Day 9: On-Page SEO (Part 2): Metadata and Heading Tags (Unit II)

Lesson Goal: Detail the proper use of meta descriptions and heading tags, understanding their current impact on rankings and user clicks.

1. Meta Data (Meta Description)

- **Definition: A well-written description summarizing the content of a particular webpage.**

- **Ranking Impact: Meta data completely lost its importance in influencing Search Engine rankings from September 2009 after Google's declaration. It was majorly devalued because of a wide practice of spam techniques.**

- **Current Value (CTR): Meta description works more as an ad copy for the organic search results which influences the readers to click on a particular link. It helps in getting a high click-through rate.**

- **Length: Has to be created within a limit of 155-160 characters.**

2. Heading Tags (H1,H2,H3)

- **Definition: These are the tags which define the content of your page section wise, just like traditional headings and subheadings.**

- **H1 Tag Rule: There should be only one H1 tag every page, which should include the most relevant key phrase or key word.**

- **Other Tags: Apart from the primary keyword in the H1, you can include other important keyphrases in H2 and H3 tags to define the other sections of the content. The H1 tag should be optimized well as search engines still give this some value.**