Meta tag design and web site promotion - Developer News

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Ever wonder what search engines are really looking for? Well, after debating with a friend what SE's are really looking at, I went on a hunt to find some answers.

What I found was a site called Spider-food.net that does a great job (IMHO) explaining what is and isn't effective in getting placement in SE's. What was even more interesting is how spiders read your site and the affect tables have so, read on to learn more.

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