Hello everyone, my topic is how to write title and description.

Most people are worried about making sure their website looks great, they forget that it is hardly the first thing visitors see. A large portion of your visitors come from search engines like Google, where they are presented with many websites to choose from.

So in order for our websites to gain visitors, we must have good title and description. These two elements that must be placed as tags in the <head> section of a HTML document.

There are two main reasons why our titles and description play a role in making sure our websites gain traffic.

* 1. Your website’s meta title and description will usually be the first thing your website visitors see.
* 2. People in the search results page read the meta titles and meta descriptions of websites to decide which link to click. By writing an engaging, accurate, and relevant meta title/description, you can convince more people to click on the link to your website when it appears in their search results.

Also, the title will also appear in the tab in your web browser

So how can we write a good title tag, both for humans and search engines

-----DESCRIPTION----

Ok , let’s go to description: how can we write good description

The meta description is the short paragraph of text placed in the HTML of a webpage that describes its content. The meta description will then appear under your page’s URL in the search results. This is also known as a snippet.

To conclude, the purpose of the title and description is to summarise and inform users of your webpage content, to entice them to click through to your site. When you show a compelling and informative meta title and description, users are more likely to visit your site. And the more click-through-rate your site gets, the more Google will consider you to be a quality result, and therefore move you up the search results.

we advise not only writing shorter page titles and descriptions but also frequently checking how your pages look in Google’s search results to see how your metadata is appearing.

That is all for my presentation, thank you.