

Activity Exemplar: Improve webpage titles and meta descriptions

Here is a completed exemplar along with an explanation of how the exemplar fulfills the expectations for the activity.

Completed Exemplar

To review the exemplar for this course item, click the link below and select “Use Template.”



Link to exemplar: [Webpage titles and meta descriptions](#) ↗

OR

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



Activity Exemplar_ Webpage titles and meta descriptions
DOCX File



Assessment of Exemplar

Compare the exemplar to your completed titles and meta descriptions. Review your work using each of the criteria in the exemplar. What did you do well? Where can you improve? Use your answers to these questions to guide you as you continue to progress through the course.

Note: The exemplar represents two possible webpage titles and two possible meta descriptions. Yours will likely differ in certain ways. What’s important is that your titles and meta descriptions accurately reflect the URL and page content.

Let’s review the title and meta description for each page:

Page 1 - Cheeses

- **Title:** *Cheeses / Founders’ Dairy - Premium Specialty Foods*
 - The title accurately reflects the URL and the content of the page (cheeses). It also mentions the full name of the business and describes its main product focus (“premium specialty foods”).
- **Meta description:** *Shop hand-crafted cheeses made the traditional way. Buy our mozzarella, Swiss, and best-selling smoked cheddars.*
 - The meta description flows naturally and reflects the content of the page: Founders hand-crafted cheeses, including its smoked cheddar.

Page 2 - Recipes

- **Title:** *Family Recipes / Founders’ Dairy - Premium Specialty Foods*
 - The title accurately reflects the URL and the content of the page (recipes). It also mentions the full name of the business and describes its main product focus (“premium specialty foods”).
- **Meta description:** *Time-honored recipes from our family to yours. Try homemade macaroni and cheese made with our hand-crafted cheddar.*
 - The meta description flows naturally and reflects the content of the page: recipes from the Founders family that use Founders’ products.

Mark as completed

