

Organic Search Meta Data Example

Why Jennifer Garner Probably Won't Date Until After Divorce	Title Tag
www.people.com/jennifer-garner-not-dating-until-divorce-final-5	URL Slug
1 hour ago - On her own after her painful split from Ben Affleck last year, Jennifer Garner is carving out a happy new life. Subscribe now for a look into her complicated new...	Meta Description

SEO Title Tag

Between 55-60 characters (including spaces)

Lead with strongest search term/name/event

Prioritize terms in order of search volume and trends in descending order

Capture the gist of the article without repeating the headline

Meta Description

Under 155 characters

Capture the gist of the article without repeating the headline

Can include terms that were deprioritized from the title tag due to lower search volume

Use descriptive language to entice users to click through to the article

URL Slug

Get the URL right the first time - unnecessary redirects are bad for SEO

Keep the URL slug short - between 5-10 words

Use high volume terms within URL

Don't use filler words (and, but, or, etc)

Separate words with dashes, not underscores

Google News - Headline Example

The screenshot shows a Google News search result. At the top, it says 'In the news' with a small profile picture of Jennifer Garner. Below that is the article title: 'Why Jennifer Garner Probably Won't Date Until After Divorce Is Final - and Why They Haven't Filed'. The source is 'People Magazine - 1 hour ago' and the snippet reads: 'On her own after her painful split from Ben Affleck last year, Jennifer Garner is carving out a ...'. Below the title is a social sharing bar with buttons for Facebook, Twitter, and Print. The author is 'BY JODI GUGLIELMI @JodiGug3' and the date is '02/17/2016 AT 12:15 PM EST'. The main image shows Jennifer Garner with a caption: 'On her own after her painful split from Ben Affleck last year, Jennifer Garner is carving out a happy new life. Subscribe now for a look into her complicated new world, only in PEOPLE!'.

Article Headline (H1)

Google News pulls in article headlines instead of SEO Title Tags

Should be descriptive of the content and entice users to click via Google News

Should be coded as an H1 tag within the CMS

On-page Links

Links to other articles should have descriptive link text

Link text should be 8 words or shorter

Link text should flow with the structure and tone of the rest of the article

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