

Page Title (Title tag)

A title tag is the blue text you see in Google search results:



The Title tag is the first description of the page that search engine users will read.

It is very important to both users and search engines that it contain the keyword they are searching for.

This will help to improve rankings, and significantly improve the click-through-rate on Search Engine Results Pages (SERP).

Page Title (Title tag)

- Aim for 55-65 characters in length (Never more than 70 characters, and never shorter than 15 characters).
- Be unique to and descriptive of that page. **Never use identical or nearly identical title tags** on multiple pages of the same website.
- Use the keyword of that page twice if space permits: once at the start, followed by a separator such as a colon and a space, and then once again in a Call-to-Action (CTA).
- If the character limit prevents using the keyword twice, use it once in a good CTA, with the keyword as close to the beginning of the title tag as possible.
- If relevant, include your store location (such as Seattle WA).
- Typically not be used for branding purposes, unless you have a well-known brand name that would increase SERP click-through-rates. If you must include your brand name, use it at the end of the Title tag, not at the beginning.

Page Title (Title tag)

The good title tag structure is:

Keyword Phrase: Call to Action using Keyword Phrase

Or for longer keyword phrases:

CTA using Longer Keyword Phrase near start of title tag

Meta Description

A meta description is the black text that describes the page in Google search:



Meta description tags are used as the description people will see in SERP.

Having the keyword used properly in the Meta description tag is not a part of the search ranking algorithm, but will increase the likelihood that users will click on the link to the page.

Meta Description

The meta description should follow these guidelines:

- Be unique and relevant to that page, written as ad text, and containing a call to action.
- Don't use identical or nearly identical meta descriptions on multiple pages of the same website.
- Be no more than 160 characters in length, including spaces and punctuation (and no less than 50 characters).
- Contain 1-2 complete sentences, with correct grammar and punctuation.
- Use the keyword once or twice: once per sentence, as close to the start of each sentence as possible.
- If relevant, include your store location (such as Seattle WA).

A good meta description tag structure is:

Keyword Phrase used in a question? **Keyword Phrase** used in a good click-inducing call to action.

Home page - Title tag & meta description

The screenshot shows the Shopify admin interface. The top navigation bar includes the Shopify logo, a search bar, and the user profile 'Evan Burford Art Dire...' for 'The 33 Collection'. The left sidebar lists navigation options: Home, Orders, Products, Customers, Reports, Discounts, Apps, SALES CHANNELS (Online Store, Themes, Blog posts, Pages, Navigation, Domains, Preferences), and Settings. The main content area is titled 'Preferences' and 'Title and meta description'. It contains three sections: 'Title and meta description', 'Google Analytics', and 'Facebook Pixel'. The 'Title and meta description' section has two input fields: 'Homepage title' (18 of 70 characters used) containing 'The 33 Collection', and 'Homepage meta description' (152 of 160 characters used) containing 'A fresh take on modest, contemporary fashion. The 33 Collection creates modern...'. A red callout box points to the title field with the text 'Title tag goes here. Follow these guidelines and this structure.' Another red callout box points to the meta description field with the text 'Meta description goes here. Follow these guidelines.' The 'Google Analytics' section shows the account 'UA-101771691-2' and an option to 'Add custom JavaScript to Google Analytics'. The 'Facebook Pixel' section has a field for the 'Facebook Pixel ID'.

shopify

Search

Evan Burford Art Dire...
The 33 Collection

< Online Store

Preferences

Title and meta description

The title and meta description help define how your store shows up on search engines.

Homepage title 18 of 70 characters used

The 33 Collection

Homepage meta description 152 of 160 characters used

A fresh take on modest, contemporary fashion. The 33 Collection creates modern...
...nothing for the woman not willing to compromise when it comes to style.

Meta description goes here. Follow these guidelines.

Title tag goes here. Follow these guidelines and this structure.

Google Analytics

Google Analytics enables you to track the visitors to your store, and generates reports that will help you with your marketing. [Learn more about Google Analytics.](#)

Google Analytics account
UA-101771691-2 [change](#)

[Add custom JavaScript to Google Analytics](#)

Enhanced Ecommerce

Use Enhanced Ecommerce [Learn more](#)

Facebook Pixel

Facebook Pixel helps you create ad campaigns to find new customers that look most like your buyers. [Learn more about Facebook Pixel.](#)

Facebook Pixel ID ([how do I set this up?](#))

Paste your Facebook Pixel ID here

Settings