

Metadata Optimization Guidelines

Title Tags

Each page should have a *unique* title tag with the following characteristics:

- 70 Character Maximum
 - You can preview your title tag using Moz's tool here:
<https://moz.com/blog/new-title-tag-guidelines-preview-tool>
- Relevant to the content on the page. Can be similar to the page heading, but doesn't have to be.
- Ends with the brand name
 - H1 | Keyword | Brand Name **OR** Keyword Phrase | Brand Name

Meta Description

Each page should have a *unique* meta description with the following characteristics:

- 300 Character Maximum
- Starts with a verb
 - Examples: Find, Search, Shop, Discover, etc.
- Ends with a call to action
 - Example: Visit our website to view all of the options today!
- Contains other keywords or keyword phrases that apply to the content on the page. Also contains the brand name.

Alt Text

Each image should have a *unique* alt tag with the following characteristics:

- Shows Google what is going on in the image
- Uses descriptive, useful, information rich content that uses keywords correctly
- Does not "stuff keywords" into the alt tag, just because
 - Example: ``
- Reads like a user-friendly phrase or sentence
 - Example: ``

Other Resources:

<https://support.google.com/webmasters/answer/114016?hl=en>

<https://moz.com/learn/seo/meta-description>