Hello everyone, my name is Annie Hawley and my topic is how to write title and description. English is not my first language so please bear with me.

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 website’s 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 sand descriptions.

These two elements must be placed as tags in the <head> section of a HTML document.

As you can see, there are many websites to choose from for that keyword.

So 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.

So how can we write good title tags and description?

Let’s start first with title tags:

Title tags are displayed in the tab title of the browser you’re currently using and it’s also the name used when you bookmark a page.

1. There’s really no recommended length for title tags, but most desktop and mobile browsers can display the first 50-60 characters.

If your title tag is long, search engines will truncate it and will add ellipses

* Mozilla title checker

Examples of good title tags:

buy luxury watches

nike trainers

-----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.

1. Often search engines will highlight in**bold**where it finds the searchers query in your snippet.
2. Make sure your description reads like a normal sentence.
3. The description MUST match the content on the page, but you should also make it as appealing as possible.
4. (although [Google has recently been testing longer snippets](https://www.searchenginewatch.com/2016/05/19/googles-recent-serp-changes-and-tests-everything-you-need-to-know/)). Any longer and search engines will chop the end off, so make sure any important keywords are nearer the front. Now and then, Google changes the length shown in the meta description. Try to get your main point across in the first 160 characters to ensure it is shown.
5. Google may penalize you for mass duplicating your meta descriptions.
6. For instance: star ratings, customer ratings, product information, calorie counts etc.

* Buy designer bags
* movie review of titanic

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.

It is advisable to frequently check how your pages look in Google’s search results to see how your metadata is appearing.

That is all for my presentation. And these are sources. Hope you will learn something from this presentation. Looking forward to your comments and feedbacks. Thank you.