



## Meta descriptions

Some search engines use them to **describe** your site in their listings. These entries should be **complete** sentences. These are used by search engines to rank your site.

These descriptions are also "invisibly" presented on the cloaked page in the META description tag. (we take care of this part).

**GOAL:** You should try to at least put 10 to 20 full sentences here with your keyword phrases in the sentences.

## Target words

These words form the bulk of your cloaked pages. These should include highly-searched for single words and phrases. Include **lots** of words that describe your site. But do not repeat the same keyword over and over, or include it too many times in different forms (e.g., "real estate dallas", "real estate austin", "real estate texas"). If you do this, it will "overload" the page with a single keyword which is a surefire way for the engines to ignore your pages.

Try and put 60+ keyword phrases and words here that are related to your keywords. The more, the better! Why? Because the more words you have, the less "spammy" your pages will look to the engines, and the more varied and realistic they will appear! **Try not to repeat the same word over and over again** -- this will simply "overload" your pages with certain keywords, making the engines very suspicious.

**MISSPELLINGS:** List words that were searched for frequently. Think about misspellings too. Include frequently misspelled words too since people will accidently misspell on their Google search and you want to still show up in their search results. Misspelling Example: Correct spelling: Equifax Misspelling: Equfax

**A good way to understand how to use this section is to look at it this way.** Include keywords directly and indirectly related to your service/product.

**DIRECTLY RELATED:** Let's say we are still in the Shoe business. OK, you sell Shoes, what kind of Shoes? Maybe Nike, K-Swiss, and Reebok. OK those are **directly** related to your product and keyword phrases. They are also **directly** related to what people most likely search for. So definitely include these words!

**INDIRECTLY RELATED:** And then start including parts of shoes -- "laces", "soles", "rubber shoes", "leather shoes", and so on. These might not be entirely related to your site -- and, in fact, you might not even sell rubber shoes.

**GOAL:** 60+ keyword phrases and words that are related to your keywords.

Include misspellings.

Include directly and indirectly related keywords.

## Benefits

Short description describing the benefits of your service.

**GOAL:** You should try to list 10 short descriptions describing the benefits of your service/product.