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## **Page 1 (Cheeses)**

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

**URL:** https://www.foundersdairy.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)**

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| **New title:** Hand-Crafted Specialty Cheeses from Vermont | Founders’ Dairy |
| **New meta description:** Shop Founders' hand-crafted cheeses, made using traditional methods since 1873. Discover our mozzarella, Swiss, and best-selling smoked cheddars. |

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## **Page 2 (Recipes)**

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

**URL:** https://www.foundersdairy.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)**

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| **New title:** Traditional Family Recipes from Vermont | Founders’ Dairy |
| **New meta description:** Time-honored recipes from our family to yours. Try homemade macaroni and cheese with our had-crafted cheddar, plus appetizers, soups, and desserts. |