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How do I write optimised meta tags?

Meta tags tell search engines what your pages contain. Here is how to optimise them.



1. The main tags

- **Title**: the page title, shown in search results and in the browser tab. It states the main topic of the page.
- **Description**: a short summary shown under the title in search results. It makes people want to click.
- **Other useful tags**:
  - **Robots**: tells search engines whether they may crawl and index the page (for example “index, follow” or “noindex, nofollow”);
  - **Canonical**: indicates the reference version of a page when content is duplicated;
  - **Viewport**: controls display on mobile devices.

2. Optimising the title

- **Length**: 50 to 60 characters, so it isn’t cut off.
- **Keywords**: put your main keywords at the start.
- **Uniqueness**: a different, relevant title for each page.
- **Clarity**: describe the page content accurately.

3. Optimising the description

- **Length**: 150 to 160 characters.
- **Keywords**: work them in naturally.
- **Call to action**: encourage clicks (“Discover”, “Learn more”…).
- **Relevance**: summarise the page accurately and attractively.

4. Further tips

- **Long-tail keywords**: more specific, they attract better-qualified traffic.
- **Think of your visitors**: use the words they type into their searches.
- **Measure**: track the results of your tags and adjust them if needed.

Useful tools

- **Google Search Console**: to analyse how your pages perform in search results.
- **SEO analysis tools** (SEMrush, for example): to help you improve your tags.

In 123ventes, you enter titles and descriptions in the “SEO” menu, for each language.

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