

# *Text Headers and Meta Tags in Websites*

- *Meta Tags and Descriptions*
- *Text Headings*
- *Title and Alt Meta Tags*
- *Web Page Headlines*

<https://pjseospecialists.com>

# PJ SEO Specialists

Google's

**FEATURED  
SNIPPETS**

ARE NOW MADE BY

**ARTIFICIAL  
INTELLIGENCE**



# 10 Takeaways for Writing Great Headlines

1. List posts are huge
2. Use 'you' & 'your' a lot
3. Help your readers imagine a better life
4. Customize headlines for each network
5. Make the most of current events
6. Make bold claims
7. Seek to pique the reader's curiosity
8. Sound like a human, not a robot
9. Call the reader to action with direct action words
10. Make headlines emotionally appealing



*Page  
Headlines  
make  
content  
more  
readable*

- Include keyword in the title meta tag
- Include keywords in meta description
- Wrap page title with the <h1> headline
- Include the Keyword in the URL
- Include the keyword at the start of the copy
- Include related keywords in the copy
- Include keyword in image ALT tag
- Link to other relevant pages on the site
- Reference and link to authoritative resources
- Write lengthy content
- Use canonical tag to avoid duplicate content issue
- Improve page loading time



*Meta  
Description  
Tags help  
Users know  
what the Page  
is about*



*Text Headers solve a dual purpose of making websites visitor-friendly as well as search engine compatible*

**H**  
HELPFUL

Deliver value by being helpful. Make it obvious the reward for reading further is you will gather helpful information.

**E**  
EMOTION

Evoke emotion by appealing to the two most prevalent drivers of behavior: achieving pleasure and avoiding pain.

**A**  
ASK

The question headline is enormously effective. Find and ask questions your target market wants answered.

**D**  
DO'S & DON'TS

Education is central to effective content marketing. Offer "do" and "don't" lessons your audience will find valuable.

**L**  
LISTS

We're wired to love lists. They're great for article teasers, blog post titles, and any type of headline.

**I**  
INSPIRE

Write headlines that speak to your readers' desires. Inspire them and you'll have the ultimate hook.

**N**  
NIGHTMARE

Speak to a problem that keeps readers up at night to write a killer headline. Blogger Jon Morrow calls it the "2 a.m. test."

**E**  
EMPATHY

Earn the trust you need with headlines that demonstrate you understand and care about your readers.

**S**  
SUCCESS

The proven approach to headline nirvana is to make a promise you'll deliver a little success package.

**FELDMAN CREATIVE**

*Meta Alt Tags help search engines to relate to the page topic*

# Website Coding

Is Your Site Easy for the Search Engines to Read?

**Crawlability**

**URL Structure**

**Meta Tags**

use the proper description for all pages

**Site map:**

Keep an xml copy of your site map on your server and submit it to the search engines (Google, Bing, Yahoo).

**<H1>**

Use relevant and structured headings throughout the website

**<img>**

Make use of alt description tags for images.

**<Title >**

Use a unique and relevant title for each page



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