



How to Tag Blog Posts for Technorati

What is a tag and why would you use one? A tag is a small piece of information that lets your readers - and the search engines - know what your article or post is about. This allows it to be indexed by category to make it easier for those interested in that topic to find. If an article is not tagged it can get lost amongst all the other articles that may have nothing to do with that topic. So if you want your post to be classified correctly by Technorati, tag it.

From the reader's point of view, they want to access their area of interest, quickly and easily. If they can do this they will be happy; if they cannot, they will turn elsewhere to look. They can also create a watch list in Technorati so that they can go back at any time and see what updates there have been in that topic.

A tag is basically a keyword, so if you wrote an article on gardening, your tags could be specific words or phrases within your article such as garden bed, flowers, shrubs, trees, seeds, germination, or a host of others that are actually in the article.

Another reason for tagging your posts is that it lets people know that your article is not Spam. That's because those programs that send fake articles to search engines don't tag them.

So how do we tag our blog posts? It's not hard. In fact if you use Wordpress or another program that supports RSS/Atom feeds, Technorati tags your posts automatically because you will have used Categories to post. Technorati reads Categories as tags.

If you are not sure whether your software supports categories, then you simply need to put some code in the body of your article. It can be right at the end; not halfway through.

```
<a href="http://technorati.com/tag/[tagname]" rel="tag">[tagname]</a><a  
href="http://technorati.com/tag/[tagname]+[tagname]" rel="tag">[tagname tagname]</a>
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In the above example the two tag names should be joined by "+". For instance you might want to tag your article "dog health" so you would type it dog+health. Don't use the brackets and make sure the tagwords you use are a good description of your post.

You then need to ping Technorati to have the pages included. Your blog software may do this automatically. If not, go to Technorati and use the manual ping facility. You won't want to do this every time, so configure your software to ping automatically.



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