

Return to your Google search result pages for a moment. Which articles do you WANT to click on from that result list? Which ones make the most sense for your target reader?

The big blue link text that appears there is the **Page Title**. The fainter blurb of text beneath the link is the **Meta Description**. Those are important fields for SEO, because they are what inspire our users to click through from Google to the site!

BEST PRACTICES FOR A PAGE TITLE:

- Make it easy to read and understand for a person searching
- Include your main “what people will google to find this” terms – if possible, get this to the left of the title, rather than the right, to avoid truncation
- Aim for about 65 characters in length. *(I like to use the =len() function in excel to do this)* This ranges from 55-75 characters, so don't worry about exactness
- Challenge yourself to make your link title “clickier” than the ones on that google page!

BEST PRACTICES FOR A META DESCRIPTION

- Make it easy to read and understand for a person searching
- Include detailed information about your target audience, the content, or additional relevant terms.
- Set an expectation about what the person will get on the landing page (article? Quiz? Video? Diagrams?)
- Aim for about 155 characters in length. This ranges from 100-300 characters!

Congratulations! You've inspired that click through from Google onto your page. Now what?

[Alicia King Anderson – Where SEO Meets Storytelling](https://aliciakinganderson.com/)

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Storytellers know how to find the right audience, how to pair the narrative and the listener, and how to engage people.

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