

TITLE & META DESCRIPTION TAGS

A GUIDE TO OPTIMIZE TITLE & META DESCRIPTION TAGS

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ARVAL
BNP PARIBAS GROUP

We care about cars. We care about you.

AGENDA

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EXCEL FILE: TITLE & META DESCRIPTION TAGS SPREADSHEET





QUARTERLY SEO REPORT SPREADSHEET: TITLE & META DESCRIPTION TAGS

✔ Note that the red-colored cells within the Title Length & Meta Description Length column indicate that the length of your Title & Meta Description Tag is either *too short* or *too long*.

✔ Please check all the red cells and rewrite them according to the recommendations you'll find in this guide.



	A	B	C	B	C
	Url	Title	Title Length	Meta Description	Meta Description Length
12	https://www.arval.com/en	Car and Vehicle Leasing ?Fleet Management ?Arval.com	56	Arval (BNP Paribas Group) is a global leader in full service vehicle	150
13	https://www.arval.com/en/profile/press-room/arval-celebrated-one-mi	ARVAL CELEBRATED ONE MILLION LEASED VEHICLES Arval COM	56	Arval has reached the One million threshold	43
14	https://www.arval.com/en/profile/press-room/arval-and-psa-group-ge	ARVAL and PSA GROUP get together to offer new opportunities to Arval Active	106	Arval and PSA have signed an agreement under which they will c	178
15	https://www.arval.com/en/profile/press-room/arval-awarded-gold-lev	Arval awarded a Gold level on EcoVadis Arval COM	50	Arval among in the top 13% from our industry, with 20 points abov	85
16	https://www.arval.com/en/profile/press-room/arval-csr-not-just-about-	For Arval, CSR is not just about image Arval COM	50	Over a decade after signing the voluntary UN Global Compact and	273
17	https://www.arval.com/en/profile/press-room/car-sharing-china-partn	Car sharing in China: a partnership with Arval France Arval COM	65	A French car sharing solution adapted to the chinese market	59
18	https://www.arval.com/en/profile	Profile Arval COM	19		0
19	https://www.arval.com/en/international-presence	International Presence Arval COM	34		0
20	https://www.arval.com/en/remarketing/used-car	Used car Arval COM	20		0
21	https://www.arval.com/en/our-offer	Our offer Arval COM	21		0
22	https://www.arval.com/en/arval-smart-experience/arval-smart-experie	Arval Smart Experience programme Arval COM	44		0
23	https://www.arval.com/en/profile/press-room	Press room Arval COM	22		0
24	https://www.arval.com/en/profile/about-us	About Us Arval COM	20		0
25	https://www.arval.com/en/profile/our-clients	Our Clients Arval COM	23		0
26	https://www.arval.com/en/profile/our-history	Our history Arval COM	23		0
27	https://www.arval.com/en/profile/our-responsibility	Our responsibility Arval COM	30		0
28	https://www.arval.com/en/our-offer/our-products	Our products Arval COM	24		0
29	https://www.arval.com/en/our-offer/our-solutions	Our solutions Arval COM	25		0
30	https://www.arval.com/en/our-offer/our-consulting-expertise	Our consulting expertise Arval COM	36		0
31	https://www.arval.com/en/international-presence/worldwide-reach	A worldwide reach Arval COM	29		0
32	https://www.arval.com/en/international-presence/international-busine	International Business Office Arval COM	41		0
33	https://www.arval.com/en/international-presence/element-arval-globa	Element-Arval Global Alliance Arval COM	44		0
34	https://www.arval.com/en/pan-european-fleet	Arval leasing Arval COM	25		0

Too long
Too short

Too short
Too long

Meta Description Tags are missing!!!

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DEFINITION

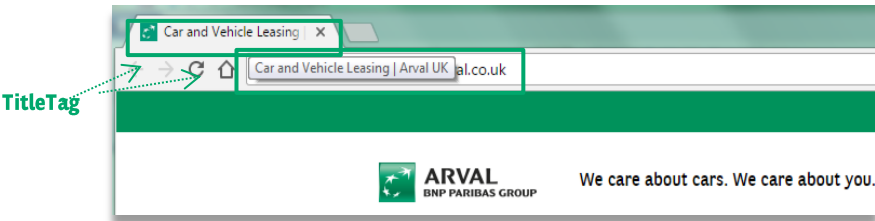


<TITLE> TAG: DEFINITION, IMPORTANCE, POSITION

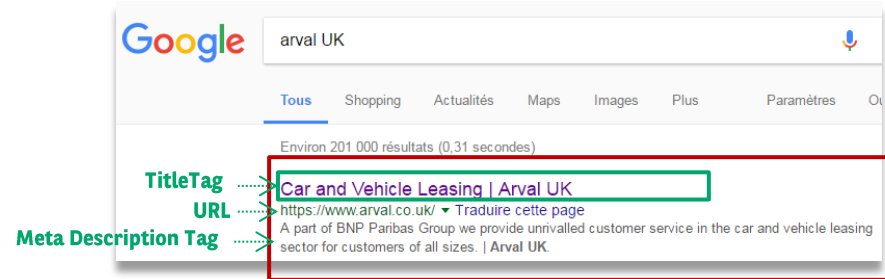
Considered as one of the major seo on-page elements, the title tag is a small portion of text which represents the title of your website page. Used on SERPs (Search Engine Result Pages) to display a snippet of text, the meta description describes the content of your website page.

WHERE DO THE TITLE & META DESCRIPTION TAG APPEAR?

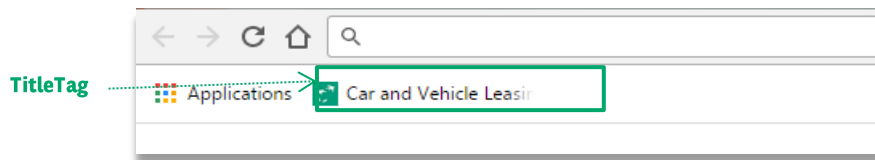
- ✓ In the **Title tab** at the top of the web browser.



- ✓ In the **Search Engines Results Page**.



- ✓ In the **Bookmark Bar** (Favorites Bar).



THE IMPORTANCE OF TITLE & META DESCRIPTION TAGS



A Title Tag :

- Helps Search Engines understand what your page is about.
- Its impact on web users is great as it is the first impression people can have about your web page.
- The SEO efficiency of Title Tags is nearly non-existent if they are not matched with relevant contents inside the page.

A Meta Description Tag :

- Can significantly increase click-through-rate if it is well-written.
- Tells potential visitors what your page is about.
- It may impact potential visitors' satisfaction.
- Can be seen as a marketing area that compels web users to click on.

SUCCESSFUL TITLE & META DESCRIPTION TAGS



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HOW TO OPTIMIZE TITLE & META DESCRIPTION TAGS?



HOW TO OPTIMIZE TITLE & META DESCRIPTION TAGS?

LENGTH

Title Tag

- A title tag should generally have between **40-65 characters**.
- Note that in certain languages **some characters** are **wider** than in others which means that they take more place. So, the number of the characters varies depending on their width.
i.g. **I vs. W**
- ➔ **This is why in Drupal the title tag length is limited to 58 characters.** Please respect it.

Meta Description Tag

- A meta description tag should have between **100-155 characters**.

KEYWORDS

- **Targeted, significant, readable & compelling** keywords.
- Choose the most significant and characteristic **keywords** that describe the **activity of your company** and the **content of your page**.
- Please banish ordinary expressions such as: **Welcome to...**, **Home Page**, **Welcome**, etc.
- Choose good keywords that are likely to be searched by web users.
- A keyword should **not be repeated** more than **twice** within the same title tag.
- Relevant keywords are to be **placed at the very beginning** of the title tag.

UNIQUENESS

- A title & meta description tags must be **unique** across the whole website.
- **No duplicate** title & meta description tags.
- Check and remove all the duplicates if necessary.
- As the **home page** is the **main entrance** on your website, we advise you to **optimize** its title tag & meta description tag by using the most relevant keywords about the **main service** you provide.

1. Do not hesitate to consult Moz website to find out more about SEO best practices : <https://moz.com/learn/seo>
2. Build a list of right keywords. For more information, visit:
 - <https://support.google.com/adwords/answer/2453981?hl=en>
 - <https://moz.com/beginners-guide-to-seo/keyword-research>

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BASIC OPTIMIZED AUTOMATION RULES FOR TITLE TAGS

BASIC OPTIMIZED AUTOMATION RULES FOR TITLE TAGS

Home Page

<title>

[Website name]- [Content]

</title>

DO NOT: Car and Vehicle Leasing | Arval UK

DO: Arval: car and vehicle leasing, fleet management solutions (9 words, 59 characters)

DO NOT: Homepage | Arval Masterv (arval.de/de)

DO: Arval - auto und fahrzeug leasing, flottenmanagement (52 characters)

[Website name]

-the name of your website or company.

[Content]

-use the most relevant keywords related to your business activity.

In terms of potential ranking, the home page is the strongest page. It usually gathers more external links than any other page of your website.

Other Pages

<title>

[H1]-[Website section]- [Website name]

</title>

DO NOT: Latest deals | Arval UK

DO: Latest car leasing deals, vehicle offers - Arval (54 characters)

[H1]

-text title inside the body content of a page. (improve it within your title tag)

i.g. « LATEST DEALS »

[Website section] / location logue durée / location moyenne durée

-the section where the page is placed within the website.

-not a mandatory area if you do not have one

[Website name]

-the name of your website or company.

Product Pages

<title>

[Car Brand] [Car Model] [Category] - full service leasing/mid term rental-[Website name]

</title>

DO NOT: PEUGEOT 308 DIESEL HATCHBACK (2014) Choose a Specification

DO: Peugeot 308 Hatchback, full service leasing - Arval (52 characters)

[Car Model]

-the model of the car: Peugeot

[Category]

-the category of the car: Hatchbak

Full service Leasing/ Mid rental term

Use always one of these two expressions.

[Website name]

-the name of your website or company.

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META DESCRIPTION TAGS: DO'S & DON'TS

META DESCRIPTION TAGS: DO'S & DON'TS

Home Page

Arval.co.uk

DO NOT A part of BNP Paribas Group we provide unrivalled customer service in the car and vehicle leasing sector for customers of all sizes. | Arval UK.

DO - Global leader in full service vehicle leasing, Arval, BNP Paribas subsidiary, provides its customers with personalized fleet and driver mobility solutions.

(155 characters)

Other Pages

Arval.co.uk/vehicle-leasing/latest-deals

DO NOT - No Meta Description Tag

DO - Arval leases its customers cars, vehicles and vans. Discover our latest deals and choose a car by **type, brand-model, fuel type, consumption or engine size**.

(155 characters)

Product Pages

PEUGEOT 308 DIESEL HATCHBACK (2014)

DO NOT - Choose the version of the model PEUGEOT 308 DIESEL HATCHBACK (2014) perfect for long-term rental for your business requirements.

DO - Peugeot 308 Diesel Hatchback 2014 from **£261 per month**. Discover all Arval leasing offers and choose a **long term rental contract** for your Peugeot 308.

(149 characters)

- Please note that there are **no specific rules** for writing meta description tags.
- It is recommended to craft **compelling and attractive meta description tags** by using relevant keywords.
- For product pages, we advise you to use your **car brand, model and price** within a meta description tag. You can create an Excel File and generate automatically your meta description tags. (Car brand (1st column) + Price (2nd column + Discover (3rd column ...)+ Car brand(4th column))
- *It is not strictly necessary to use the same keywords used in the title tag.* However, **keeping consistent keywords** across the **title and meta description tag** let the web user to better understand the main focus of the page.

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SET UP TITLE & META TAGS TAGS IN DRUPAL



MODIFY TITLE & META TAGS TAGS IN DRUPAL

HOME PAGE TITLE & META DESCRIPTION TAGS: Arval.com website



<title>
Car and Vehicle Leasing | Fleet Management | Arval.com
</title>

<meta name="description "
content="Arval (BNP Paribas Group) is a global leader in full service vehicle leasing. It offers its clients innovative and tailored fleet solutions worldwide." >

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- Go in the back office and click on « Edit ».

2

- Choose Meta Tags and then click on Basic Tags.
 - Page Title field
 - Description field

3

- Save the modifications.

The screenshot shows the Drupal administration interface for the homepage meta tags. At the top, there are navigation links: Manage Content, Manage Structure, Configuration, and Shortcuts. Below that is the ARVAL BNP PARIBAS GROUP logo and the slogan "We care about cars. We care about you." There are buttons for View, Edit, Replicate, Translate, and Node export. The 'Edit' button is highlighted with a green arrow. Below the buttons, there are tabs for View, Edit, Replicate, Translate, and Node export. The 'Edit' tab is selected, and the 'Translation settings' section is expanded. On the left, there are sections for Menu settings, XML sitemap, URL path settings, Meta tags, and Publishing options. The 'Meta tags' section is expanded, and the 'Basic tags' section is also expanded. The 'Page title' field contains the text "Car and Vehicle Leasing | Fleet Management | Arval.com" and the 'Description' field contains the text "Arval (BNP Paribas Group) is a global leader in full service vehicle leasing. It offers its clients innovative and tailored fleet solutions worldwide." A green arrow points to the 'Save' button at the bottom.

THANK YOU

E-mail: DigitalSupport@arval.com
Digital Team

