

## Meta Tags Setup & Writing

Meta information is text that can be written by you, and is formatted at the 'top' of the code in your page to aid in search engine marketing and optimisation. This content is not 'seen' as content on your page, but you do need to consider how it does appear and display in various other places.

### Where Meta Information Displays

- The Meta Title displays in some browsers when you mouse over the page tab.
- The Meta Title is the blue header link in a Google Search result.

[What to see & do in Christchurch & Canterbury ...](#)

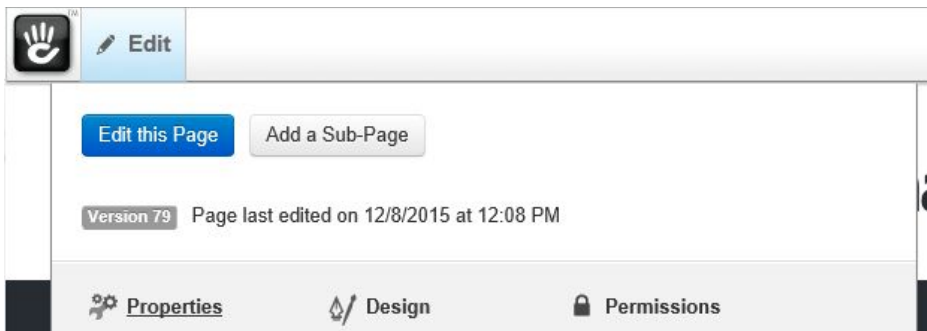
[www.christchurchnz.com/what-to-see-and-do/](http://www.christchurchnz.com/what-to-see-and-do/) ▼

From the beaches to the alps New Zealand's Canterbury region has so m

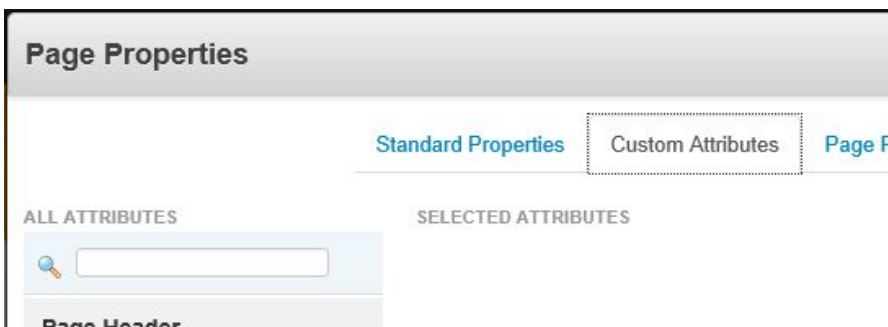
- The Meta Description is the grey summary text in a Google Search result.  
[www.christchurchnz.com/what-to-see-and-do/](http://www.christchurchnz.com/what-to-see-and-do/) ▼  
From the beaches to the alps, New Zealand's Canterbury region has so many things for you to see and do. Search for **activities** to suit your budget and interests.  
[Skiing & snowboarding](#) - [Walk Canterbury](#) - [Adventure](#) - [History & heritage](#)

## Setup

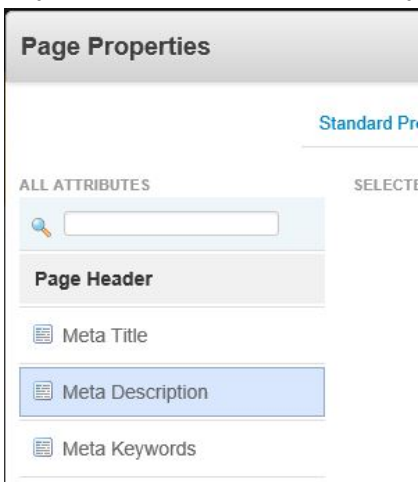
- From the Edit menu click on Properties



- Click Custom Attributes tab



- From under "Page Header" click on Meta Title, and/or Meta Description, and/or Meta Keywords. This adds the fields you want to the code of your page.



- Complete the fields under “SELECTED ATTRIBUTES”

## Writing Meta Information

### Meta Title

- **In the past we recommended Meta Title length of 60. Now due to mobile searches displaying shorter in Google, we recommend the important stuff is under 45. Just be aware if it is longer it may be chopped off.**
- Have your key phrases you want to optimise for in mind. You should have a couple of core key phrases that you use throughout your website. These are the phrases people type in Google and you want your site to come up for.
- The Meta Title doesn't have to be a grammatically correct sentence.
- Keep in mind where your Meta Title displays (as above).
- Start with your most important key phrase at the beginning (not your company name necessarily).
- Write something similar to this structure: ***“What to see & do in Christchurch & Canterbury | Christchurch & Canterbury Tourism”***

### Meta Description

- **In the past we recommended Meta Description length of 150. Now due to mobile searches displaying shorter in Google, we recommend the important stuff is under 100. Just be aware if it is longer it may be chopped off.**
- Have your key phrases you want to optimise for in mind. You should have a couple of core key phrases that you use throughout your website. These are the phrases people type in Google and you want your site to come up for.
- The Meta Description should be written grammatically correct as it is read by people,
- It should read like a short advertisement with a clear call to action.
- Keep in mind where your Meta Description displays (as above).

- Write something similar to this structure: ***“From the beaches to the alps, New Zealand's Canterbury region has so many things for you to see and do. Search for activities to suit your budget and interests.”***

### **Meta Keywords**

- Meta Keywords are no longer recognised by Google.
- If you do add keywords, simply make a list with commas in between, no spaces.