

The Redesign Ate All My META Tags

By Holly Lisle

For those of you who don't do HTML, META tags are what many search engines use to locate and categorize pages. They contain things like the page name, page description, suggested search keywords, and other goodies. They have to be entered by hand for each page if you aren't using a stock entry, and I wasn't. I'd found that doing individual entries for each page resulted in better and more accurate listings of the site.

Done in the manner that I did them, they're a lot of work. And now they're gone

[voice quavers, breaks, and in the distance we hear quiet sobbing and the thud, thud, thud of something hollow and coconut-like whacking itself repeatedly against what is definitely a wall-like surface]

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