1.

To pass this practice quiz, you must receive 100%, or 1 out of 1 point, by completing the activity below. You can learn more about the graded and practice items in the course overview⬈.

Activity Overview

In this activity, you will create titles and meta descriptions for two webpages in an online store.

Titles and meta descriptions make it easier for search engines and consumers to find different pages on a website. Well-crafted titles and meta descriptions explain what a page is about and encourage consumers to click your links in search engine results pages.

Be sure to complete this activity before moving on. The next course item will provide you with a completed exemplar to compare to your own work. You will not be able to access the exemplar until you have completed this activity.

Scenario

Review the scenario below. Then complete the step-by-step instructions.

Founders' Dairy is a specialty foods retailer located in Burlington, Vermont, USA. They began as a small farm in 1873, selling milk and cheeses to their local community. Since then, they have grown to include several brick-and-mortar shops, as well as an online store that ships nationwide. Founders' Dairy sells a range of cheeses, jams, meats, syrups, and baked goods. They are especially well-known for their smoked cheddar cheeses and small-batch maple syrup.

You're part of the digital marketing team that's helping Founders' improve their search engine optimization (SEO). As part of these efforts, you're updating the page titles and meta descriptions to better reflect the content of each webpage. You'll begin by making recommendations for two pages: the product page for buying cheeses online and a page of recipes that use Founders' products.

Step-By-Step Instructions

Step 1: Access the template

To use the template for this course item, click the link below and select "Use Template."

Link to template: Webpage titles and meta descriptions⬈

OR

If you don't have a Google account, you can download the template directly from the attachment below.

📎Activity Template_ Webpage titles and meta descriptions
DOCX File

Step 2: Review the title and meta description for Page 1

Review the current title and meta description for Page 1 (Cheeses). Then examine the URL and page summary. Consider how you can use this information to improve the existing title and description.

Note: Founders' Dairy is a fictional company and the URL in the template will not work.

Step 3: Write a new title for Page 1

Write a new title that more accurately reflects the content of the page. Enter your title under Recommendations for Page 1.

Your title should be brief and make sense when read. It can include elements like the name of the website or business or its main offerings.

Step 4: Write a new meta description for Page 1

Write a 1–2 sentence meta description to accompany your new page title. Enter your new meta description under Recommendations for Page 1.

This description should accurately summarize the page content. It should read naturally and interest users who might encounter the page through a search.

Step 5: Write a new title and meta description for Page 2

Repeat Steps 2-3 for Page 2 (Recipes). Remember that each page should have a unique title and description that reflects its content.

Pro Tip: Save your work

Finally, be sure to save the work you did to complete this activity. This can help you work through your thought processes and demonstrate your experience to potential employers.

What to Include in Your Response

Be sure to address the following elements in your completed titles and meta descriptions:

The new titles accurately reflect the website URL and page content.

The new meta descriptions accurately summarize content of each page.