

HTML Meta Manager Help Contents

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Introduction

HTML Meta Manager is the fastest, easiest, and cheapest way to guarantee that your Website appears in every major WWW search engine. It allows rapid insertion/editing of Description and Keyword Meta tags (and Title tags) for every page in a Website.

The major WWW search engines, including Alta Vista, Lycos, Infoseek, and WebCrawler, constantly scan the World Wide Web to automatically index every page they find -- including yours. In the absence of any special indicators as to the content of your page, they take a best guess at an accurate description and applicable search keywords. The result is often less than satisfactory, which is why (a) so many searches turn up garbage, and (b) why your site might not come up when someone is searching for it.

So what kind of special indicators can you use to improve the indexing of your Web pages in the search engines? Well, they're called Meta tags and they can be inserted into every HTML page in a Website. Meta tags explicitly define a description and keywords for every page in a Website. It is very much in your best interest to include these tags in your pages, if you want to guarantee that your site will come up when a potential visitor is using a search engine. And not just on your home page -- why not have every page in your Website come up separately in a search, improving the chances that someone will click on one of your pages, rather than the competition?

The problem is, adding the required HTML tags to every page in a Website can be a huge job. Some HTML editors (such as Netscape Navigator Gold 3) allow you to define a description and keywords while working on a page, but you still have to manually enter the information for every page separately. The result is that most Websites still do not have the required Meta tags entered on every page.

HTML Meta Manager is an elegant solution to this problem: it allows you to easily enter a description and keywords for every page in your Website in a single, easy-to-use window. You can enter separate information for each page, or add the same Meta information to every page in your Website with the click of a button. The program also allows you to easily edit each page Title, or to automatically insert the Title as the description for every page.

Regardless of the HTML editing environment you work in, HTML Meta Manager can quickly and easily ensure that all your Web pages are properly listed in the major search engines.

See also:

- [Quick Start](#)
- [Project Definitions](#)
- [Working with Descriptions](#)
- [Working with Keywords](#)
- [Working with Titles](#)

Quick Start

Step 1: Select a Website project to work with

1. After starting the program, click [Select Project](#).
2. Click New to define a new Website project to be work with.
3. Enter the required [details](#). Click Help for information on any item.
4. Click OK.
5. Click Select.

Step 2: Make desired changes to the files' Meta and Title information

1. Click a file title in the list on the left to select it.
2. Make any changes you want to the file using the controls on the [main window](#).
3. Select and work with other files as desired.
4. Click Save to save changes made to all files.

Defining a Website Project

Before using HTML Meta Manager to modify your files, you must define the Website that you will be working with. You do this by clicking [Select Project](#) in the main window, then New in the Project Manager window. After entering the required [details](#) that define a project, click OK, then Select.

You can now work with all the files contained in your defined project.

You can define any number of separate projects. To select a project to be processed, simply select it in the [Project Manager window](#) and click Select.

Note: To work with a single file (whether it is part of a defined project or not), you can click Other in the [Project Window](#).

Options

The Options window is accessible by clicking Options from the [main window](#).

- Make backups of modified files - If this is selected, then all files modified by the program will be backed up in the directory specified in the [project's definition](#).
- Columns in keyword list - You can choose to divide the keyword list in the [main window](#) into between one and nine columns. Showing more than two or three columns is generally only useful if your keywords are all very short or if you are working with the window maximized in a high-resolution video mode.

Other HTML PowerTools

The HTML tools listed on this page are available from Talicom(R). All run in the Windows environment. Please visit our home page at www.tali.com for more information.

HTML PowerAnalyzer

HTML PowerAnalyzer is a sophisticated tool employing powerful algorithms to scan HTML files and alert the user to all errors contained within them. In addition, a comprehensive report is generated containing a wealth of useful information about each file, and the entire Website.

In addition to all types of HTML syntax errors, HTML PowerAnalyzer will catch invalid &character; entity codes, non-text characters, missing/invalid link references (i.e., files pointed to by HREF, SRC, etc.), missing anchors, and link references containing capital letters (which may be cause problems on case-sensitive Unix servers).

In addition, HTML PowerAnalyzer builds a list of all files included in the project directories that are not included in the Web project and that are not referenced by any files in the Web project. This helps you weed out old and obsolete files that may still be taking up space unnecessarily.

HTML PowerAnalyzer supports the very latest HTML 4, Netscape 4 extensions, and Microsoft Internet Explorer 4 extensions, and can be completely customized. The user can even select which browser (or HTML standard) to analyze for: any proprietary HTML tags (or parameters within standard tags) not supported by the selected browser will be flagged.

HTML PowerAnalyzer's algorithms utilize databases containing all rules of the HTML language -- an HTML Rulebase. The HTML Rulebase Editor allows the advanced HTML user to freely modify any and all aspects of the HTML markup language for his particular purposes. This includes adding/deleting HTML tags and tag parameters, redefining language rules for all defined elements, adding/deleting browser definitions, and more. In other words, the user has the ability to totally customize the logic used in the analysis. Another advantage of the HTML Rulebase is that it can be updated by downloading up-to-date files from Talicom's website, www.tali.com, as they become available. Thus, no matter how quickly the HTML language evolves, HTML PowerAnalyzer will never become obsolete.

In today's rapidly changing WWW landscape, it is not enough to visually check a Website in one or two browsers -- you want to be certain that your markup is perfect and error-free. You also want to know for sure that every single image and hyperlink is perfect, without having to scour your site and test-click every link. HTML PowerAnalyzer will automatically provide you with the certainty you need -- with the click of a button.

HTML Rulebase Editor

A great strength of HTML PowerAnalyzer (as well as some other HTML PowerTools) lies in the customizable HTML Rulebase files that contain the rules of the HTML markup language. Due to the many different implementations of HTML in the real world, and the rapid pace at which the language is presently evolving, it is an absolute necessity to be able to quickly and easily customize any software dealing with HTML.

The HTML Rulebase Editor allows you to do just that. No matter how quickly the vendors of HTML editors and other HTML programs react to changes in the language, they will never

keep up. But you, the user, will always want to be at the forefront. Using the HTML Rulebase Editor, the HTML PowerTools toolkit can always be completely up-to-date.

The HTML Rulebase Editor features a professionally-designed user interface to allow you intuitive and direct access to every relevant attribute of every HTML tag and tag parameter. You can define all aspects of tags and tag parameters for each specific browser (or HTML standard), and even add support for brand new browsers. For example, when Netscape Navigator 5 is released, you can immediately enter all of its new commands and specify them as valid only for that particular browser.

In addition to tag and parameter information, you can modify the lists of defined protocols (e.g., http://, ftp://) and character entity codes (e.g., & ©);).

The HTML Rulebase Editor is also an excellent online reference to the entire HTML language. Brief descriptions are included for every tag and tag attribute - and you can add your own.

The flexibility and power that the HTML Rulebase Editor provides for users of HTML PowerAnalyzer are unmatched in the HTML software available on the market today.

HTML Meta Manager

HTML Meta Manager is the fastest, easiest, and cheapest way to guarantee that your Website appears in every major WWW search engine. It allows rapid insertion/editing of Description and Keyword META tags (and TITLE tags) for every page in a Website.

The major WWW search engines, including Alta Vista, Lycos, Infoseek, and WebCrawler, constantly scan the World Wide Web to automatically index every page they find -- including yours. In the absence of any special indicators as to the content of your page, they take a best guess at an accurate description and applicable search keywords. The result is often less than satisfactory, which is why (a) so many searches turn up garbage, and (b) why your site might not come up when someone is searching for it.

So what kind of special indicators can you use to improve the indexing of your Webpages in the search engines? Well, they're called META tags and they can be inserted into every HTML page in a Website. META tags explicitly define a description and keywords for every page in a Website. It is very much in your best interest to include these tags in your pages, if you want to guarantee that your site will come up when a potential visitor is using a search engine. And not just on your home page -- why not have every page in your Website come up separately in a search, improving the chances that someone will click on one of your pages, rather than the competition?

The problem is, adding the required HTML tags to every page in a Website can be a huge job. Some HTML editors (such as Netscape Navigator Gold 3) allow you to define a description and keywords while working on a page, but you still have to manually enter the information for every page separately. The result is that most Websites still do not have the required META tags entered on every page.

HTML Meta Manager is an elegant solution to this problem: it allows you to easily enter a description and keywords for every page in your Website in a single, easy-to-use window. You can enter separate information for each page, or add the same META information to every page in your Website with the click of a button. The program also allows you to easily edit each page TITLE, or to automatically insert the TITLE as the description for every page.

Regardless of the HTML editing environment you work in, HTML Meta Manager can quickly

and easily ensure that all your Web pages are properly listed in the major search engines.

HTML PowerSpell

HTML PowerSpell will allow you to quickly and easily spell-check entire Websites, regardless of what software you used to create them. This program is unique in its comprehensive understanding of HTML files to ensure that you spell-check everything you should while avoiding all the HTML code that you don't want to check.

Unlike the spell-checker that may be built into your HTML editor, you no longer have to laboriously check your work page-by-page. And unlike the spell-checker in your text editor, you no longer have to repeatedly hit Ignore to skip all the HTML elements that you don't want to check.

Advanced spell-checking features that you've come to expect from your software are all included, such as support for custom dictionaries, various options for customizing spell-checking, a context view of misspelled words, and support for multiple languages.

HTML PowerSpell fully understands your HTML files in order to thoroughly and correctly spell-check them. For example:

**<i>un</i>believable really means unbelievable
resumé; really means resumé
 should include Check this text
etc.**

Typos and misspelled words in your Websites may leave doubt as to your level of professionalism or your attention to detail. Use HTML PowerSpell every time you make changes to your Websites to ensure that your pages are error-free!

HTML PowerSearch

Find and replace utilities, included in editors and word processors as well as stand-alone tools, abound. So why is HTML PowerSearch better?

First of all, HTML files are not text files, even though they are saved as text. HTML files follow a specific set of rules in how their content is read by an HTML browser, and standard find and replace tools do not take this into consideration. For example, in HTML a space, a tab, and a line break are all equivalent. Well-formatted HTML source that is easy to read and work with contains many tabs and line breaks that will never be rendered when the file is viewed in a browser. Your standard find tool will not know to find the search string "hello world" in the following example, yet in HTML it should be found.

In this example we have the text "hello world" separated by a line break and a tab.

HTML PowerSearch also recognizes &entity; codes and that tags can appear in the middle of search text, so finding "a great day" is easy when the HTML source shows:

I'm having a great day.

Try that with your text editor or word processor! HTML PowerSearch is an HTML-specific tool that knows how to intelligently perform searches on HTML files.

Secondly, performing a search or search & replace across an entire Website using an editor or word processor can be very tedious. HTML PowerSearch handles entire Websites, stored in any number of subdirectories, with one button click.

Thirdly, HTML PowerSearch combines its HTML-specific searching with flexible wildcard searching. You will never be able to return to working on your Websites without the aid of HTML PowerSearch.

HTML Image Scanner

Experienced Web developers know -- and beginners will learn -- the value of using the WIDTH and HEIGHT parameters of the IMG tag: much faster perceived loading of a Web page. When the browser is provided with these parameters, it can set aside a frame for the picture which it will load later, and immediately place all the text on the page.

Unfortunately, inserting these parameters into every IMG tag in a Website is terribly tedious and error-prone. First, you have to use some software to determine the width and height of every image you will use. Next, you have to search for every occurrence of an IMG tag in the site. Then, you have to manually type in the appropriate WIDTH=123 HEIGHT=123. Not only does this process take a very long time, it is irritating. Also, typos during this type of mundane, repetitive work are common, resulting in distorted images and more work.

HTML Image Scanner solves this problem once and for all. With the click of a button it will scan every IMG tag and every referenced image in an entire Website and automatically insert the correct WIDTH and HEIGHT parameters. A number of customizable parameters let you decide, for example, whether to alter an existing parameter (that may intentionally be different from the actual image size) or to leave it alone. You can even enter a list of image filenames which you want HTML Image Scanner to ignore.

Another important attribute in the IMG tag is ALT. This attribute specifies text to be displayed in place of the picture in cases where the picture has not yet been loaded, when the browser is unable to display pictures, when the user has selected not to display pictures, and when Web pages are accessed by the blind. HTML Image Scanner alerts you to every missing ALT attribute, and lets you insert it on-the-fly, complete with the ability to show you the picture then and there.

If you have many images spread across many pages, or if you frequently modify the images included in your pages or add new ones, HTML Image Scanner is an absolute necessity.

HTML to Text Converter

Web authors work with HTML. Even if your source files came from another source, once they have been marked up using HTML, they are no longer viewable without an HTML browser. However, it is often necessary to convert an HTML document back to plain text.

A simple approach would be to simply remove all the HTML markup from a file. This would leave a rather ugly, unformatted text file containing many extra spaces, tabs, and line breaks. A better approach would be to interpret the HTML tags contained in the document, much as an HTML browser does, and create a text file containing some of the formatting from the original. HTML PowerTools' HTML to Text Converter takes this improved approach.

The formatting available in a text file is limited, but HTML to Text Converter maintains many

of the important aspects such as headings, titles, bulleted/numbered lists (even multi-level numbered lists), paragraph breaks (differentiating between
 and <P> tags), horizontal rules (<HR> tags), and more. Of course, all spaces, tabs, and line breaks used to format the HTML source are dealt with intelligently to eliminate extraneous spaces and line breaks in the converted text file.

Unlike other approaches for converting files, HTML to Text Converter saves time and effort by running in batch mode, converting some or all of the files in a Web project with one button click.

Customizable options allow some control of the how the text file is rendered, including choosing word-wrap, setting maximum line length, and choosing to render horizontal rules (<HR> tags) or not. If you ever need to convert HTML documents to text files, HTML PowerTools' HTML to Text Converter will be a very valuable utility in your HTML developer's toolkit.

HTML Date Stamper

Not only is it customary on the Web to include a "last modified on" date in Websites, it is an important indicator to those viewing your pages that the pages are recent and up-to-date. One thing sure to convince a browser not to return to your pages is if they are not updated frequently.

The amount of time and effort required to go into your home page and modify the date is not extreme. However, wouldn't it be beneficial to include a "this site last modified on" date stamp on the bottom of every page in your site? With the Web's new and more powerful search engines (Digital's Alta Vista is a prime example), more and more users will be entering your sites at individual pages and not through your home page. Thus, if you want to show your audience that the site is up-to-date (even if that individual page has not been recently changed), you should have a date stamp on each and every page.

The amount of time and effort to insert the current date into every page, though, is not negligible. HTML PowerTools' HTML Date Stamper will do this for you automatically, on some or all of your Website's pages, with the click of a button.

You provide a simple set of rules that tells the program where to insert the current (or some other) date in any files that you want to be affected. For example, you could define a rule as, "replace all text between the words 'Last modified: ' and the next period with today's date." A number of date and date/time formats are available to choose from.

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Project Window

The Project Window, which initially displays all files included the current project, is displayed when the clicking Refresh File List from the main window.

If you are satisfied with the file list after refreshing it, simply click OK.

Alternatively, you have three other options:

- The Modify Project button takes you straight to the [Project Properties](#) window to make changes to the current project's definition. When returning to this window, the file list will be refreshed based on your changes to the definition.
- The Exclude Files button allows you to temporarily exclude certain files from processing. After clicking this button, the Project window will contain two lists: one showing all files to be included, and one showing all those excluded. Use the Exclude and Include buttons to move a single file from one list to the other, and use the Exclude All and Include All buttons to rapidly move all files from one list to the other.

Hint: double-clicking a file name will move it to the other list.

- The Other button provides a dialog box for selecting a single file to be work with. This file may be part of a defined project, but it does not have to be. Note that this has no impact on the project definition, and is a one-time selection.

Main Window

HTML Meta Manager's main window contains four areas, as described below. The name of the currently selected project is displayed in the window's title bar, along with the number of files currently selected. If you used the [Project window](#) to temporarily exclude any files, the number of files displayed will indicate this fact.

Files In Project

- List of Files - A list of the titles of all files included in the project are displayed, in alphabetical order. To work with a file, select its title by clicking it. If a file did not include a title when scanned by the program, (no title) will be displayed. You can use the Change Title button (see below) to enter a title manually.
- Select Project - Opens the [Project Manager](#) window, where you can add, modify, and delete project definitions.
- Refresh File List - Re-scans your hard disk to find all files included the project's definition. The resulting list is displayed in the [Project window](#). There, you can temporarily exclude certain files from the run, jump directly to the [Project Properties window](#), or select a single file to work with.
- Filename - Displays the file name of the currently selected file. If the full path of the file doesn't fit in the available space, only the last portion of the filename will be visible.
- Change Title - Allows you to modify the title for the currently selected file. See [Change Title window](#) for more information.
- View File - Displays the currently selected file in your system's default browser.

Description

- Description - When you select a file, this edit box displays the Description Meta tag's value, if there is one. You can modify/enter the file's description here.
- Insert Title as Description - Allows you to quickly copy a file's title into its Description Meta tag. This is useful if you want to make sure that there is a Description entered, and you feel that the document's title is sufficient. Of course, it is always better to enter an appropriate description that may, it should be noted, be significantly longer than the title should be.
- Auto-Insert All Descriptions - A powerful feature that, with a single click, creates Description Meta tags for every file in the project **without an existing Description** by copying each file's title into its Description Meta tag. Files with existing Description Meta tags will never be affected by this feature. Note that this is a project-wide command; files other than the currently selected file may be modified.

Keywords

- Keyword List - Lists all the keywords for the currently selected file, in the order in which they appear in the file's keyword Meta tag. The list scrolls horizontally using the arrow keys or the scrollbar at the bottom of the list. While entering keywords, keep in mind that search engines may give more weight (significance) to keywords that appear higher

in the list. You can select multiple keywords simultaneously by holding down Ctrl and clicking additional keywords, or by holding Shift and clicking to select contiguous blocks of keywords. You can change the number of columns displayed in [Options](#).

- Remove Keyword - Removes the currently selected keyword(s) from the list.
- Remove from All - Removes the currently selected keyword(s) from the keyword list of **all files** in the project. After clicking this button, you will be asked if you want to remove all occurrences of the keyword or only the first occurrence in each file (see [Remove from All dialog box](#) for details). Note that this is a project-wide command; files other than the currently selected file may be modified.
- Combine - This button allows you to combine any number of keywords selected in the keyword list into a single [multiple-word keyword](#). This is useful when using HTML Meta Manager with files that already contained keyword Meta tags: by creating [multiple-word keywords](#), you can more easily manipulate keyword information using the program while keeping together words that should appear together in the keyword Meta tag. **Note:** to break up a multiple-word keyword into separate keywords, select the keyword and click Remove. Then click Add, making sure that Treat as single keyword is not checked.
- Move Up / Move Down - Moves the selected keyword(s) up or down within the keyword list. As noted above (see Keyword List), you might want to keep more important keywords closer to the top of the list.
- To Top / To Bottom - Quickly moves the selected keyword(s) to the top or bottom of the list.
- New Keywords - To add keywords, type them in here. To add multiple keywords at once, separate each with a space before clicking one of the Add buttons. Each entry made here is saved; to see previously-entered keywords, open the list by clicking the down arrow at the right of the entry area.
- Treat as single keyword - When checked, keywords separated by spaces in the New Keywords box will be added as a single [multiple-word keyword](#). When not checked, the words will be added as if each had been typed in the box alone when the Add button is clicked.
- Add - Adds the words in the New Keywords box to the currently displayed keyword list. Words separated by spaces are added according to the Treat as single keyword checkbox.
- Add to All - Adds the words in the New Keywords box to the keyword list of **every file in the project**. When clicking this button, you will be asked if you want the new word(s) to be added at the beginning or end of the keyword list for files other than the currently displayed file (see [Add to All dialog box](#) for more information). Words separated by spaces are added according to the Treat as single keyword checkbox. Note that this is a project-wide command; files other than the currently selected file may be modified.

Command Buttons

- Save - Saves all unsaved modifications made to all files in the current project. Note: there is no way to save only one file (or selected files).
- Help - Opens the online Help that you are reading now.

- Options - Opens the [Options window](#) for setting program options.
- Exit - Closes the program. You will be given the option to save all modified files before exiting.

See also:

- [Project Definitions](#)
- [Working with Titles](#)
- [Working with Descriptions](#)
- [Working with Keywords](#)
- [How HTML Meta Manager Saves Keywords](#)

Project Manager Window

This window, accessible by clicking Select Project from the main window, shows a list of all currently defined Website projects. To select one for analysis, click its name and click OK.

To add a new Website project to the list, click New. The [New Project](#) window will appear.

To modify an existing project's definition, select it and click Properties. The [Project Properties](#) window will appear.

To remove a project from the list, select it and click Remove.

Note that the Cancel button in this window will not undo changes made in the Project Property window.

Project Properties

The Project Properties window appears after clicking New or Properties in the [Project Manager window](#).

After entering all the required details, click OK. To ignore all changes made (or to cancel the addition of a new project), click Cancel.

- Project Name - Enter a descriptive name for the project up to 20 characters in length. You will use this name to identify the project.
- Project Code - Enter a code for the project, up to five characters in length. (This is used by some HTML PowerTools, though not HTML Meta Manager.)
- Directory - Enter the full path of the project's root directory. Click Browse button to browse your hard disk for the correct directory.
- Include Subdirectories - If the project's HTML files occupy subdirectories below the specified directory, make sure this check box is checked.
- Backups To - Enter the full path of a directory to use for backing up files modified by the program. If project files residing in subdirectories of the project's root directory are modified, they will be backed up in corresponding subdirectory names under the backup directory. **Tip:** to avoid unintentionally including backed up files in a project's definition, don't specify a backup directory that is below the project's root directory if you have selected Include Subdirectories.
- HTML File Mask - Here, specify one or more DOS-style file masks for your files. Generally, this will be simply *.htm. You may specify multiple file masks by separating them with semicolons, e.g. *.htm;*.shtml.
- Refresh - Click this button to ensure that your other entries specify the files that you expect. This button is located here for your convenience only, and its use is not required.
- Files in Project - Here, you can review the files included in your project definition. After changing any of the entries in the Project Location frame, the list will be cleared. Click Refresh to re-scan the indicated files.

About HTML Meta Manager

HTML Meta Manager is one of Talicom's HTML PowerTools. To see which version you are using, right-click on the main window's Help button.

Please refer to <http://www.tali.com> for complete information about Talicom's line of HTML PowerTools for Windows.

Working with Titles

When an HTML file is displayed in a browser, the Title text is what is displayed in the browser's title bar.

Technical note: In an HTML file, the title of an HTML file is enclosed by the <TITLE> ... </TITLE> tags, which must generally appear in the <HEAD> ... </HEAD> portion of an HTML file.

When HTML Meta Manager refreshes a file list for a [Website project](#), it displays each file's title in the [main window](#).

You can change the title for any document by selecting the file and clicking the [Change Title](#) button.

You can automatically copy a document's title to use as the document's description Meta tag by clicking the **Insert Title as Description** and **Auto-Insert All Descriptions** buttons in the [main window](#).

Character Entities in Titles

HTML Meta Manager intelligently handles HTML character entities (e.g. " for a quotation mark, & for an ampersand, â for â, etc.) in titles. This means that:

when character entity representations are found in files' title texts, they are rendered in HTML Meta Manager's windows as they would be in a browser for more convenient reading

when characters that, according to the HTML specification, should be represented by a character entity code are read from a file (or entered into the [Change Title window](#)), the program will correctly translate them into their proper HTML representation when writing them to the file

An example:

Our "Cool" & "Happening" Home Page

would appear in a browser (and this program) as

Our "Cool" & "Happening" Home Page

Working with Keywords

A file's keywords are used by World Wide Web search engines to index your pages in their databases. Specifying the keywords that someone interested in finding your pages would use is what you need to do. It is strongly advisable to include a comprehensive keyword list for every page in a Website to ensure that your pages will come up as often as possible when searching for matching keywords in the search engines.

Technical note: In HTML files, keywords are specified using the HTML `<meta name="keywords" content="...">` tag, which should generally appear in the document's `<HEAD> ... </HEAD>` section.

HTML Meta Manager provides a number of facilities for the convenient management of keywords for one file or an entire Website. Using this program, you can:

- Quickly and easily add/remove keywords to/from a file without every having to edit HTML code.
- Quickly and easily add/remove the same keywords to/from every file in a Website.
- Add [multiple-word keywords](#) that can be added, removed, and moved as a single keyword.
- Quickly combine sets of pre-existing keywords into [multiple-word keywords](#).
- Easily change the order of keywords in a file.

For details on performing any of the above actions, refer to Help for the buttons in the Keywords section of the [Main Window](#) topic.

Working with Descriptions

An HTML file's description is used by World Wide Web search engines to display a brief synopsis of the content of a Web page when it is displayed in a search results screen. Specifying an informative, concise description to attract someone interested in finding your pages is a useful way to encourage more people to click on links to your pages.

Every page in a Website should have a well-written description to ensure that your pages will be presented as you want them to be. When you do not explicitly specify a description, the search engines will usually display the first couple of lines of text that appear on the page (which most often is a poor representation of what the page actually contains, especially if the page relies on graphics to make its point).

Technical note: In an HTML file, the description is specified using the HTML `<meta name="description" content="...">` tag, which should generally appear in the document's `<HEAD> ... </HEAD>` section.

HTML Meta Manager provides a user-friendly way to enter a one- or two-sentence description for every page in a Website. Simply browse through the list of files in your [Website project](#) and enter a good description for each page. Click the [View File](#) button to display a file in your browser to remind yourself of the file's contents.

HTML Meta Manager also provides some shortcuts for those times that you don't have the time or inclination to enter a specific description for every file in your Website. The shortcuts take the text of the file's [title](#) and copy it into the description Meta tag. Although not as good as entering a nice description, this has the advantage of preventing the search engines from arbitrarily selecting texts to show a user browsing your files in a search results listing. The more attractive display might make the difference between the user clicking on your link or not.

You can automatically copy titles into descriptions for one file, or for an entire Website with one click!

- Use the Insert Title as Description button to quickly copy the current file's title into its description field.
- Use the Auto-Insert All Descriptions button to instantly copy the title texts to the empty description fields for all files in the Website. Note that this feature will never alter an existing description; it will only insert titles for those files that do not already have a description entry.

Time-saving Tip: After making sure that every file has an appropriate title, go through and enter descriptions only for those files that you feel really need them (the home page, pages that describe your actual product or service, etc.), and then click `Auto-Insert All Descriptions` to fill the remaining pages' description Meta tags.

How HTML Meta Manager Saves Keywords

World Wide Web search engines index keywords found in an HTML file's keywords Meta tag, e.g.

```
<meta name="keywords" content="keyword one, keyword two">.
```

HTML Meta Manager saves keywords in this standard format for use by search engines.

HTML Meta Manager recognizes and uses commas as keyword-separators, thus allowing you to work with [multiple-word keywords](#).

Multiple-word Keywords

A multiple-word keyword is a phrase consisting of two or more words that should always remain together because they are in fact a single "logical" keyword. HTML Meta Manager supports multiple-word keywords to make it easier to add, remove, and move keywords that consist of more than one word.

See also:

- [How HTML Meta Manager Saves Keywords](#)
- Combine button in the [Main Window](#)
- Treat as single keyword checkbox in the [Main Window](#)

Change Title Window

In this dialog box, accessible by clicking the Change Title button in the [main window](#), you enter/modify the title for the currently selected file.

When the file is displayed in a browser, the Title text is usually displayed in the browser's title bar. In an HTML file, the Title text is enclosed by the <TITLE> ... </TITLE> tags, which must generally appear in the <HEAD> ... </HEAD> portion of an HTML file.

HTML Meta Manager intelligently handles HTML character entities (e.g. " for a quotation mark, & for an ampersand, â for â, etc.). This means that you can type in any characters that you wish and the program will correctly translate them into their proper HTML representation when writing them to the file.

Also, any character entities that you explicitly type using the &name; syntax will be displayed in HTML Meta Manager as they would be in a browser, e.g.

Our "Cool" & "Happening" Home Page

would appear in a browser (and this program) as

Our "Cool" & "Happening" Home Page

Add To All

This window appears when you click Add to All in the Keywords section of the [main window](#).

When adding keywords to the currently selected file, the program knows to add them at the point in the list where a keyword is selected. But the program has no way of knowing where to add the new keywords in all the other files. So it gives you two options:

- At the beginning - The new keyword(s) will be added at the top of the keyword list in each file. Use this option when adding important (very significant) keywords to all files.
- At the end - The new keyword(s) will be added at the bottom of the keyword list in each file. Use this option when adding less important keywords to all files.

Note: You can use the Move Up and Move Down buttons to relocate keywords within the list after adding them, though this feature is only for working on one file at a time.

Tip: If you have identical (or almost identical) keyword lists for groups of files, you can try the following:

1. Click Refresh File List in the [main window](#).
2. Exclude all files that are not part of the group that you want to work with (use the Exclude Files button in the [Project Window](#)) and click OK.
3. Select all the keywords and click [Remove from All](#). Repeat as necessary in different files to eliminate the keywords from all the files
4. Type in your keyword list (with the words in the desired order) and click Add to All.

Remove from All

This window appears when you click Remove from All in the Keywords section of the [main window](#).

When a keyword appears once in the keyword list of a file, the program knows to remove it when you click this button. There are cases, however, when a keyword will appear more than once in a file's keyword list. The question that you are asked here is aimed to prevent undesired keyword removals. Your choices:

- First occurrence only - Only the first occurrence of the keyword in each file will be removed. If you selected more than one keyword in the list before clicking Remove from All, the the first occurrence of each keyword in each file will be removed.
- All occurrences - Each selected keyword will be eliminated every time it appears in every file.

This command will never affect occurrences of the selected keyword(s) if occurring as part of a [multiple-word keyword](#). For example, using the Remove from All command on the word "Web" will not affect the keywords, "World Wide Web" and "Web pages".

Note: if you answer First occurrence only, this will apply to the current file as well, even if you have selected a different occurrence in the list. For example, if you had selected the third occurrence of the word "Web", this one will not be removed; rather, the first one in the list will be removed.

Tip: Unless you are intentionally repeating keywords (to hopefully "fool" the search engine into giving more significance to your page when that word is searched for), keywords will usually only be repeated when they are used as part of phrases, as in

Web World Wide Web Web page editors Web browsers Web pages World Wide Web

You can avoid the uncertainty of the Remove from All command in these cases by first combining all [multiple-word keywords](#) using the program's Combine button (for existing keywords) and Treat as single keyword checkbox (while entering new keywords). This will cause the above keyword list to appear as:

Web
World Wide Web
Web page editors
Web browsers
Web pages

Now, using Remove from All for the word "Web" will only affect the stand-alone occurrence of the word even if you answer All occurrences to the question in this dialog box.

Error Writing Files

This message appeared because errors resulted while trying to save one or more files in the project.

This is usually caused by one of the following conditions:

- The file is open in another program - Some programs prevent other programs from writing to a file that they are currently using. Make sure that you don't have the listed file(s) open in another program while trying to save them using HTML Meta Manager.
- The file is marked read-only - Make sure that the system allows changes to the listed file(s).
- You do not have write-access to the drive where the files are located - This might be the case when using network drives or floppy disks with the write-protect tab set.
- You are out of disk space - Make sure you have a reasonable amount of free disk space on the drive where the files are located.
- A disk error occurred - It is possible that your disk drive is experiencing errors while trying to write files. Click Yes to retry. Run a disk diagnostic program (such as ScanDisk) to make sure that your disk drive is operating properly.

After correcting the problem, you can click the Yes button to retry writing the files.

Important note: When a file is listed here, it should be assumed that the file has been damaged or erased while attempting to modify it. Thus, you should compare the file with its backup and restore it from the backup if necessary.

Warning: Files Modified by Another Program

This message appeared because files changed in HTML Meta Manager were also changed by another program since the last time HTML Meta Manager refreshed its file list.

This message appears as a safety precaution: it is not uncommon for a Web author to be working with his pages in more than one program at a time. If HTML Meta Manager senses that a file has been recently changed by another program, it will not attempt to write to that file without your express permission (i.e., by clicking Yes in this window).

If you wish to write the changes made in HTML Meta Manager anyway, click Yes. Otherwise, click No and the listed file(s) will not be written.

Warning: Files Not Included

This message appears after refreshing a file list, and indicates files that the program could not successfully read. These files will not be included in the Files in Project list in the [main window](#).

There are two general reasons that cause a file to be excluded:

1. A disk error occurred preventing the program from opening the file. Make sure that the file is present, and that it is not currently open in another program that has "locked" the file. If these are not the case then try running a disk diagnostic program (such as ScanDisk) to check if there are any problems with the drive.
2. HTML Meta Manager could not identify the file as an HTML file. When the program scans a file it looks for indications that the file is actually an HTML file, as opposed to any other type of file (e.g., a regular text file, an executable file, etc.). These indications include HTML tags such as <HTML>, <HEAD>, <TITLE>, and <!DOCTYPE>. If none of these tags are found in the first portion of the file, then the program will not be able to process the file.

