

SEO - Title Tags and Meta Descriptions

```
<html>
<head>
<title>Brandon's Baseball Cards - Buy Cards, Baseball News, Card Prices</title>
<meta name="description" content="Brandon's Baseball Cards provides a
large selection of vintage and modern baseball cards for sale. We also offer
daily baseball news and events in">
</head>
<body>
```

(1) The title of the homepage for our baseball card site, which lists the business name and three main focus areas.



baseball cards

Google Search

I'm Feeling Lucky

Brandon's Baseball Cards - Buy Cards, Baseball News, Card Prices

Brandon's **Baseball Cards** provides a large selection of vintage and modern **baseball cards** for sale. We also offer daily **baseball news** and events in ...

www.brandonsbaseballcards.com/ - Cached - Similar

(2) A user performs the query [baseball cards]. Our homepage shows up as a result, with the title listed on the first line (notice that the query terms the user searched for appear in bold).

Title Tags:

- Between 40 and 60 characters (between 45 and 55 preferred).
- Avoid unnecessary punctuation.
- Capitalize the first characters.
- Avoid small words (“the”, “a”, etc...)
- The first words are most important.
- Local Businesses - Include your city and state at the end!

Meta Descriptions:

- Between 135 and 155 characters.
- Use proper grammar – pretend your English teacher is going to grade it.
- Should be 2 or 3 sentences.
- Make the last sentence a call to action:
 - “Call us for free quote.”, “Call 800-123-4567.”, “Learn more.”, etc...
 - Avoid “click here”.

For more information, contact Chris Fawcett
804-839-4821
Chris@ThirdMarbleMarketing.com