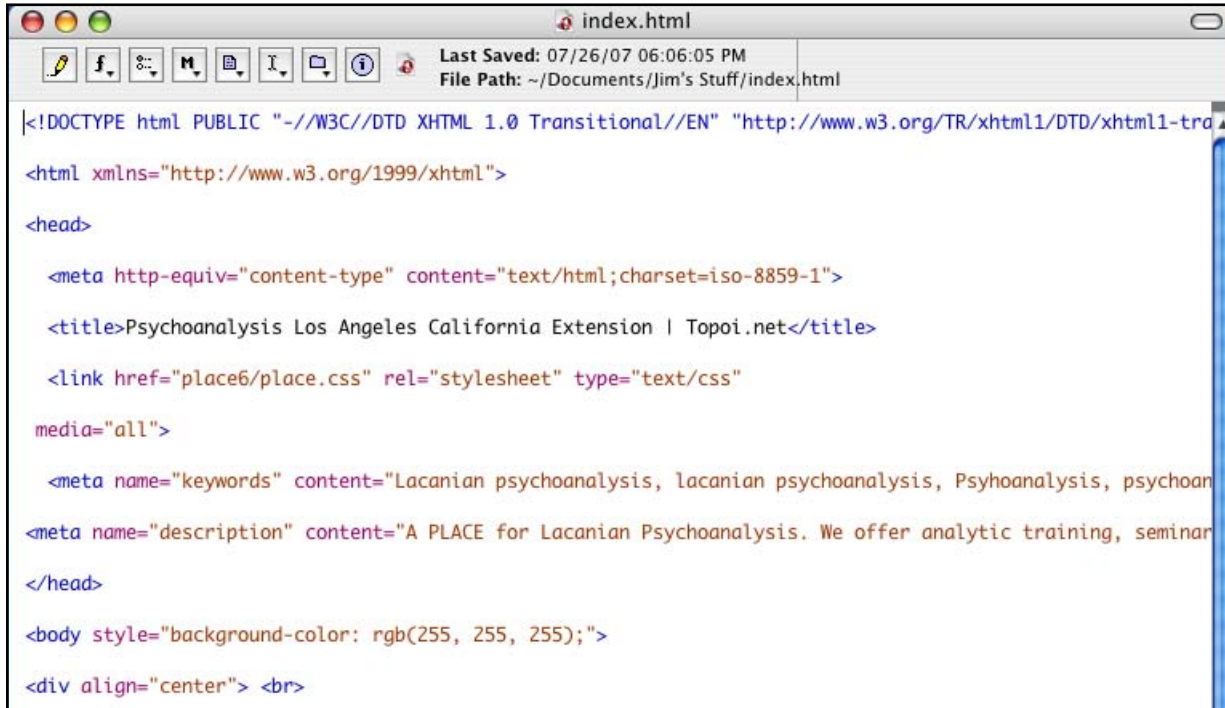


Meta-Tags in BBEdit, Step-by-Step

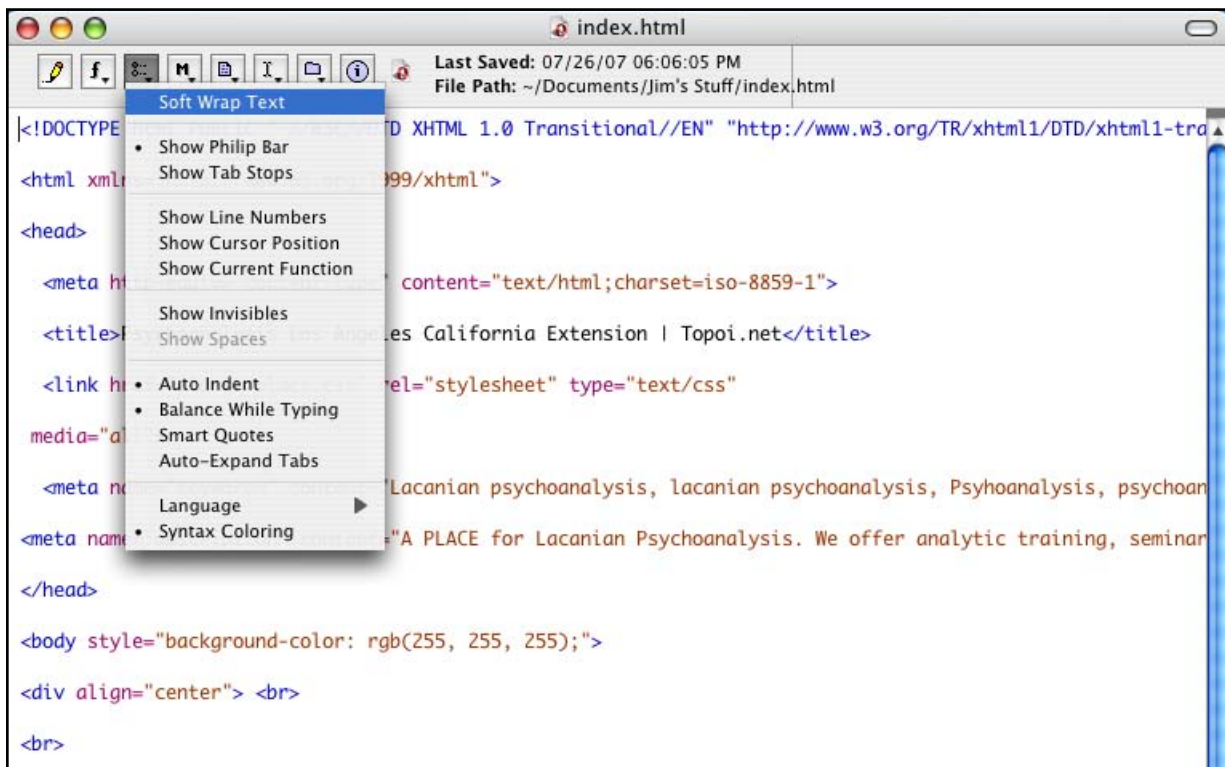
(1) When you first open your html documents in BBEdit, it will look like this:



The screenshot shows the BBEdit window titled "index.html". The menu bar includes icons for editing, font, settings, and other functions. The status bar indicates "Last Saved: 07/26/07 06:06:05 PM" and "File Path: ~/Documents/Jim's Stuff/index.html". The main text area displays the following HTML code:

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN" "http://www.w3.org/TR/xhtml1/DTD/xhtml1-tra
<html xmlns="http://www.w3.org/1999/xhtml">
<head>
  <meta http-equiv="content-type" content="text/html; charset=iso-8859-1">
  <title>Psychoanalysis Los Angeles California Extension | Topoi.net</title>
  <link href="place6/place.css" rel="stylesheet" type="text/css"
media="all">
  <meta name="keywords" content="Lacanian psychoanalysis, lacanian psychoanalysis, Psychoanalysis, psychoan
<meta name="description" content="A PLACE for Lacanian Psychoanalysis. We offer analytic training, seminar
</head>
<body style="background-color: rgb(255, 255, 255);">
<div align="center"> <br>
```

(2) Then, when you select "Soft Wrap Text" from the third icon over from the left as shown,

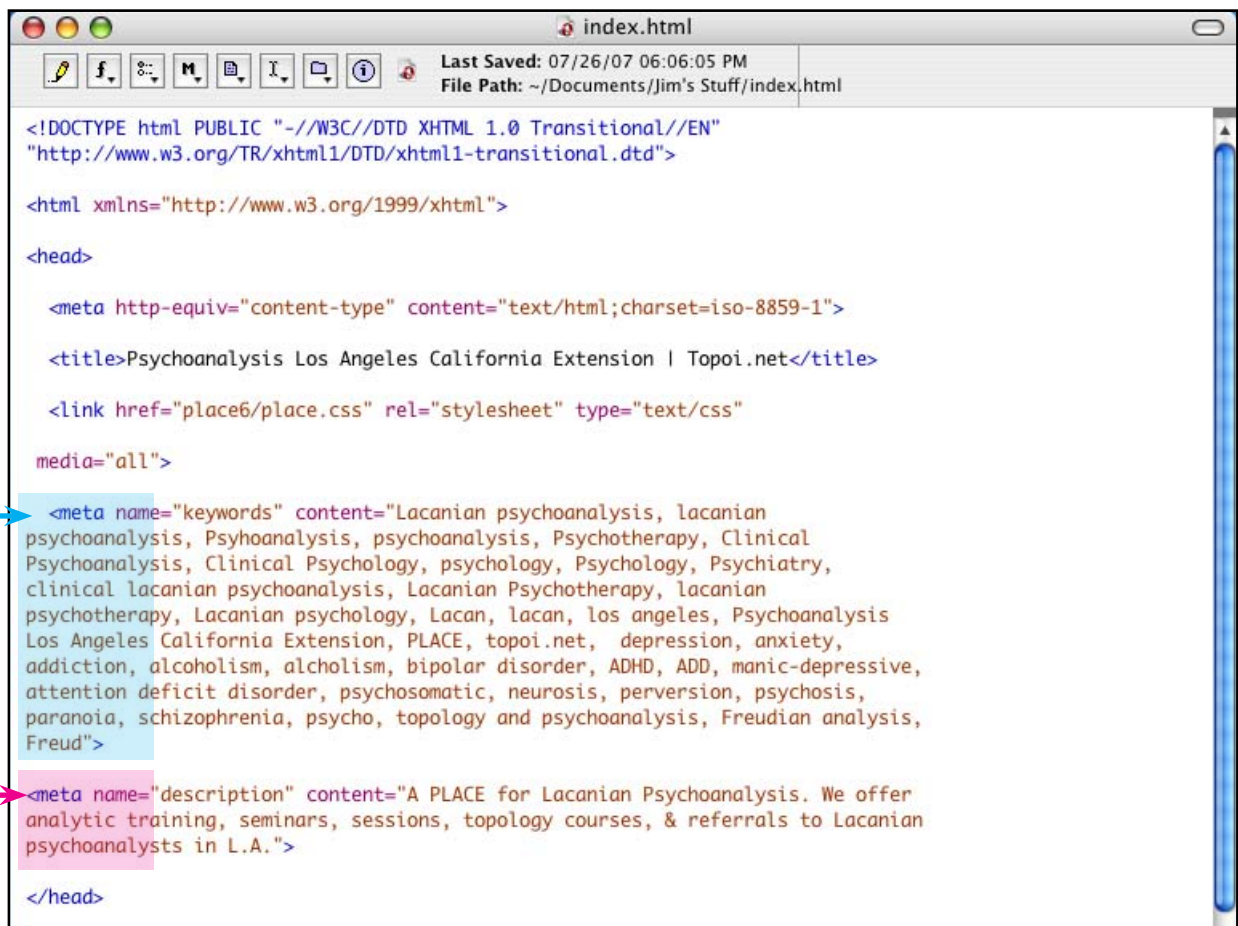


The screenshot shows the BBEdit window with the "Soft Wrap Text" menu open. The menu options are:

- Soft Wrap Text
- Show Philip Bar
- Show Tab Stops
- Show Line Numbers
- Show Cursor Position
- Show Current Function
- Show Invisibles
- Show Spaces
- Auto Indent
- Balance While Typing
- Smart Quotes
- Auto-Expand Tabs
- Language
- Syntax Coloring

The background code is the same as in the first screenshot, but the text is wrapped to fit the width of the window.

(3) ...It will look like this:



```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN"
"http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">

<html xmlns="http://www.w3.org/1999/xhtml">

<head>

  <meta http-equiv="content-type" content="text/html;charset=iso-8859-1">

  <title>Psychoanalysis Los Angeles California Extension | Topoi.net</title>

  <link href="place6/place.css" rel="stylesheet" type="text/css"
media="all">

  <meta name="keywords" content="Lacanian psychoanalysis, lacanian
psychoanalysis, Psychoanalysis, psychoanalysis, Psychotherapy, Clinical
Psychoanalysis, Clinical Psychology, psychology, Psychology, Psychiatry,
clinical lacanian psychoanalysis, Lacanian Psychotherapy, lacanian
psychotherapy, Lacanian psychology, Lacan, lacan, los angeles, Psychoanalysis
Los Angeles California Extension, PLACE, topoi.net, depression, anxiety,
addiction, alcoholism, alcholism, bipolar disorder, ADHD, ADD, manic-depressive,
attention deficit disorder, psychosomatic, neurosis, perversion, psychosis,
paranoia, schizophrenia, psycho, topology and psychoanalysis, Freudian analysis,
Freud">

  <meta name="description" content="A PLACE for Lacanian Psychoanalysis. We offer
analytic training, seminars, sessions, topology courses, & referrals to Lacanian
psychoanalysts in L.A.">

</head>
```

Here's your meta name description. Only 150 characters of this will show up underneath your entry in the search engine as I explained before, and as you can clearly see from other people's websites when this part gets cut off mid-sentence.

Here's your meta name keywords. You are not limited to how many you put in, and search engines will use these to match keywords that users put into the search engines.

(4) Make your changes to these sections, and save. View your webpage locally first by dragging it on to your browser. If everything looks good, use Fetch to upload your updated pages. Then check them live on the site, remembering to refresh your browser so it doesn't use the old cached version, and view source code from the browser to make sure your new meta information is there.