SEO — Search Engine Optimization
“the process of affecting the visibility of a website or a web page in a search engine’s unpaid results” —Wikipedia

A huge industry!

One small aspect of it: `<meta ... > tags in HTML

Today we look at meta tags in your blogs
Let’s look at a typical Google search result—the first result that comes up in a search for “blog origami shamrock” looks like this:

About 384,000 results (0.28 seconds)

How to Make an Origami Shamrock – It’s a dish too!
www.origamispirit.com/2015/03/origami-shamrock/
Mar 10, 2015 - I’m very happy to share my origami Shamrock model with you in the following video. ... I have made a few and added them to my blog!

Note the text
These are called “snippets”
Google uses a number of sources to construct these “snippets”—page title, page content, keywords, and various others.

You can help by providing *metadata* on your blog page. NOTE: it may take a very long time for Google to process your blog site—results may not be seen for quite a while.
Let’s click on the link and then use the “View Source” tool to look at the HTML code:
Here’s what we see—note the highlighted text:
On your blogger page, you can insert a description that will be placed in the page’s `<meta ... >` tag:

Meta tags

Description

Enable search description?  
☐ Yes  ☐ No


150 Characters Max. Example: "A blog about social networking and web design."

Save changes  |  Cancel
If we view the blog and look at the HTML, we’ll see the description meta information in one of the meta tags:

```html
<meta content='A personal journey through Ivan Brunetti’s book "Cartooning: Philosophy and Practice", with digressions.' name='description'/>
<meta content='http://bobrooscartooning.blogspot.com/' property='og:url'/>
```
Exercise

If you have not already done so, go to the “Settings/Search Preferences” page in your blog and enter a description in the “Meta tags” portion of that page. The description must be 150 characters or fewer.

You might find the following useful: “How to Write a Meta Description that Gets Click-Throughs”

There are many other sites (mostly on the website of companies that provide SEO services) that discuss writing meta descriptions—try doing a Google search.

In a few weeks, try Googling your blog and see if any of the text of your meta description made it into the “snippets.”