

SEO META Fields

Site Says only Title, description and keywords affect SEO

`<title> This is Title </title>`

`<meta name="description" content="text">`

A description of your website in 3 of 4 sentences.

`<meta name="keywords" content="words">`

The keywords are the most important words u use on 1 specific page.

`<meta name="robots" content="selection">`

How far do you allow robots to spider through your website.

`<meta name="revisit-after" content="period">`

How often do you want the spiders to come back and index your website again.

`<meta name="copyright" content="text">`

`<meta name="googlebot" content="nooodp">`

`<meta name="language" content="English">`

`<meta name="reply-to" content="email address">`

`<meta name="web_author" content="text">`

`<meta http-equiv="name" content="value">`

`<meta name="author" content="text">`

`<meta name="contact" content="email@address">`

`<meta name="distribution" content="option">` (option = Global, Local, IU)(no tag default = Global)

`<meta name="expires" content="date">`

`<meta name="generator" content="program">` (wordpress, dreamweaver, etc)

`<meta name="googlebot" content="code">` (nooodp, noarchive, nosnippet, noindex, nofollow) (We need to try nooodp, it may solve our problem)

`<meta name="news_keywords" content="World Cup, Brazil 2014, Spain vs Netherlands">`

`<meta name="no-email-collection" content="link or terms">`

`<meta name="rating" content="value">` (general, mature, restricted, 14 years, safe for kids)

`<meta name="abstract" content="text">` (Description tag for Search Archival)

`<meta name="reply-to" content="email address">`

`<META NAME="Slurp" CONTENT="NOYDIR">`

`<meta name="web_author" content="text">`

```
<meta charset='UTF-8'>
<meta name='keywords' content='your, tags'>
<meta name='description' content='150 words'>
<meta name='subject' content='your website's subject'>
<meta name='copyright' content='company name'>
<meta name='language' content='ES'>
<meta name='robots' content='index, follow'>
<meta name='revised' content='Sunday, July 18th, 2010, 5:15 pm'>
<meta name='abstract' content=''>
<meta name='topic' content=''>
<meta name='summary' content=''>
<meta name='Classification' content='Business'>
<meta name='author' content='name, email@hotmail.com'>
<meta name='designer' content=''>
<meta name='reply-to' content='email@hotmail.com'>
<meta name='owner' content=''>
<meta name='url' content='http://www.websiteaddress.com'>
<meta name='identifier-URL' content='http://www.websiteaddress.com'>
<meta name='directory' content='submission'>
<meta name='pagename' content='jQuery Tools, Tutorials and Resources - O'Reilly Media'>
<meta name='category' content=''>
<meta name='coverage' content='Worldwide'>
<meta name='distribution' content='Global'>
<meta name='rating' content='General'>
<meta name='revisit-after' content='7 days'>
<meta name='subtitle' content='This is my subtitle'>
<meta name='target' content='all'>
<meta name='HandheldFriendly' content='True'>
<meta name='MobileOptimized' content='320'>
<meta name='date' content='Sep. 27, 2010'>
<meta name='search_date' content='2010-09-27'>
<meta name='DC.title' content='Unstoppable Robot Ninja'>
<meta name='ResourceLoaderDynamicStyles' content=''>
<meta name='medium' content='blog'>
<meta name='syndication-source' content='https://mashable.com/2008/12/24/free-brand-monitoring-tools/'>
<meta name='original-source' content='https://mashable.com/2008/12/24/free-brand-monitoring-tools/'>
<meta name='verify-v1' content='dVlr/ZJJdDEI+fkK6iDE16o+TMNtSu0kv18ONeqM0I='>
<meta name='y_key' content='1e39c508e0d87750'>
<meta name='pageKey' content='guest-home'>
<meta itemprop='name' content='jqTouch'>
<meta http-equiv='Expires' content='0'>
<meta http-equiv='Pragma' content='no-cache'>
<meta http-equiv='Cache-Control' content='no-cache'>
<meta http-equiv='imagetoolbar' content='no'>
<meta http-equiv='x-dns-prefetch-control' content='off'>
```

Apple Meta Tags

Basic HTML Meta Tags

```
<meta name="apple-mobile-web-app-title" content="My App"> <!-- New in iOS6 -->
<meta name='apple-mobile-web-app-capable' content='yes'>
<meta name='apple-touch-fullscreen' content='yes'>
<meta name='apple-mobile-web-app-status-bar-style' content='black'>
<meta name='format-detection' content='telephone=no'>
<meta name='viewport' content='width=device-width; content=
width = 320; initial-scale=1.0; maximum-scale=1.0; user-scalable=yes; target-densitydpi=160dpi'>

<link href='/apple-touch-icon.png' rel='apple-touch-icon' type='image/png'>
<link href='touch-icon-ipad.png' rel='apple-touch-icon' sizes='72x72'>
<link href='touch-icon-iphone4.png' rel='apple-touch-icon' sizes='114x114'>
<link href='/startup.png' rel='apple-touch-startup-image'>

<link href='http://github.com/images/touch-icon-iphone4.png' sizes='114x114' rel='apple-touch-icon-precomposed'>
<link href='http://github.com/images/touch-icon-ipad.png' sizes='72x72' rel='apple-touch-icon-precomposed'>
<link href='http://github.com/images/apple-touch-icon-57x57.png' sizes='57x57' rel='apple-touch-icon-precomposed'>

Safari 9 Tag

<link rel="mask-icon" href="website_icon.svg" color="red">
```

IE Meta Tags

```

1 <meta name="keywords" c
2 ontent="your, tags"/>
3 <meta name="description
4 " content="150 words"/>
5 <meta name="subject" co
6 ntent="your website's
7 subject">
8 <meta name="copyright" c
9 ontent="company name">
10 <meta name="language" c
11 ontent="ES">
12 <meta name="robots" con
13 tent="index, follow" />
14 <meta name="revised" co
15 ntent="Sunday, July
16 18th, 2010, 5:15 pm" />
17 <meta name="abstract" c
18 ontent="">
19 <meta name="topic" cont
20 ent="">
21 <meta name="summary" co
22 ntent="">
23 <meta name="Classificat
24 ion" content="Business"
25 >
26 <meta name="author" con
27 tent="name, email@hotmail.com">
<meta name="designer" c
ontent="">
<meta name="copyright"
content="">
<meta name="reply-to" c
ontent="email@hotmail.c
om">
<meta name="owner" cont
ent="">
<meta name="url" conten
t="http://www.websitead
dress.com">
<meta name="identifier-
URL" content="http://ww
w.websiteaddress.com">
<meta name="directory"
content="submission">
<meta name="category" c
ontent="">
<meta name="coverage" c
ontent="Worldwide">
<meta name="distributio
n" content="Global">
<meta name="rating" con
tent="General">
<meta name="revisit-aft
er" content="7 days">
<meta http-equiv="Expir
es" content="0">
<meta http-equiv="Pragm
a" content="no-cache">
<meta http-equiv="Cache
-Control" content="no-c
ache">

```

```

<meta http-equiv='Page-Enter' content='RevealTrans
(Duration=2.0,Transition=2)'\>
<meta http-equiv='Page-Exit' content='RevealTrans(
Duration=3.0,Transition=12)'\>
<meta name='mssmarttagspreventparsing' content='tr
ue'\>
<meta content="IE=edge,chrome=1" http-equiv="X-UA-
Compatible"/>
<meta name='msapplication-starturl' content='http:
//blog.revbango.com/about/'>
<meta name='msapplication-window' content='width=8
00;height=600'\>
<meta name='msapplication-navbutton-color' content
='red'\>
<meta name='application-name' content='Rey Bango
Front-end Developer'\>
<meta name='msapplication-tooltip' content='Launch
Rey Bango's Blog'\>
<meta name='msapplication-task' content='name=Abou
t;action-uri=/about/;icon-uri=/images/about.ico'\>
<meta name='msapplication-task' content='name=The
Big List;action-uri=/the-big-list-of-javascript-cs
s-and-html-development-tools-libraries-projects-an
d-books/;icon-uri=/images/list_links.ico'\>
<meta name='msapplication-task' content='name=jQue
ry Posts;action-uri=/category/jquery/;icon-uri=/im
ages/jquery.ico'\>
<meta name='msapplication-task' content='name=Star
t Developing;action-uri=/category/javascript/;icon
-uri=/images/script.ico'\>
<meta name='msvalidate.01' content='6E3AD52DC17646
1A3C81DD6E98003BC9'\>
<meta http-equiv='cleartype' content='on'\>

```

Win 8 Meta Tags

```

<meta name="application-name" content=" Contoso" /
>
<meta name="msapplication-TileColor" content=" #00
9900" />
<meta name="msapplication-square70x70logo" content
="images/smalltile.png" />
<meta name="msapplication-square150x150logo" conte
nt="images/mediumtile.png" />
<meta name="msapplication-wide310x150logo" content
="images/widetile.png" />
<meta name="msapplication-square310x310logo" conte
nt="images/largetile.png" />
<meta name="msapplication-notification" content="f
requency=30;
polling-uri=notifications/contoso1.xml;
polling-uri2=notifications/contoso2.xml;
polling-uri3=notifications/contoso3.xml" />

```

Blog Catalog Meta Tags

```

<meta name='blogcatalog'\>

```

Rails Meta Tags

```

<meta name='csrf-param' content='authenticity_toke
n'\>
<meta name='csrf-token' content='/bZVvwomkAnwAI1Qd
371FeewvPOIiackk9121fFwWwc='\>

```

OpenGraph Meta Tags

```

1 <meta name="og:title" content="The Rock" />
2
3 <meta name="og:type" content="movie" />
4
5 <meta name="og:url" content="http://www.imdb.com/title/tt0117500/" />
6
7 <meta name="og:image" content="http://ia.media-imdb.com/rock.jpg" />
8
9 <meta name="og:site_name" content="IMDb" />
10
11 <meta name="og:description" content="A group of U.S. Marines, under command of..." />
12
13
14
15
16
17
18 <meta name="fb:page_id" content="43929265776" />
19
20
21
22
23 <meta name="og:email" content="me@example.com" />
24
25 <meta name="og:phone_number" content="650-123-4567" />
26
27 <meta name="og:fax_number" content="+1-415-123-4567" />
28
29
30
31
32 <meta name="og:latitude" content="37.416343" />
33
34 <meta name="og:longitude" content="-122.153013" />
35
36 <meta name="og:street-address" content="1601 S California Ave" />
37 <meta name="og:locality" content="Palo Alto" />
38 <meta name="og:region" content="CA" />
<meta name="og:postal-code" content="94304" />
<meta name="og:country-name" content="USA" />
<meta property="og:type" content="game.achievement" />
<meta property="og:points" content="POINTS_FOR_ACHIEVEMENT" />
<meta property="og:video" content="http://example.com/awesome.swf" />
<meta property="og:video:height" content="640" />
<meta property="og:video:width" content="385" />
<meta property="og:video:type" content="application/x-shockwave-flash" />
<meta property="og:video:

```

HTML Link Tags

```

<link rel='alternate' type='application/rss+xml' title='RSS' href='http://feeds.feedburner.com/martini'>
<link rel='alternate' type='application/atom+xml' title='Atom 0.3' href='https://example.com/feed.atom'>
<link rel='shortcut icon' type='image/ico' href='/favicon.ico'>
<link rel='fluid-icon' type='image/png' href='/fluid-icon.png'>
<link rel='me' type='text/html' href='http://google.com/profiles/thenextweb'>
<link rel='shortlink' href='http://blog.unto.net/?p=353'>
<link rel='archives' title='May 2003' href='http://blog.unto.net/2003/05/'>
<link rel='index' title='DeWitt Clinton' href='http://blog.unto.net/'>
<link rel='start' title='Pattern Recognition 1' href='http://blog.unto.net/photos/pattern_recognition_1_about/'>
<link rel='bookmark' title='Styleguide' href='http://paulrobertlloyd.com/about/styleguide/'>
<link rel='search' href='/search.xml' type='application/opensearchdescription+xml' title='Viatropos'>
<link rel='self' type='application/atom+xml' href='http://www.syfyportal.com/atomFeed.php?page=3'>
<link rel='first' href='http://www.syfyportal.com/atomFeed.php'>
<link rel='next' href='http://www.syfyportal.com/atomFeed.php?page=4'>
<link rel='previous' href='http://www.syfyportal.com/atomFeed.php?page=2'>
<link rel='last' href='http://www.syfyportal.com/atomFeed.php?page=147'>
<link rel='canonical' href='http://smallbiztrends.com/2010/06/9-things-to-do-before-entering-social-media.html'>
<link rel='EditURI' type='application/rsd+xml' title='RSD' href='http://smallbiztrends.com/xmlrpc.php?rsd'>
<link rel='pingback' href='http://smallbiztrends.com/xmlrpc.php'>
<link rel='stylesheet' media='only screen and (max-device-width: 480px)' href='http://wordpress.org/style/iphone.css' type='text/css'>
<link rel='wlwmanifest' href='http://www.example.com/wp-includes/wlwmanifest.xml' type='application/wlwmanifest+xml'>
<link rel='help' title='FAQ' href='/faq'>
<link rel='logo' type='image/svg' href='https://playfoursquare.s3.amazonaws.com/press/logo/foursquare-logo.svg'>
<link rel='P3Pv1' href='/w3c/p3p.xml'>
<link rel='publisher' href='https://plus.google.com/115081025762845243709/'>
<link rel='image_src' href='http://du3itj18e4z0b.cloudfront.net/7b29fe/images/icon-facebook.gif' type='image/jpeg'>
<link rel='author' href='humans.txt' type='text/plain'>
<link href='http://thenextweb.com/2009/01/08/how-to-snap-up-that-twitter-username-youve-always-wanted/' rel='original-source'>

```

```
o" content="http://example.com/html5.mp4" />
<meta property="og:video:type" content="video/mp4" />
<meta property="og:video" content="http://example.com/fallback.vid" />
<meta property="og:video:type" content="text/html" />

<meta property="og:audio" content="http://example.com/amazing.mp3" />
<meta property="og:audio:title" content="Amazing Song" />
<meta property="og:audio:artist" content="Amazing Band" />
<meta property="og:audio:album" content="Amazing Album" />
```

```
<link rel='profile' title='Microformats' href='http://microformats.org/profile/specs/'>
<link rel='profile' href='http://gmpg.org/xfn/11'>
```

```
<meta property="og:audio:type" content="application/mp3" />
```

Create Custom Meta Tags

Use custom meta tags to store data that you need in javascript, instead of hard-coding that data into your javascript. I store my Google Analytics code in meta tags. Here's some examples:

```
1 <meta name="google-analytics" content="1-AHFKA  
2 LJ" />  
3 <meta name="disqus" content="abcdefg" />  
4 <meta name="uservoice" content="asdfasdf" />  
   <meta name="mixpanel" content="asdfasdf" />
```

Company/Service Meta Tags

CLAIMID

```
1 <meta name="microid" content="mailto+http:sha1:  
   :e6058ed7fca4a1921c91d7f1f3b8736cd3cc1g7" />
```

APPLE META TAGS

1	<code><meta name="apple-mobil</code>
2	<code>e-web-app-capable" cont</code>
3	<code>ent="yes"></code>
4	<code><meta content="yes" nam</code>
5	<code>e="apple-touch-fullscre</code>
	<code>en" /></code>
	<code><meta name="apple-mobil</code>
	<code>e-web-app-status-bar-st</code>
	<code>yle" content="black"></code>
	<code><meta name="format-dete</code>
	<code>ction" content="telepho</code>
	<code>ne=no"></code>
	<code><meta name="viewport" c</code>
	<code>ontent="width = 320,</code>
	<code>initial-scale = 2.3,</code>
	<code>user-scalable = no"></code>

INTERNET EXPLORER META TAGS

1	<code><meta http-equiv="Page-</code>
2	<code>Enter" content="RevealT</code>
3	<code>rans(Duration=2.0,Transi</code>
4	<code>tion=2)" /></code>
5	<code><meta http-equiv="Page-</code>
6	<code>Exit" content="RevealTr</code>
7	<code>ans(Duration=3.0,Transi</code>
8	<code>tion=12)" /></code>
9	<code><meta name="mssmarttags</code>
10	<code>preventparsing" content</code>
11	<code>="true"></code>
12	<code><meta http-equiv="X-UA-</code>
13	<code>Compatible" content="ch</code>
14	<code>rome=1"></code>
	<code><meta name="msapplicati</code>
	<code>on-starturl" content="h</code>
	<code>ttp://blog.reybango.com</code>
	<code>/about/" /></code>
	<code><meta name="msapplicati</code>
	<code>on-window" content="wid</code>
	<code>th=800;height=600"/></code>
	<code><meta name="msapplicati</code>
	<code>on-navbutton-color" con</code>
	<code>tent="red"/></code>
	<code><meta name="application</code>
	<code>-name" content="Rey</code>
	<code>Bango Front-end</code>
	<code>Developer" /></code>
	<code><meta name="msapplicati</code>
	<code>on-tooltip" content="La</code>
	<code>unch Rey Bango's Blog" /</code>
	<code>></code>
	<code><meta name="msapplicati</code>
	<code>on-task" content="name=</code>
	<code>About;action-uri=/about</code>
	<code>/;icon-uri=/images/abou</code>
	<code>t.ico" /></code>
	<code><meta name="msapplicati</code>
	<code>on-task" content="name=</code>
	<code>The Big</code>
	<code>List;action-uri=/the-bi</code>
	<code>g-list-of-javascript-cs</code>
	<code>s-and-html-development-</code>
	<code>tools-libraries-project</code>
	<code>s-and-books;/icon-uri=/</code>
	<code>images/list_links.ico"</code>
	<code>/></code>
	<code><meta name="msapplicati</code>
	<code>on-task" content="name=</code>
	<code>jQuery</code>
	<code>Posts;action-uri=/categ</code>
	<code>ory/jquery;/icon-uri=/i</code>
	<code>images/jquery.ico" /></code>
	<code><meta name="msapplicati</code>
	<code>on-task" content="name=</code>
	<code>Start</code>
	<code>Developing;action-uri=/</code>
	<code>category/javascript;/ic</code>
	<code>on-uri=/images/script.i</code>
	<code>co" /></code>
	<code><link rel="shortcut</code>
	<code>icon" href="/images/fav</code>
	<code>icon.ico" /></code>

TWEETMEME META TAGS

1	<pre><meta name="tweetmeme-t itle" content="Retweet Button Explained" /></pre>
---	--

BLOG CATALOG META TAGS

1	<pre><meta name="blogcatalog " /></pre>
---	---

RAILS META TAGS

1	<pre><meta name="csrf-param" content="authenticity_t oken" /> <meta name="csrf-token" content=" /bZVwvomkAnwAI 1Qd371FeewvpOIiackk9121 fFwWwc" /></pre>
2	

APPLE TAGS

1	<code><meta name="apple-mobil</code>
2	<code>e-web-app-capable" cont</code>
3	<code>ent="yes"></code>
4	<code><meta name="apple-mobil</code>
5	<code>e-web-app-status-bar-st</code>
6	<code>yle" content="black"></code>
7	<code><meta name="format-dete</code>
8	<code>ction" content="telepho</code>
9	<code>ne=no"></code>
10	<code><meta name= "viewport"</code>
11	<code>content = "width = 320,</code>
12	<code>initial-scale = 2.3,</code>
13	<code>user-scalable = no"></code>
	<code><meta name= "viewport"</code>
	<code>content = "width =</code>
	<code>device-width"></code>
	<code><meta name = "viewport"</code>
	<code>content = "initial-scal</code>
	<code>e = 1.0"></code>
	<code><meta name = "viewport"</code>
	<code>content = "initial-scal</code>
	<code>e = 2.3, user-scalable</code>
	<code>= no"></code>
	<code><link rel="apple-touch-</code>
	<code>icon" href="touch-icon-</code>
	<code>iphone.png" /></code>
	<code><link rel="apple-touch-</code>
	<code>icon" sizes="72x72" hre</code>
	<code>ff="touch-icon-ipad.png"</code>
	<code>/></code>
	<code><link rel="apple-touch-</code>
	<code>icon" sizes="114x114" h</code>
	<code>ref="touch-icon-iphone4</code>
	<code>.png" /></code>
	<code><link rel="apple-touch-</code>
	<code>startup-image" href="/s</code>
	<code>tartup.png"></code>
	<code><link rel="apple-touch-</code>
	<code>icon" type="image/png"</code>
	<code>href="/apple-touch-icon</code>
	<code>.png" /></code>

HTML Link Tags

	<code><link rel="alternate" t</code>
	<code>ype="application/rss+xml"</code>
	<code>title="RSS" href="ht</code>
	<code>tp://feeds.feedburner.c</code>
	<code>om/martini" /></code>
	<code><link rel="shortcut</code>
	<code>icon" type="image/ico"</code>
	<code>href="/favicon.ico" /></code>
	<code><link rel="fluid-icon"</code>
	<code>type="image/png" href="</code>
	<code>/fluid-icon.png" /></code>
	<code><link rel="me" type="te</code>
	<code>xt/html" href="http://g</code>
	<code>oogle.com/profiles/then</code>
	<code>extweb"/></code>
	<code><link rel='shortlink' h</code>

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23

```
ref='http://blog.unto.net/?p=353' />
<link rel='archives' title='May 2003' href='http://blog.unto.net/2003/05/' />
<link rel='index' title='DeWitt Clinton' href='http://blog.unto.net/' />
<link rel='start' title='Pattern Recognition 1' href='http://blog.unto.net/photos/pattern_recognition_1_about/' />
<link rel='prev' title='OpenSearch and OpenID? A sure way to get my attention.' href='http://blog.unto.net/opensearch/opensearch-and-openid-a-sure-way-to-get-my-attention/' />
<link rel='next' title='Not blog' href='http://blog.unto.net/meta/not-blog/' />
<link rel="search" href="/search.xml" type="application/opensearchdescription+xml" title="Viatropos" />

<link rel="self" type="application/atom+xml" href="http://www.syfyportal.com/atomFeed.php?page=3"/>
<link rel="first" href="http://www.syfyportal.com/atomFeed.php"/>
<link rel="next" href="http://www.syfyportal.com/atomFeed.php?page=4"/>
<link rel="previous" href="http://www.syfyportal.com/atomFeed.php?page=2"/>
<link rel="last" href="http://www.syfyportal.com/atomFeed.php?page=147"/>

<link rel='shortlink' href='http://smallbiztrends.com/?p=43625' />
<link rel="canonical" href="http://smallbiztrends.com/2010/06/9-things-to-do-before-entering-social-media.html" />
<link rel="EditURI" type="application/rsd+xml" title="RSD" href="http://smallbiztrends.com/xmlrpc.php?rsd" />
<link rel="pingback" href="http://smallbiztrends.com/xmlrpc.php" />
<link media="only screen and
```

```
(max-device-width:  
480px)" href="http://wo
```

```
rdpress.org/style/iphon  
e.css" type="text/css"  
rel="stylesheet"
```