**https://blog.tbhcreative.com/2018/07/metadata-pro-tips-for-2018.html**

**Meta descriptions**

A meta description is an HTML element that describes and summarizes the contents of your page for the benefit of users and search engines. It’s much longer than the page title tag so you have space to write more conversational sentences.

* Keep meta descriptions between 130 and 290 characters
* Write concisely
* Include keywords
* Most important text at beginning

**PAge titles**

A page title tag is an HTML element that specifies the title of a web page. After you search for a term or phrase on a search engine, it will return a search engine results page (SERP) with options that it deduces best match your query.  
  
Each webpage—with content that matched your search—is displayed in a list format with title tags used for the clickable headlines. These page titles provide more information about the page’s content, which is why they are so important for usability, SEO, and social sharing.

Write title tags accurately to make them as useful as possible to both search engines and humans by providing a concise description of the webpage’s content.

**Page title best practices**

* Write title tags to have a length between 50 and 60 characters
* Write a unique title tag for every page of your website
* Include keywords, and put the most important keywords first
* Keep the same title tag structure across your site
* Use terms your customers will understand

**Updating your metadata**

If you have a large site, implementing these metadata tips may seem daunting. However, this work will help SEO and provide value for your users, making it worth your while.

1. Focus on pages with high search value and high traffic.
2. Start with those pages that have no page title tags or meta descriptions.
3. Track your pages and progress in a spreadsheet to make monitoring and updating easier down the road.
4. Go through and add generic page title tags and meta descriptions for all lower level pages.
5. Keep up the habit; if you create or add new pages to your website, give each one a unique title tag and meta description before publishing.