

TITLE TAG AND META DESCRIPTION FORMULAS

Fill in the brackets. Google may rewrite titles that don't match the page, and it builds snippets mainly from page content, using your meta description when it gives a more accurate summary. The closer these are to your real content, the more likely they are to show as written.

■ GROUND RULES

- Every page gets its own title and meta description
- Lead with the words people search for; put your brand name last
- Working guide: around 50 to 60 characters for titles and 120 to 160 for descriptions. Google has no fixed limit; it cuts by screen width
- Promise only what the page delivers

■ FORMULAS BY PAGE TYPE

Page type	Title formula	Meta description formula
Service page	[Service] in [Location] [Brand]	[Service] for [audience] in [location]. [Proof point, e.g. years trading or accreditation]. [Call to action].
Location page	[Service] [Town or area] [Brand]	Need [service] in [area]? [Brand] [what you do] across [areas covered]. [Call to action].
Product page	[Product name] [key attribute] [Brand]	[Product name] with [main benefit]. [Key spec]. [Delivery or returns detail]. [Call to action].
Category page	[Category] [Range detail] [Brand]	Shop [category] from [Brand]. [Range detail, e.g. sizes or styles]. [Delivery detail].
How-to guide	How to [achieve outcome]: [angle]	[Outcome] without [common problem]. This guide covers [point 1], [point 2] and [point 3].
Comparison	[Option A] vs [Option B]: [what the reader decides]	Comparing [A] and [B] on [criteria]. See which suits [audience or situation].
Homepage	[Brand]: [What you do] for [Who] in [Where]	[Brand] helps [audience] [achieve outcome]. [Proof point]. [Call to action].
Contact page	Contact [Brand] [Location]	Get in touch with [Brand] in [location]. Call [number] or send us a message.

■ WORKED EXAMPLE

TITLE

Boiler Servicing in Leeds | Northgate Heating

META DESCRIPTION

Annual boiler servicing for homes across Leeds. Gas Safe registered engineers, fixed prices and written reports. Book online today.

Example business is fictional. Every claim in yours must be true.

■ AVOID

- The same title on several pages
- Keyword lists, e.g. "Plumber, Plumbers, Plumbing London"
- ALL CAPS, rows of symbols or emoji clutter
- False urgency or offers that have ended