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## **Page 1 (Cheeses)**

| **Current title:** Founders’ Cheeses |
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| **Current meta description:** Shop specialty cheeses today. |

**URL:** https://www.foundersdairy(fictional).com > products > cheeses

**Page summary:** This is the main product page where customers can purchase a selection of Founders’ hand-crafted cheeses. It lists a selection of mozzarella, Swiss, goat, and blue cheeses made using traditional methods. It also highlights their best-selling smoked cheddars and includes listings for products (crackers, jams, etc.) that pair well with the cheeses on the page.

## **Recommendations for Page 1 (Cheeses)**

| **New title:** Buy Founders’s Cheeses |
| --- |
| **New meta description:** Purchase a selection of Founders’ hand crafted cheeses like mozzarella, Swiss, goat, blue cheeses, and our best-selling smoked cheddars. |

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## **Page 2 (Recipes)**

| **Current title:** Recipes | Founders’ Dairy |
| --- |
| **Current meta description:** Try our tasty recipes. |

**URL:** https://www.foundersdairy(fictional).com > family recipes

**Page summary:** This page contains links to recipes that use Founders’ cheeses, jams, meats, and syrups. Customers can access a variety of recipes for appetizers, soups, entrees, and desserts. The page includes time-honored recipes from the Founders family, like macaroni and cheese and jam-filled sandwich cookies.

## **Recommendations for Page 2 (Recipes)**

| **New title:** Founders’ Family Recipes |
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| **New meta description:** Create delicious foods with our traditional family recipes using our high quality products. Customers can access a variety of recipes for appetizers, soups, entrees, and desserts. You can also find the recipe for our time-honored recipes from the Founders family, like macaroni and cheese and jam-filled sandwich cookies. |