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How to Create Outstanding Meta Titles and Descriptions

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Cut to the Chase with Your Content

Today's [SEO](#) technique will help search engines and readers cut to the chase when categorizing your content. Just like getting out of an elevator and expecting to see an indicator of where you are to **validate** you're on the right floor, relevant titles and meta descriptions act as indicators for visitors who expect to see what was promised once reach the destination.



Jill is Shopping for Gucci Purses; Can She Find or Distinguish Your Web Page?

Distinguishing each page as a unique destination is important for search engines and humans. From the perspective of someone who spends all of time analyzing on page SEO factors for multiple websites, finding layers of duplicity in a website is rather common.

As a result, this creates a nullifying effect that counteracts prominence and has the tendency to diffuse relevance and produce [supplemental results](#) in search engines. Many of these errors can be corrected by applying simple variations of the SEO technique below.

Clearly Communicate the Topic

Put yourself in the algorithmic framework of a sub routine executed by a [search engine spider](#).

Don't forget to feed the Search Engine Spiders



If you discovered a page with lackluster links, a similar copied and pasted [meta title](#) paint brushed across multiple pages in a website and those pages replete with code bloat (similar navigation, the same meta data and stale content) what would you do?

Would you score it higher as a unique page that should rank specifically for competitive keywords or flush it into parts unknown? Most content that fails to define itself simply gets ignored.

If the webmaster didn't take the time to (1) create enough content to create context among the keywords, modifiers and synonyms and (2) failed to define what THAT page was about (under the scrutiny of natural language processing), then just consider that page defunct and virtually obsolete, since that is what a search engine spider would do.

Sharpen your Editorial Pencil, Be Specific!

One of the most common mistakes is (1) not having enough content on a page to distinguish it from other pages and (2) lack of a unique meta title and meta description.

Although we are talking about basic SEO principles for refining the on page focus. Honing this focus is not only great for [search engine optimization](#), but also good for setting the stage for conversion.

Both conversion and SEO are simultaneously addressed by applying two fundamental changes by (1) adding more unique content on the subject on the page and (2) revising the title and meta description to act as a beacon of relevance.

A few things to keep in mind:

The title tag is the most prominent signal you can send to help search engines (and humans) predicate intent on what to expect, "IF" they click your search result, specifically "IF" that page is ranking for an optimal keyword or key phrase, so don't blow it.

The meta description **although not always used as the preferred snippet** also acts as your consolidated sales pitch to either entice readers to [click through](#) and investigate your value proposition or ignore your search result and click a competitors website.

To omit using either of these primary signals, in tandem with topically aligned based on the subject matter is a rookie move and should be avoided at all costs.

Here is a simple formula you can use for meta titles and meta descriptions to keep pages on topic and themed around a subject.

Example #1: Optimized Meta Data

Below we'll show you a basic example of an optimized title tag for a Gucci Leather Clutch Purse and in option 2 it also reinforces an alternate message / modifier around color options to extend potential keyword reach.

Optimized Title Formula – Option 1: Website.com offers **main keyword**, keep this to 70 characters max (spaced included). Or alternatively main keyword | website and/or brand name.

This one is simple and sweet and should be used in tandem with a solid meta description to reflect additional modifiers (descriptive keywords) if they are present on the page.

Example Meta Title: Gucci Clutch Designer Handbags | Company

Example Meta Description: Company offers Stylish Designer Gucci Handbags in White, Black, Red and Beige - optional tag line – e.g. Free shipping on orders over \$70.

URL Structure Format: site.com/gucci-designer-clutch-handbags.html

H1 Tag: Gucci Clutches and Handbags

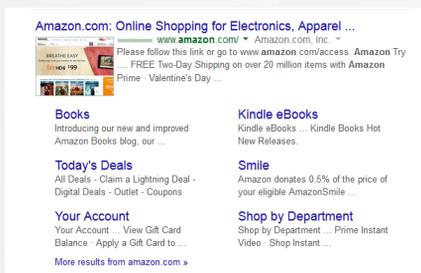
Linking Method: Deep link to the preferred page from other sites with anchors such as *White Gucci Handbag*, *Black Gucci Handbags*, *Red Gucci Handbags*, *Beige Gucci Handbags* as well as internal links from other pages within the site to support topical relevance.

Each product or preferred landing page should have *at least one page or post* from somewhere in the site to support it.

In a competitive vertical market, the requirements can range from five strong themed pages in the site providing internal links to hundreds of co-citations or links. In this example using less competitive modifiers (red, white, etc.) presents more inbound link opportunities or internal link targets (from other pages in the site) for the page.

For more competitive keywords more internal links are required for topical overlap as a stark e-commerce site devoid of content may not have enough significance to secure a competitive ranking on its own "stand alone" on page metrics. Do you know **who** creates their titles using this method?

Try Amazon.com...



There are exceptions to any rule, such as Amazon, but what Amazon's individual pages may lack in backlinks, they make up for in site architecture and internal links. When you put it all together in practice, it makes perfect sense and reinforces on page and off page relevance by creating a self-referral loop for the information and keywords on the page.

Hence, by using tiered internal linking, you allow all of your pages to collectively consolidate ranking factor to the [preferred landing page](#) of your choice.

The content on the preferred landing page *could* be a mixture of the on page [internal link](#) anchor text and the [off page anchor text](#) links blended with either (a) singular use of the keywords (b) synonyms for main keyword **handbags, purses, clutches, etc.** while also (c) including a link back to main category page "clutches" to complete the cycle of theme-relevant linking.

Example #2: Optimized Meta Data

Meta Title Option 2: **main keyword and / or classification** – modifier and / or modifiers, alternate synonym or plural keyword variation.

Option 2 Meta Description: [main keyword], Modifier, Synonym and Plural Keyword Variation | use [GEO Modifier, if Applicable].

For example, a sample title and description might appear like the following.

Title: White Leather Gucci Clutch Purse | Designer Purses & Handbags.

Meta Description: Save on Designer Gucci Handbags and Clutch Purses (White, Black and Red Leather). Add optional (*price, shipping options or GEO Modifiers) i.e. \$79.99, in stock, ships from NYC.

The description tag should always support the title, a slight bit of redundancy/relevance is fine, however, it should also contain your secondary keyword and/or a few alternatives to promote [cross pollination](#) of keywords which occurs naturally when a page gains age, support from other pages (via internal or external links).

A degree of transference is anticipated, so, the meta description allows you to steer that process into a conversion objective by sculpting the aggregate ranking factors and giving them stability as a heading for search engines to adhere. If done properly, the page in the example above could rank for the following variations of phrases:

- Leather Clutch Purse Gucci
- White Gucci Handbags
- Designer Gucci Clutch NYC
- Black Gucci Clutch Handbag

Example #2: Optimized Meta Data - (continued).

Especially if (a) the on page thresholds are aligned H1 tag that matches the primary keyword (b) more than 400 themed words are on the page about the topic (c) the page has sufficient internal links from other areas of the site and (d) enough deep links (a link from another site to an internal page) from other sites.

You can determine what the page ranks for depending on component c and d above, yet without a relevant title to act as the catch all, those signals may not be as prominent for a search engine to determine and return as a relevant result.

There are dozens of possible formulas for reinforcing relevance with titles and meta descriptions, however, these are simply a few examples we thought we would share from our internal SEO handbook.

Depending on your industry and whether or not you are trying to rank for exact match or broad match or long-tail keyword variations determines which approach or tactic you should employ.

Tips to Create Relevance for Exact Match / Single Topic Pages

For exact match laser-like pages with a singular keyword focus, keep the page title lean with the keyword first in the title and as few words after it (3-4 words as modifiers) after it (no more than 65 characters).

- Short, descriptive and sweet goes a long way. If something is not on the page, do not put in in the title.
- Keep stop words to a minimum (the, and, if, etc.) as they can diffuse relevancy.
- Do not repeat the same words in the title (once is enough).
- Use a semantic modifier (synonym, plural or related keyword) as an alternative if you have to.
- Keep the meta description laser-focused and try to incorporate other phrases mentioned on the page.
- Keep meta description to 140 characters max.

Tips to Create Relevance for Long-Tail Keyword Variations

For long-tail rankings, push the title a bit more to include the relevant keywords (without repeating the same keyword) in the meta Title.

- Include multiple specific modifiers in the meta description (color, details, etc.).
- Try to incorporate words buyer's use e.g. reviews, compare, best price, deals, etc. in meta descriptions or titles to entice click throughs, but also make sure you also have those phrases in Header Tags or weaved into the copy.
- Build internal links and backlinks using multiple phrases that link back to your page (mix it up with different combinations of root phrases and modifiers).

In Closing

Once you tidy up your pages and make each title succinct and unique as possible, use phrases that have overlapping topical relevance and add compelling meta data for enhancing click-throughs, you'll gain significant improvement in search engines from the process of refinement.

Jeffrey Smith is the founder of SEO Design Solutions, the company behind the SEO Ultimate WordPress plugin and the SEO Design Framework, a multipurpose [WordPress theme](#).

If you are using WordPress, then download our free plugin [SEO Ultimate](#) and implement the [Title Tag Rewriter module](#) which allows you to mass edit up to 100 pages of meta titles and up to 100 pages of Meta Descriptions all from one screen.

"You need more than just a pretty website! SEO, social signals and the semantic web matter, and if you're not ahead of the curve, you're behind everyone who is."

-Jeffrey Smith



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