



# MetaTagger 5.0



## Getting Started

MetaTagger 4.0 is a powerful new component made possible by Fusion 4.0's extended API.

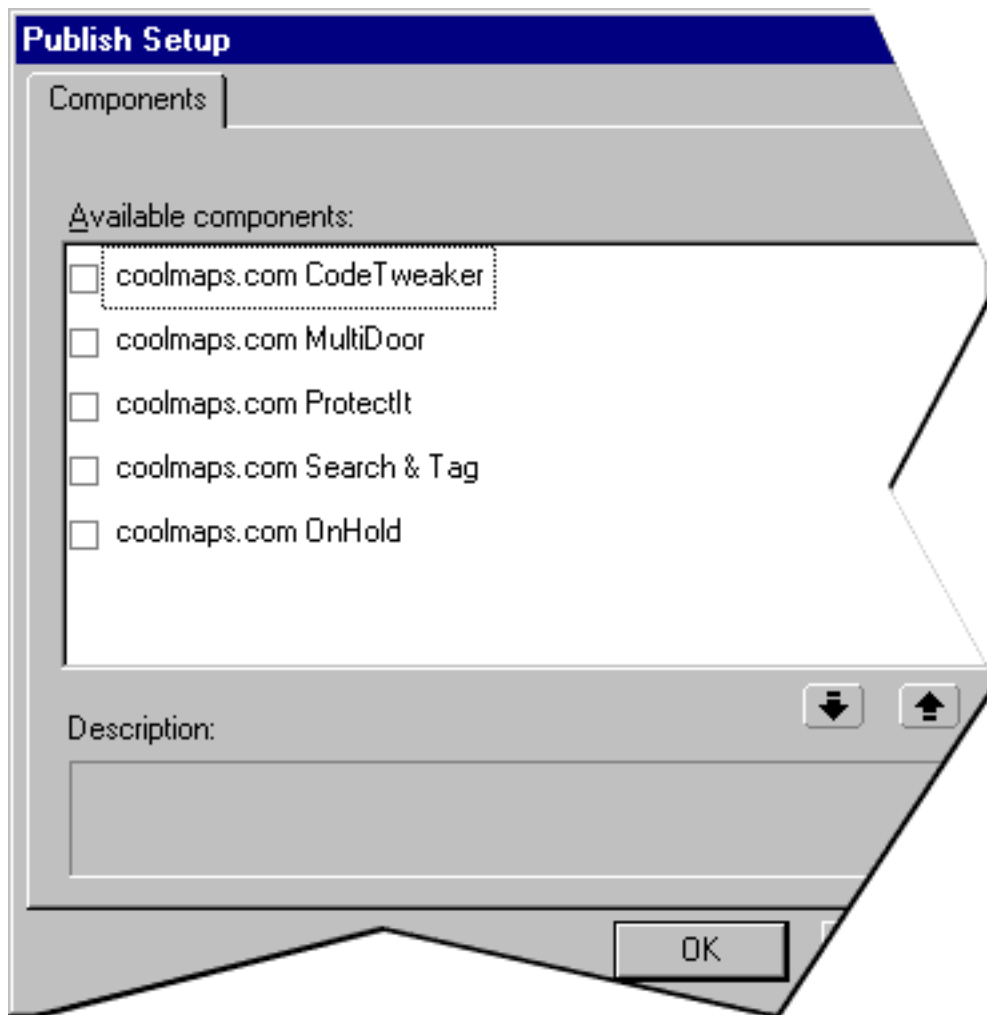
It automatically creates and places custom meta keywords on each page, saving you time and making your site rate higher in search engines.

To get started with MetaTagger:

- Run the MetaTagger Installation program, specifying the location of Fusion 4.0's component directory.
- Launch Fusion

MetaTagger is a 'post publish' component.

- Choose Publish View > Publish > Publish Components
- Check the coolmaps.com Search & Tag



### How does MetaTagger work?

When MetaTagger has been activated you will notice that at the end of Fusion's Publish routine there is a delay. The length of delay will depend on the size of your site and the speed of your system. This is MetaTagger at work!

MetaTagger does the following:

- Parses each page for words that appear often
- Excludes and includes words based on text files which you can control (see step 3)
- Places the most relevant words in each page (up to 1024 characters) in the head of each page as 'Keywords'

Once the MetaTagger is finished your site will appear in a browser with custom keywords inserted on each page!



### Customizing the MetaTagger

Keywords play an important role in how search engines rate your site. Often you need to exclude or include words to

improve your site's rating.

You can tell MetaTagger about important words through two text files located in the coolmaps directory.

The default location of include.txt and exclude.txt is c:/NetObjects Fusion 4.0/Components/coolmaps. If you have installed Fusion elsewhere, locate the coolmaps sub dir.

When the MetaTagger is activated it looks for these two files in the same location as the site nod file. If they exist MetaTagger uses them to control how the keywords are generated. If they do not exist, MetaTagger copies the default include.txt and exclude.txt to that location.

The best strategy with MetaTagger is:

- copy the include.txt and exclude.txt to the same location as the site nod file before you publish your site.
- open the copied include.txt in Notepad, add words that must appear as keywords
- open the copied exclude.txt in Notepad, add words that must not appear as keywords\*
- activate the MetaTagger in Publish view, Set Up
- publish your site.
- check the keywords
- change the txt files if necessary and re-publish

An alternative strategy is:

- activate MetaTagger
- publish your site, letting the component copy the include.txt and exclude.txt
- look at the keywords MetaTagger has generated
- if needed, open both txt files, make desired changes, and save changes.
- republish site

The benefit of the include.txt and exclude.txt files being located with each nod is that the keyword generation can be site specific.

\*The exclude file already contains many words and characters that are not valuable when used as keywords. It is recommended that you do not delete them.