**- DELIVERABLE TO AARP –**

**Address URL:**

{address\_url}

**CURRENT SNIPPET:**

{current\_title}  
{address\_url}  
{current\_description}

**OPTIMIZED SNIPPET:**

{new\_title}

{address\_url}  
{new\_description}

**EXISTING META KEYWORDS:**{current\_keywords}

**OPTIMIZED META KEYWORDS:**{new\_keywords}

**SCREEN SHOT OF PAGE:**

