Scenario

Review the scenario below. Then complete the step-by-step instructions.

Founders' Dairy is a specialty foods retailer located in Burlington, Vermont, USA. They began as a small farm in 1873, selling milk and cheeses to their local community. Since then, they have grown to include several brick-and-mortar shops, as well as an online store that ships nationwide. Founders' Dairy sells a range of cheeses, jams, meats, syrups, and baked goods. They are especially well-known for their smoked cheddar cheeses and small-batch maple syrup.

You're part of the digital marketing team that's helping Founders' improve their search engine optimization (SEO). As part of these efforts, you're updating the page titles and meta descriptions to better reflect the content of each webpage. You'll begin by making recommendations for two pages: the product page for buying cheeses online and a page of recipes that use Founders' products.

Solution:

Webpage titles and meta descriptions Founders' Dairy



Page 1 (Cheeses)

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)

New title: Best Selling Handcrafted cheeses| Founder's Dairy.com
New meta description: Welcome to the top rated, handcrafted, and high quality assured cheese palace. Best selling Smoked Cheddars. One destination for variety of cheese such as Cheddar Mozzarella, Swiss goat, Blue cheese and other products are Crackers, Jams etc,

---

Page 2 (Recipes)

Current title:
Current meta description:

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)

New title: 5 Easy Cheese Recipes| Best recipes using cheese|FounderDairyCheese
New meta description: Make delicious food within 10 min| Cheese makes cooking easy| Family tested, true and approved delicious recipe| Give birth to your cooking skill using founder's dairy cheese| Make food and tag us for the amazing reward