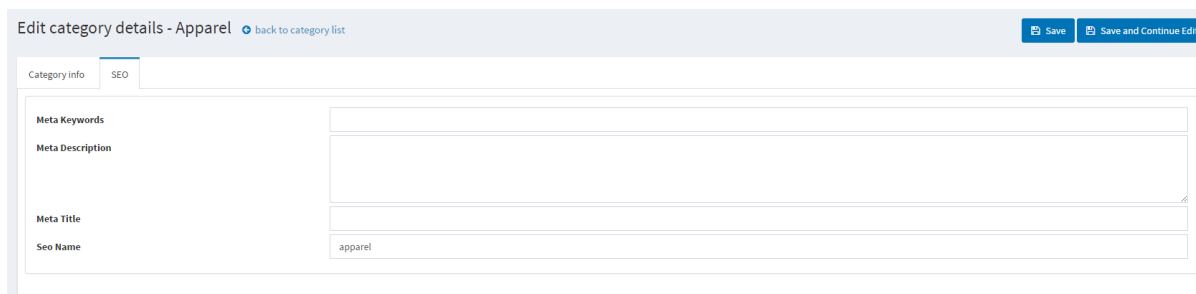


USING APPAREL CATEGORY as the sample



Meta Keywords

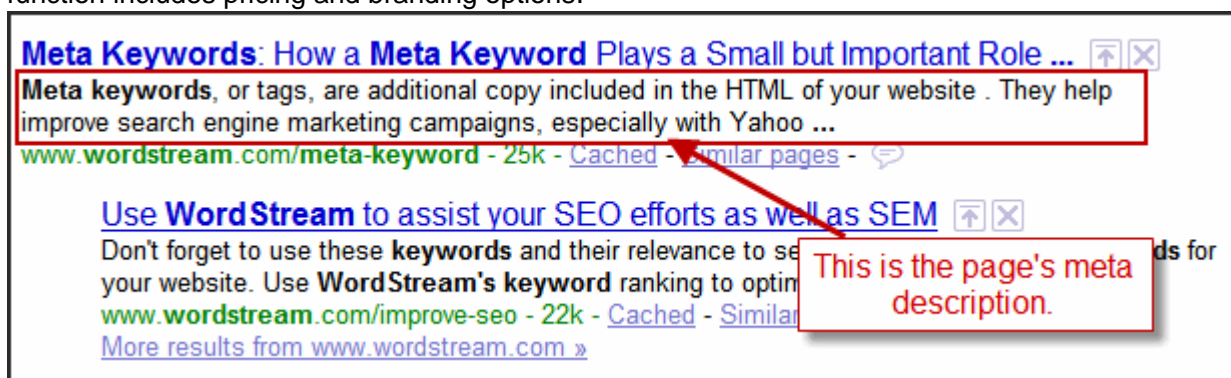
Meta Keywords are a specific type of **meta** tag that appear in the HTML code of a Web page and help tell search engines what the topic of the page is. Not as important as Description and Title in regards to SEO, but worth inserting phrases that people will type looking for relevant things on your site. 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 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.