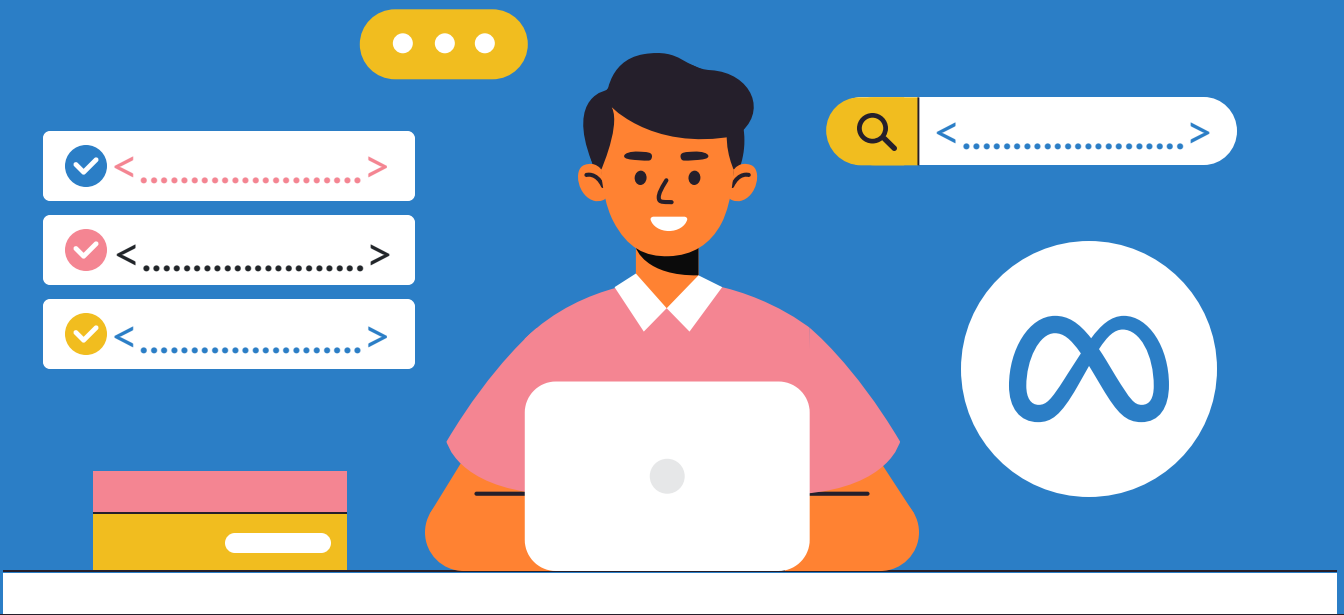# Tips On

Writing Effective Meta Tags

Meta tags are one of the most important SEO elements of a website. It provides an overview and summary of the webpage and hence is used by Search Engines in ranking a website for a search query.

How to write effective meta tags?

Keep Meta Titles short and concise

Meta Title and Description should match the content of the page

Include the focused keywords in Meta Title and Meta Description

Keep Meta Titles and Descriptions unique

Include Call-To-Action in Meta Descriptions

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