

## Working with Search Engine Keywords on a real.leads Website

Adding and maintaining search engine keywords for use on a real.leads website, is accomplished with the following procedure:

1. Sign-in to the real.leads application supporting your website, using Office Admin credentials.
2. Navigate to the **Web Site** folder.
3. If a content item named "SiteMetaData.htm" exists, click its name and then select the **Modify HTML Content** option to open the built-in editor.

-- or --

Choose the **Create a new content item in the Web Site folder** option, specify a **Web page** content type, and specify "SiteMetaData" for **Name**:. Selecting the **Create web page** option will bring up the built-in editor.

4. Change the editor mode by clicking the **Source** button on the toolbar.
5. Enter the keywords as a comma delimited list, preceded with **<meta content="** and followed by **" name="keywords"/>**. Alternatively, if you prepared them in another application, simply copy/paste them with [Ctrl]+[V].

**Verify that you have used and/or preserved the precise syntax described above, to avoid creating visible coding errors or side effects on your website.**

6. Select the **Update HTML content** option beneath the editor.

A keyword list can be of any length and presented in any order. Typically it should include words and phrases expected to be used in search engine initiated searches, such as neighborhood, town and other area names, business DBAs and common misspellings of words ("remax" for "RE/MAX").

Keywords are indexed by search engines without regard to case.

The following is an example of a properly formed keyword list:

```
<meta content="remax, Summer Bungalow, Bungalow Colonies, Hunting Properties, Lake View Properties, Acreage for Sale, Water Front Properties, Vacation Homes, Lake Front Properties, Vacation Properties, Water View Properties, Buyers Broker, Mountain View Properties, Sellers Broker, Snow, Listing Agent, Skiing, CMA, Weekend Getaway Properties, Comparable Market Analysis, Second Home Properties, Market Value, Summer Homes, Fair Market Value, Hunting Cabin, Below market value, Foreclosure, Buyers Market, Quick sale, Handyman Special" name="keywords"/>
```