Michigan SBDC

How to Optimize Your Title Tags & Meta Descriptions

Title Tags & Meta Descriptions

When you search for something on Google, your results page will show a list of clickable titles in blue and a brief description in grey below the title. The blue title is a "Title Tag" and the grey summary is a "Meta Description." Both items are HTML tags that will show on your website's code like:

<title> Page Name | Relevant Keyword | Company name </title>

<meta name = "description" content = "A brief description of the content of the page, containing relevant keywords and a reply for a potential query raised by your public in a Google search"/>

The importance of Optimizing Titles & MEtas

One of the indicators Google (and other search engines) look at to determine if your website is a good result for a user's search is your click-through rate (CTR). The more people that click on your website, the more Google recognizes you as a reliable source of information for that given query. To encourage people to click on your page in Google searches you need to optimize both your Title Tags and your Meta Descriptions. This is prime real estate to show your offerings and two of the best places for keywords to match the words and phrases people are using in their searches.

Title Tags + Meta Descriptions = Higher Click Rates = Higher Google Ranking

Key considerations for optimizing titles & Metas

- Use keywords that you know people will use to find your products and services but select only a couple per page to focus on.
- Include keywords that have a high search volume and low keyword difficulty.
    - Ask your SBDC consultant for a report on the keywords you have in mind, so you can see the search volume and keyword difficulty, and find the best keywords for your business and industry.
- Keep your Titles between 40 and 60 characters and your Metas between 140 and 155. Google has a pixel limit (or length limit) for Titles and Metas
    - You can use the following pixel width checking tool as some letters take up more pixel width than others (I vs W): https://serpsim.com/
- Write your Titles and Metas with human readers in mind, not search engines. You want to make sure your text is compelling, descriptive, and consistent with the content that will be found on the page.
- Don't "keyword stuff" – only use keywords in a natural way. You want keywords in your Titles and Metas, but it has to be conversational, not robotic.
- Include a unique Title and Meta for every page of your website – no duplicates!

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How to edit title tags & Metas

There are different methods to editing your Tiles and Metas on an HTML website. You can use a plain text editor for accessing your website's HTML, locating the code similar to the one shown above, and then transferring the HTML file to the web server via a web development tool. However, as this is a technical procedure, we recommend you ask your web developer to implement these changes using their SEO tool of choice.

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Michigan SBDC Business Consultants are here to help you access market research and develop your website strategy.

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