

META DATA CREATION TOOL	
1 Basic Company Information provides for <TITLE>	
Company name	List company name, parent company name, and any derivatives, including misspellings or abbreviations.
Company description	Write a brief description about the company (20 to 30 words), which will be coded in the META NAME ="description"> and will appear in search engine results.
Key principals/ management team	List names and misspellings of all key individuals in the company (include maiden names if a principal recently married).
Index/home page title	Create a TITLE tag for your home page that is clear, descriptive, and concise. This content usually appears as the linkable text when your site is returned as a search criteria match.
Location	Relevant cities, states, regions, or areas.
2 Industry/Service Information provides for <META NAME="keyword" CONTENT="xxx">	
Key industry terms or buzzwords	List all key industry terms that describe your business, services, and offerings.
Products or services offered	List any and all key products or services offered; list specific product names if relevant.
3 User-Oriented Information provides for <META NAME="description" CONTENT="xxx">	
Sample searches	How might your target audience search for your site? Come up with several sample search queries for different results: industry-, job-, investor-, product-, or service-related.
Theme and content	What is the theme of your site? What kind of content do you have on your site that users might find relevant?
Subpage searches	Besides the home page, are there any other sections of your site that users might find and go to directly? If so, create <META> information for these subpages.
Key phrases	What might people trying to find you type in when they search? Think especially of people who don't know who you are. "Bed and breakfast" isn't as good as "bed and breakfast in San Francisco" or "small hotels in San Francisco." Be creative. Think like your users.