

# WEBPAGE TITLE & META DESCRIPTION

The scenario focused on crafting recommendations for webpage titles and meta descriptions tailored to the fictional brand Founders' Dairy.



Webpage titles and meta descriptions  
Founders' Dairy

## Page 1 (Cheeses)

<b>Current title:</b> Founders' Cheeses
<b>Current meta description:</b> Shop specialty cheeses today.

**URL:** [https://www.foundersdairy\(fictional\).com](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)

<b>New title:</b> Cheeses   Founders' Dairy - Premium Specialty Foods
<b>New meta description:</b> Shop hand-crafted cheeses made the traditional way. Buy our mozzarella, Swiss, and best-selling smoked cheddars.

## Page 2 (Recipes)

<b>Current title:</b> Recipes   Founders' Dairy
<b>Current meta description:</b> Try our tasty recipes.

**URL:** [https://www.foundersdairy\(fictional\).com](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)

<b>New title:</b> Family Recipes   Founders' Dairy - Premium Specialty Foods
<b>New meta description:</b> Time-honored recipes from our family to yours. Try homemade macaroni and cheese made with our hand-crafted cheddar.