

# BEST PRACTICES FOR SEO TITLE TAGS



## LENGTH

The length of your title tag should be between **50 and 60 characters**, not words, **or 512 pixels**. This fills up a browser topline while allowing the entire title to be seen in most formats. You can use a longer tag if your keywords are extremely long; however, understand that many people may see a truncated version of your title.

## NUMBER OF WORDS

Numerous studies by Google have shown that having titles that are about **seven or eight words long** perform best in human interactions and in search rankings. Don't get too caught up with this though, make sure you focus on creating a title tag that people will want to click on.

## KEYWORDS

Your **most important keywords** should be **front loaded** into your SEO titles. This helps the major search engines to index them, ensures that they are seen by your human visitors and creates a more effective link for the social media sites that use your title tag as anchor text.

## QUERIES

Google will choose the most important part of your title by its relation to search engine query statistics, and this may change over time. Google yourself or use a tool like *Screaming Frog* to see what is being displayed and modify your titles accordingly.

## UNIQUENESS

Avoid all auto-generated keyword phrase footprints. A very important part of hooking visitors and search engines is standing out while **remaining relevant**. One of the best fallback strategies is to make your title a call to action

## OPTIMIZATION

Do not optimize your SEO title for keywords. Google and the other major search engines are searching for the most relevant phrasings, and their mechanisms for discerning the connotation of content is only going to get better. Good writing is much more important than keyword stuffing. Always remember that you are **optimizing for humans and not the search engines**.

## CLICK THROUGH RATES

You should test your titles periodically for interaction. One of the most important search ranking metrics Google employs is the organic interaction a title receives. The title that gets the most attention from a relevant audience (low bounce rate) is your best choice.

## REPEATING TITLES

**Do not repeat your titles over different web pages** - Google is especially good at punishing sites for that. You always want to provide unique data on every single page within your site, this concept also applies to your meta data.

## ORGANIZATION

Do not forget to **put a page title on every page in your website**. This helps the search engines index your pages in relation to each other as well as within the larger Internet community.

# META DESCRIPTION TAGS



## TEMPLATE

Each website UI will have different methods for accessing your meta descriptions. Consult your website provider for this information. This template will showcase specifically how to create the best meta description.

## CHOOSING YOUR KEYWORD PHRASES

Your meta description should have a **front loaded keyword phrase that is relevant to your brand** and then on page content. You may consult the Google Adwords Keyword Tool for relevant keywords. Choose this keyword and focus your meta descriptions around it. Don't be afraid to use multiple variations or similar keywords within a meta description.

## SETTING THE LENGTH

Currently, the optimal length for a meta description is between **135 and 160** characters. Different browsers will truncate more or less of the meta description depending on its format. This length range ensures maximum keyword inclusion with a minimum of truncation.

## LOCALIZE

One way to create more organic attention, separate your brand from similar brands and attract high quality traffic with higher conversion rates is to **localize the meta description**. This is as simple as including the name of the city in the meta description. You should also consider leaving a call to action with a local phone number.

## SETTING THE ACTION

The major purpose of a meta description is to create an opportunity for a click through from a search engine results page (SERP). The **language** in the meta description **should be active and lively**, almost as direct **call to action**. If you have created a customer journey spreadsheet, this can help immensely in setting the action.

## CHECK FOR DUPLICATES

You lose trust value with the major search engines if your meta description is a duplicate from another page. Check to see if your taglines are being used as you crystallize your content into a final form.

## KEEP QUOTES OUT OF THE DESCRIPTION

Google truncates all meta descriptions that contain quotes, no matter the length. In order to stay completely safe, limit your use of all special characters. Limit yourself to alphanumeric characters if this is at all possible.

## CRYSTALLIZE YOUR THOUGHTS

Write your description and monitor the feedback you get from it.

## MONITOR YOUR FEEDBACK

If Google begins to pick up on a phrase within your content that becomes more popular than your meta description, you may want to consider changing your meta description to include that phrase. Google will naturally try to extract what it considers to be the most relevant text in your content, and it is best not to fight the algorithm if you can help it