PAGE TITLE & META DESCRIPTION PLANNER

Page Titles: Should ideally contain 1-2 primary keywords, your business name, and be **no more than 60 characters**. *(As a note, anecdotally, in my work with clients, I have found that this is not a hard and fast rule. I have many, many clients who do well and even rank better with longer page titles, so if it goes slightly over, don't sweat it.)*

Meta Descriptions: Contrary to popular belief your meta description does NOT have to contain a keyword. In fact, it can often be seen as keyword stuffing to overdo it here. If the keyword fits naturally, then excellent, but what's more important here is getting the searcher to click on your result. We want to write something juicy and interesting that makes people want to click.

You'll want to **stay within 155 characters** for this one– and, in this case, I do find that this is more of a rule. If you go too long, your description will trail off, hurting your ability to attract clicks which, at this stage, is what we're aiming for– assuming purely cold traffic from Google. I often repurpose language I'm already using on a page or elements of brand messaging for the meta descriptions. For example, on the homepage, using 1-2 lines of your positioning could be a great way to attract people into your unique way of doing things.

Examples:

Ellen Edits
Page Title: Professional Editor and Content Repurposing | Ellen Edits
Meta Description: Ellen Edits provides copyediting and proofreading for authors, entrepreneurs, & creatives ready to publish high-quality books and business content.

Below, you'll see sections included for Home, About, Services, Portfolio, Blog, and Contact, but do feel free to copy and paste in additional sections as needed. You may find that you need multiple services pages if you have more than 1 offer or details that go beyond a brief services page.

HOME

Page Title:	Keyword | Business Name
Meta Description:	[Main header or positioning statement here.]

ABOUT

Page Title:	Keyword | Business Name
Meta Description:	[Main header or positioning statement here.]

SERVICES

Page Title:	Keyword | Business Name
Meta Description:	[Main header or positioning statement here.]

PORTFOLIO

Page Title:	Keyword | Business Name
Meta Description:	[Main header or positioning statement here.]

BLOG

Page Title:	Keyword | Business Name
Meta Description:	[Main header or positioning statement here.]

CONTACT

Page Title:	Keyword | Business Name
Meta Description:	[Main header or positioning statement here.]