

SEO Tips: Title and Descriptions

SEO is an ever-changing topic with recommended tactics changing frequently. As Google changes its algorithm and artificial intelligence makes an impact on how people search for information, we will need to keep adapting our practices.

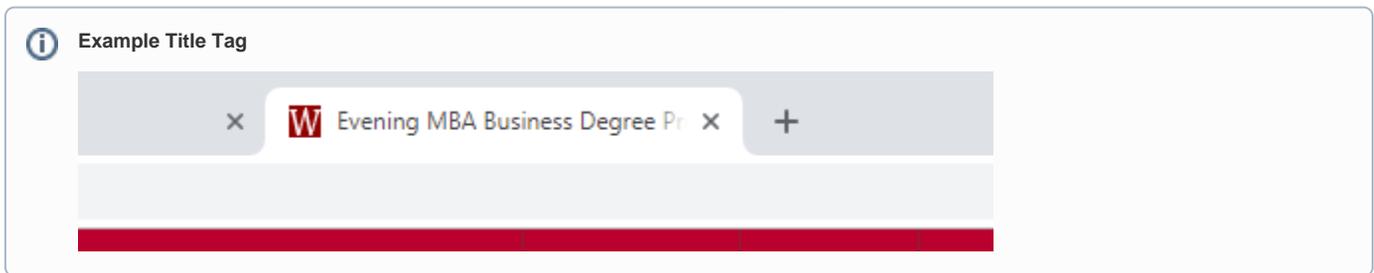
You'll find current (fall 2018) practices below.

SEO Basics:

- Meta Title
- Meta Description
- Improving rank on Search Engine Results Page (SERP)

Meta Title

The Meta Title appears on the tab of the related web page. If you hover over the tab below on our website, you will see the full title: Evening MBA Business Degree Program | Wisconsin School of Business at UW Madison.



While the Meta Title/Title Tag acts as a placeholder for visitors to the page, more importantly, the Title appears on the Search Engine Results Page (SERP):

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Evening MBA Business Degree Program | Wisconsin School of ...

<https://wsb.wisc.edu/programs-degrees/mba/evening> ▼

Earn a top-ranked MBA at the University of **Wisconsin**–Madison and advance your career without interruption. The **Wisconsin Evening MBA Program** is designed ...

[Evening MBA Admissions](#) · [How the Program Works](#) · [Wisconsin Evening MBA](#)

Meta Title Tips:

1. Be descriptive about what content can be found on the page; if someone does a GoogleSearch, the goal is to appear on the results page.
2. Be concise - only the first 30 characters show on the tab and about 60 on the SERP.
3. The descriptor is always followed by: | Wisconsin School of Business at UW Madison
4. [Read more about Title Tags](#)

Meta Description

The Meta Description is the search snippet that appears under the Meta Title on a SERP.

 **Examples: Meta Descriptions**

Wisconsin MBA | Wisconsin School of Business at UW Madison
<https://wsb.wisc.edu/programs-degrees/mba> ▼
Find your way to a **Wisconsin MBA**. Choose a Full-Time, Evening, or Executive **MBA** from **Wisconsin** School of Business. Connect ... #19 among public **part-time**

Evening MBA Admissions | Wisconsin School of Business at UW ...
<https://wsb.wisc.edu> › [MBAs](#) › [Part Time MBA](#) ▼
The **Wisconsin** Evening **MBA** Program is designed for working professionals ... Most students hold full-**time** professional positions throughout their **time** in the ...

Evening MBA Program Overview | Wisconsin School of Business at ...
<https://wsb.wisc.edu> › [MBAs](#) › [Part Time MBA](#) ▼
The **Wisconsin** Evening **MBA** is a 30-month program delivered in a lockstep ... Students use the **time** on the coach to study, discuss class material, relax, and ...

Meta Description Tips:

Late in 2017, Google was displaying up to 320 characters. That changed by mid-2018. Our SEO consultants advised in Sept:

1. Aim for 160 characters.
2. Write two sentences that describe what's on the page.
3. Make it a marketing message or an action.
4. The goal is to get them to click on the link to learn more.
5. [Read more about Meta Descriptions in 2018.](#)

Improving our rank on Search Engine Results Page (SERP)

Summer 2018. The biggest take-away from MozCon and MN Search SEO conferences when it comes to content:

Answer people's questions.

Google's goal is to connect the searcher with the answer to their question as quickly as possible. The more clear, concise, and descriptive our web writing is, the more likely our target audience will be to come to our site.