HTML Cheat Sheet

Print this document and use it as a memory aid when you do "right-click" html page analysis.

The following are the most important html tags in a web page. Use them to emphasize the words you want to promote.

Name	Example	Comment
<title> Tag	<title>Wimbledon Plumber</title>	One of the most important tags. Used by Google as the blue title in the search results. For best results must be different on every page.
Meta Description Tag	<meta name="description" content="Wimbledon Plumber - Specialists in plumbing and operating in the Wimbledon area." />	Used by Google as the description snippet in the search results. Should be different on every page.
<h1> Tag	Wimbledon Plumber	The biggest heading tag. Considered by Google to contain the most important text.
Tag	Approved by Merton County Council Safer Plumber Scheme	The tag turns text into bullet points. Google considers bullet points to be more important than normal text.
<a> Tag	Boiler Reviews	The <a> tag produces page links and links are considered as more important .
Alt Attribute		The alt tag is used by text readers for blind people and contains a textual description of the image.
Title Attribute		The title attribute generates a popup tooltip when you hover over an item in the page.
<p> Tag	<p>Wimbledon plumbers were established in ...<p>	This is normal paragraph text. Try to maintain a reasonable concentration of keywords here. Don't stuff it with keywords though or you will be blacklisted as a spammer.

Simple HTML Demo Page

```html
<html>

    <head>
        <!-- The head section is hidden from the user and is used by the search engine and browser -->
        <title>This is used by the search engine to produce the page title.</title>
        <meta name="description" content="This is used by the search engine to produce the website description." />
        <meta name="keywords" content="Not used by the search engine but add it if you wish." />
    </head>

    <body>
        <!-- The body section generates the visible page for the user -->
        <h1>This is very important text</h1>
        <h2>This is less important text</h2>
        <h3>This is even less important text</h3>
        <h4>This is even even less important text</h4>
        <h5>This is even even even less important text</h5>
         <h6>This is even even even even less important text</h6>

        <ul>
                <li>This is an important bullet point</li>
        </ul>

        <img alt="This is an image and this text describes what it shows" src="demo-image.gif" />

        <p title="Here is some popup text.">Put your mouse over this to see some popup text.</p>

        <p>This is some normal paragraph text.</p>

    </body>
</html>
```
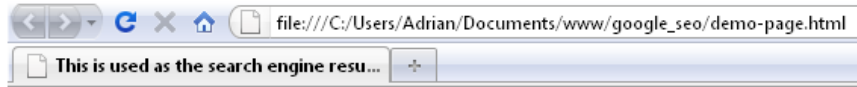
Screen Shot of Previous Page In a Browser

Guidelines

1. Find potential keywords using the Google keyword analysis tool
2. Review the html code of the top performers using the "right-click" method. Count the keywords in each of the tags.
3. Review your own page using the "right-click" method
4. Establish what modifications need to be made
5. Modify your page accordingly