Meta Data

Page Title <Title> Tags

This is an extremely important part of your page in terms of the on-page factors that impact your rankings. Search Engines will only display the first 65-70 characters in their search results. It is important to make your page title as accurate and descriptive as possible. In the past excessive use of "|" was a popular technique as it allowed webmasters to list multiple keywords or keyword variants. Now it is important to start with your main keyword that is relevant to the page and be as descriptive as possible in the following characters in order to help capture long tail searches. It is also fine and a common technique to use a single "|" at the end of your page title and add your brand name in order to increase brand awareness in the Search Engine Results (SERPs).

Page Title Example:

Keyword + description/further detail | brand

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(69 Characters)

Meta Description

The importance of this on-page element if often overlooked as it doesn't have a direct impact on your search engine rankings. However neglecting this is a mistake as it is your main advertising copy. The technique that we find best is giving a general insight in to your pages content and then making sure you end it with a clear call to action. Having a call to action helps make your result stand out. Search Engines will only display the first 150-160 characters, so your message needs to be concise and to the point.

Meta Description Example:

Search Specialists provide an extensive look at how to optimise your site and the different on-page elements for great rankings in 2014 – find out more here!

(157 characters)

N.B. if you don't provide a Meta description on your pages the Search Engines will create their own from the content on your page.

Meta Keywords Tag

The Meta keywords tag once had some impact on a sites search engine rankings, but this is no longer the case. The only thing that this will do is give your competitors a quicker insight in what you are trying to rank for. It is also worth noting that since 2011 Bing has been using the Meta keyword tag as one of the indicators for search spam.

H1 Header

The H1 header is the most important header on the page and is used to label the main content on your page. There is no specific limit to this element, but it is recommended that you keep it short and concise, similar to your page title.

Other Headers

There is no real advantage to using Headers further than H2 other than making your code neater. When optimizing your site you may want to consider using the H2 element to highlight your sub-headings. On larger e-commerce sites you will often see that they have their main product categories in the navigation set to H2 headers, just giving them a little more weight.