

# **USING APPAREL CATEGORY as the sample**

Edit category details - Apparel O back to category	ISS Save IP Save and Continue Edit
Category info SEO	
Meta Keywords	
Meta Description	
Meta Title	<i>#</i>
Seo Name	apparel

## Meta Keywords

**Meta Keywords** are a specific type of **meta** tag that appear in the HTML code of a Web page and help tell search engines what the topic of the page is. Not as important as Desciption and Title in regards to SEO, but worth inserting phrases that people will type looking for relevant things on your site. Must be relevant to the content and do not overstuff with keywords, Google does not like it.

**Example**; branded apparel, branded clothing, tee shirts, t shirts, polo shirts, workwear, hivis, caps, hats, trousers, pants, shorts, skirts

#### Meta Description

160 character long; Meta Description describes and summarizes the contents of your page to search engines. While the importance of meta data has depreciated as a whole, the meta description still plays a significant role in SEO. Always repeat your Title in the Description.

**112 character / Example**; Branded apparel and work wear, online catalogue with quick quote function includes pricing and branding options.

Meta Keywords: How a Meta Keyword Plays a Small but Important Role 📧		
Meta keywords, or tags, are additional copy included in the HTML of your website . They help		
improve search engine marketing campaigns, especially with Yahoo		
www.wordstream.com/meta-keyword - 25k - Cached - Amilar pages - 🤝		

## Use Word Stream to assist your SEO efforts as well as SEM TAX

Don't forget to use these **keywords** and their relevance to se your website. Use **WordStream's keyword** ranking to optin www.wordstream.com/improve-seo - 22k - <u>Cached</u> - <u>Similar</u> <u>description</u>. <u>More results from www.wordstream.com »</u>

#### Meta Title

You must have the main keyword first and repeat this in the Description = Better ranking results. After front-loading your target keywords in your title tag, you should add action words (verbs), which compel or persuade the searcher to take a desired action, prompting them to click the link and visit that page.

Example; Branded apparel and work wear: generate a quick quote and get instant pricing...

### **SEO Name**

Is your page name; advised that this is not changed.