

## Facebook Post



Do you know that substandard website titles lessen site traffic and conversion rates? The title's most important search engine optimization (SEO) keyword should be in its beginning, and a modifier is placed toward the end, e.g., "buy," "review," "offers," and the year.

We have provided this blog article to serve as a guide on how to improve your SEO: "[Mastering SEO Search Optimization: Proven Strategies to Boost Your Rankings.](#)"

#SearchEngineOptimization #DigitalMarketing #SEOexpert

## LinkedIn Post



Could your website's lack of a meta description be reducing its click-through rate? Many marketing professionals, upper-level managers, and business owners are unfamiliar with how meta descriptions play an integral role in search engine optimization (SEO). Just what is a meta description, you ask?

A meta description is an HTML element that sums up your website to improve clarity for users and search engines. The meta description tag is displayed as a snippet under your page's URL and title on Google's search results.

According to [Hubspot](#), an outstanding meta description contains the following attributes:

- 1) It is maintained at a length of under 160 characters.
- 2) It is implemented with your entire keyword or keyword phrase.
- 3) It is devised with one or two full, captivating sentences.
- 4) It is composed without non-alphanumeric characters, such as \*, &, and @.<sup>1</sup>

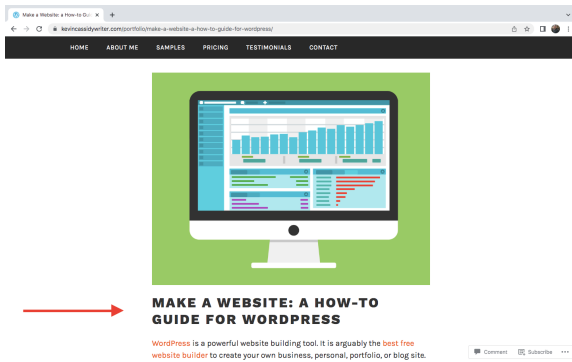
Check out this blog article for more information on attaining SEO best practices: "[Achieving SEO Best Practices: A Comprehensive Guide to SEO Search Optimization](#)." You can also subscribe to our digital marketing and media relations community to receive weekly industry updates by submitting your email address through the top of the page's form.

#SEOstrategy #SEOexpert #SEOMarketing

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<sup>1</sup> Carmicheal, K. (2022, April 28). *How To Write Meta Descriptions*. HubSpot. Retrieved March 20, 2024, from <https://blog.hubspot.com/marketing/how-to-write-a-meta-description>

# Instagram Post



Create website headlines that are succinct (six to eight words). You will be delighted when your site's bounce rate decreases! Contact us if you have questions or need assistance in succeeding in your digital marketing and media relations goals!

#SEOTips #SEOstrategy #SEOMarketing #SEOexpert #SEOagency