag should be placed within the <head> section.
2. As a HTML Meta element, the tag should be declared by name and content. Remember to place the information between quotation marks: <meta name="keywords" content="Text">
3. Separate the keywords with COMMA SPACE: "one, two, thee, four, five". There are many websites that choose to only include COMMA, which is also fine: "one,two,thee,four,five".
4. It doesn't matter whether you use capital or normal letters.
5. Don't use HTML elements, such as anchors <a>, paragraph marks <mark>, or highlighting <i> <u> within the keywords tag.
6. You don't have to close the tag: <meta></meta>.
7. Make sure there is (only) one keywords tag per page.

```
<head>
<meta name="keywords" content="the, internet, of, bots">
</head>
```

1.3.3 Why is it important?

- Some search engines might use the keywords for enlisting your site.
- Search engines check your keywords to detect misuse.

1.3.4 What can I do to check if my keywords are good?

1. Make sure every page of the site has a unique keyword tag
2. Try to limit the tag from 20 up to 30 words
3. Have the name of your website / company included
4. Make the keywords correspond to the title, description, H elements, and / or the text of the page
5. Don't use keywords that have nothing to do with the website / page!



6. Make sure the tag is defined correctly (see 'How is it used?')

1.3.5 What is the exact position to place the tag?

This is a difficult question, since different developers have different opinions. The main thing is to place the title tag in (the top) of the head section. The Internet of Bots uses the following order as proposed by [Bootstrap 3](#):

```
<!DOCTYPE html>
<html lang="en">
<head>
<meta charset="UTF-8">
<meta http-equiv="X-UA-Compatible" content="IE=edge">
<meta name="viewport" content="width=device-width, initial-scale=1">
<title>Optimization of the title tag - The Internet of Bots</title>
<meta name="description" content="The keyword tag is a HTML element... ">
<meta name="keywords" content="The, Internet, of, Bots" />
[...]
```

1.3.6 Suggestions:

- Open a website and view its [sourcecode](#). Here you can see how the website has defined its description tag.

1.3.7 External references:

1. [W3schools explaining the keyword tag](#)
2. [Meta tags that Google understands](#)
3. [Google search for HTML keyword tag](#)



1.4 Optimization of the language Tag

1.4.1 What is the language tag?

The language tag is a [HTML element](#) that should be placed in the [head section](#) of your webpage. It states the language of the text of the page it is included on, so search engines can recognize the language of a page. The Internet of Bots offers a full tutorial about how to correctly implement this language tag, by which users and search engines can make the best use of this part of a website.

1.4.2 How is it used?

1. The language tag should be placed within the <head> section.
2. You don't have to close the tag: <html lang="en"></html lang>.
3. Make sure there is (only) one language tag per page.
4. As a HTML element, the tag should be declared by name and content. Remember to place the information between quotation marks: <html lang="en">

```
<head>
<meta name="keywords" content="the, internet, of, bots">
</head>
```

5. As a XHTML element, in case you use [XHTML](#), the tag should be declared by name and content, but should also contain a reference to xmlns and xml:lang

```
<head>
<html xmlns="http://www.w3.org/1999/xhtml" lang="en" xml:lang="en">
</head>
```

6. If you are using multiple languages on the same page, it is possible to declare the language within a HTML element. The best practice would be to declare the main language within the <head> and declare the alterations as follows:

```
<body>
<p>If you want to translate the word "Language" to Dutch, you get: <span
lang="nl">Taal</span><.p>
</body>
```

7. For some languages it might be useful to add a regional subtag, such as en-US (English spoken in United States). In this case, the language should be in lowercase letters and the region in uppercase letters. There are also numerical codes such as es-419 (Spanish spoken in Latin America) versus es-ES (Spanish spoken in Spain). It doesn't matter which one you choose as long as you pick a correct statement. Use the [Language subtag lookup](#) for a full reference of the statements or read [Choosing a Language Tag](#) for a series of recommendations.



1.4.3 Why is it important?

- Search engines will use the language tag to enlist the language of your site
- Software that enables users to translate a site to a preferred language will use the language tag to define the starting language.
- Speaking software will use the language tag for their configuration on your page.

1.4.4 What can I do to check if my language is good?

1. Make sure every page of the site has a language tag
2. Make sure the tag is defined correctly (see 'How is it used?')

1.4.5 What is the exact position to place the tag?

```
<!DOCTYPE html>  
<html lang="en">  
<head>  
[...]
```

1.4.6 Suggestions:

- Open a website and view its [sourcecode](#). Here you can see how the website has defined its language tag.

1.4.7 External references:

1. [w3schools on language codes](#)
2. [Choosing a language tag](#)
3. [Language subtag lookup](#)



2 Checklists

2.1 HTML Head

2.1.1 Title Tag

- The title tag should be placed within the <head> section.
- As a HTML element, the tag should be opened and closed: <title>*Text*</title>.
- Don't use HTML elements, such as anchors <a>, paragraph marks <mark>, or highlighting <i> <u> within the title tag.
- Make sure there is (only) one title tag per page.
- Make sure every page of the site has a unique title tag
- Try to limit the tag from 50 up to 64 characters
- Have the tag give short a description of the page
- Have the name of your website / company included (many websites place the name behind the description)
- Make the title correspond to the description, keywords, H elements, and / or the text of the page



2.1.2 Description

- The description tag should be placed within the <head> section.
- As a HTML Meta element, the tag should be declared by name and content. Remember to place the information between quotation marks: <meta name="description" content="Text">
- Don't use HTML elements, such as anchors <a>, paragraph marks <mark>, or highlighting <i> <u> within the description tag.
- You don't have to close the tag: <meta></meta>.
- Make sure there is (only) one description tag per page.
- Make sure every page of the site has a unique description tag
- Try to limit the tag from 150 up to 600 characters
- Have the tag give a full description of the page
- Have the name of your website / company included
- Make the description correspond to the title, keywords, H elements, and / or the text of the page



2.1.3 Keywords

- The keywords tag should be placed within the <head> section.
- As a HTML Meta element, the tag should be declared by name and content. Remember to place the information between quotation marks: <meta name="keywords" content="Text">
- Separate the keywords with COMMA SPACE: "one, two, thee, four, five". There are many websites that choose to only include COMMA, which is also fine: "one,two,thre,four,five".
- It doesn't matter whether you use capital or normal letters.
- Don't use HTML elements, such as anchors <a>, paragraph marks <mark>, or highlighting <i> <u> within the keywords tag.
- You don't have to close the tag: <meta></meta>.
- Make sure there is (only) one keywords tag per page.
- Make sure every page of the site has a unique keyword tag
- Try to limit the tag from 20 up to 30 words
- Have the name of your website / company included
- Make the keywords correspond to the title, description, H elements, and / or the text of the page
- Don't use keywords that have nothing to do with the website / page!
