SEO META-DATA

EXAMPLE



Important Information

**SEO Title**: No more than 43-55 Characters

**Meta Description:** No more than 156 Characters

**The below examples are of a category or main tab on a website.**

**Category Name**: [Swimwear]

**Focus Keywords**: Decide on the exact keywords for this category

**Alt Text Keywords (Image):** [Focus keyword phrase]

**SEO Title:** [Focus keyword phrase] + [Company Name]

**Meta Tag Description**: [Focus keyword phrase] + [Tell a story about the page] + [Call to action]

**Landing Page Description**: [Focus keyword phrase] + [Tell a story about the page] + [Add more detail]

Two Examples

***Bathroom Suites***

* *Focus Keyword/Phrase – Bathroom Suites*
	+ *Alt text for Image – Bathroom Suites*
* *SEO Title – Bathroom Suites I Deals On Bathrooms*
* *Meta Description**– Luxury Designer, Compact and Traditional bathroom suites available throughout the UK. Buy now from Deals On Bathrooms*

***Garden Ideas***

* *Focus Keyword/Phrase – Garden Ideas*
	+ *Alt text for Image – Garden Ideas*
* *SEO Title – Garden Ideas I GardensRUS.co.uk*
* *Meta Description**– Garden design ideas for your home and office garden, small or large get this free download now from GardensRUS.co.uk*