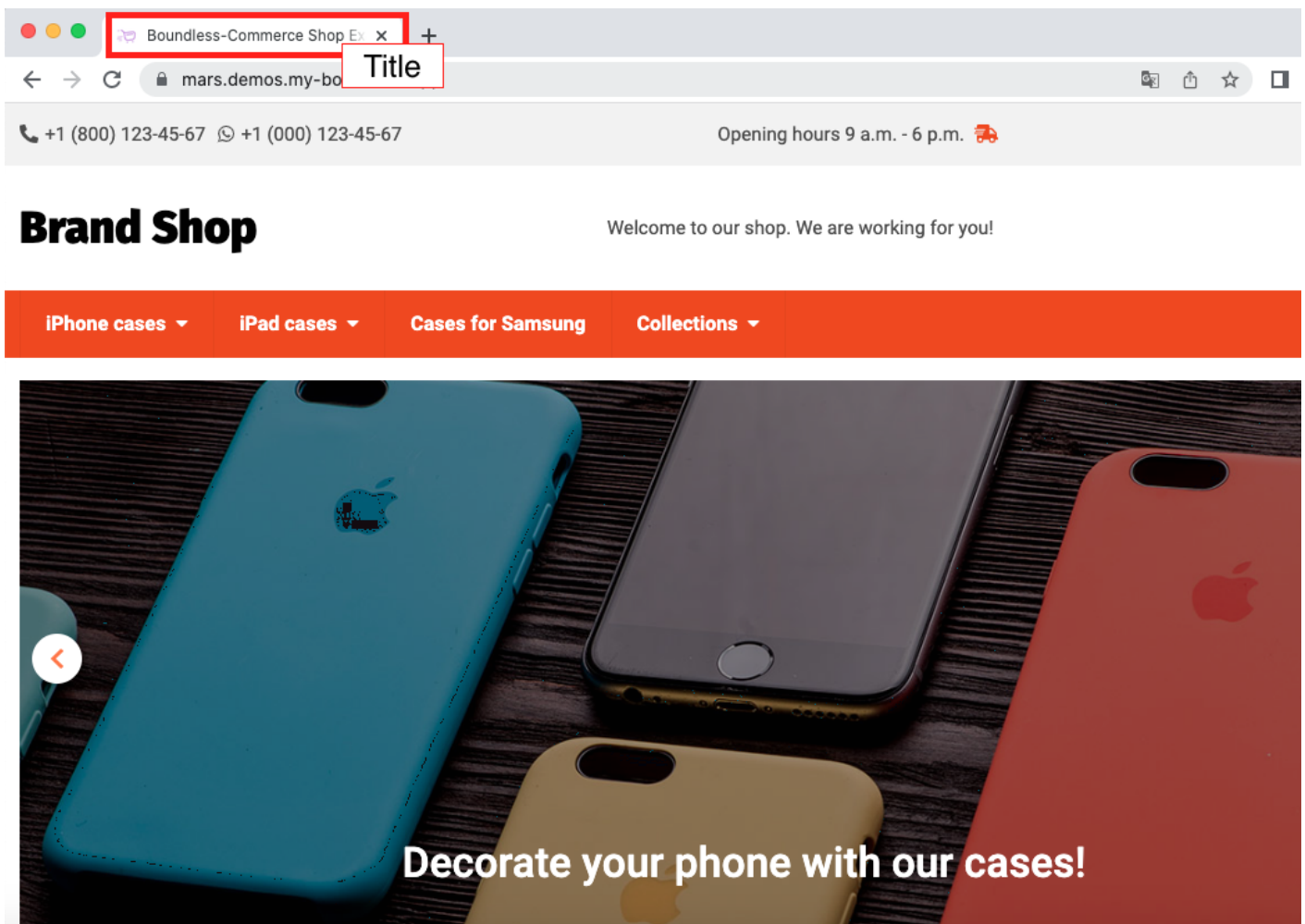


# INTRODUCTION TO SEO:

## What is Title and Meta-description

**Title** is the title of the html page. The title can be seen in the top line of the browser, and it also appears in the search engine results.







Title is a sentence that consists of the keywords of the page.

In search results, the title is most often a link to the site.

**Meta-description** is a brief description of the html page in the browser, which is displayed under the title in search engine results.

The description is in the HTML code of the page and is not displayed in the visible part of the site.

<div>Title</div> <div><a href="https://www.apple.com/shop">//www.apple.com › shop</a> ▾ <a href="#">Перевести эту страницу</a></div> <div><a href="#">Cases &amp; Protection - iPhone Accessories - Apple (UK)</a></div> <div>Find <b>cases</b> and screen protectors for your <b>iPhone</b> against water, dust and shock. Shop protective covers today. Buy Online with fast, free shipping.</div> <div>Description</div> <div><a href="#">allet with...</a> · <a href="#">iPhone 14 Silicone Case with...</a> · <a href="#">Sort By</a></div>	
<div><a href="https://www.amazon.co.uk">https://www.amazon.co.uk</a> › B... ▾ <a href="#">Перевести эту страницу</a></div> <div><a href="#">Best iPhone Cases - Amazon.co.uk</a></div> <div>Results 1 - 16 of 3000+ — 1-16 of over 3,000 results for "Best iPhone Cases". RESULTS.</div>	
<div>Title</div> <div><a href="https://www.selfridges.com/cat">//www.selfridges.com › cat</a> ▾ <a href="#">Перевести эту страницу</a></div> <div><a href="#">iPhone Cases   Selfridges</a></div> <div>Keep your precious tech safe in style with one of our <b>iPhone cases</b>. You're sure to find <b>cases to suit</b>. You are currently in <b>United Kingdom GB / GBP £</b> store.</div> <div>Description</div>	
<div><a href="https://www.mobilefun.co.uk">https://www.mobilefun.co.uk</a> › ... ▾ <a href="#">Перевести эту страницу</a></div> <div><a href="#">iPhone Cases - Mobile Fun</a></div> <div>Find the best selection of <b>iPhone cases</b> and choose your perfect case. Shop <b>iPhone 13</b>, <b>iPhone</b> ... Mobile Fun has every <b>iPhone</b> covered, all with fast <b>UK</b> delivery!</div>	

Title and Description affect the selection of your product from the search results. The more people click on your site from the search results, the higher the position of your site.

To effectively fill in the Title and Description meta tags, you need to follow simple rules:

Title text length from 40 to 60 characters including spaces

Description text length from 120 to 155 characters including spaces

In the Description text, you need to use the product name from the regular title

Read more: How to fill in the Title and Meta-Description of a product?

---

Revision #1

Created 27 December 2022 23:24:23 by Anastasia

Updated 21 January 2023 11:50:04 by Anastasia