



Galactic Fed

# SEO Best Practices: Metadata



You most likely interact with metadata every day.

## **What is metadata and why is it important for your business?**

Simply put, metadata is the information that is shown when you Google something. It is the first digital impression a potential lead has of your brand and your business.

Because metadata is woven into the DNA of your business, investing in quality metadata will make or break your brand's ability to drive clicks to your website and provide solutions to your customers.

Read on to learn more about how you can enhance your brand through optimized metadata.



# Title Tag:

A title tag is an HTML element that specifies the title of a web page and is meant to be an accurate and concise description of a page's content. A page's title tag is displayed as part of the search snippet in a search engine results page (SERP). It appears as the clickable headline for the search result and is important for user experience, SEO, and social sharing.



To write a great title tag, make sure to:

- ★ Put your **primary keyword** closer to the beginning of your title tag to reduce chances of truncation and make it easier for users to understand the context of the page at first glance.
- ★ Keep the title tag length within 60 characters to ensure your title tag doesn't get truncated when it appears in the search results.
- ★ Make it unique to a specific page on your site - don't use the same title tag for multiple pages.
- ★ Ensure that your Title Tag is relevant to the content of the web page it represents.
- ★ Write for your customers. While title tags are very important to SEO, remember that your first job is to attract clicks from well-targeted visitors who are likely to find your content valuable.

# Meta Description:

The best meta descriptions are to-the-point and give just the right amount of information, persuading the person reading them to click through to find out more.

To write a great meta description, make sure to:

- ★ Weave in your **primary keyword** within the natural flow of a sentence. And also, possibly a couple of **secondary keywords**, but only if they fit naturally in your meta description.
- ★ Keep the meta description length within 160 characters to ensure your meta description doesn't get truncated when it appears in the search results.
- ★ Use an active voice - 'we can improve your paid ad campaigns' rather than 'your paid ad campaigns can be improved by us.'
- ★ Include a call-to-action (CTA) - tell people what they should do and why as briefly as possible.
- ★ Provide a relevant summary of corresponding web content - ensure your content delivers what you say it does in your meta description.
- ★ Make it unique to a specific page on your site - don't use the same meta description for multiple pages.
- ★ Keep it personal - use 'you' and 'your' pronouns and focus on how you solve a problem for your customer, for example.