

## Page Title | Page Description | Body Content

Page Title: Chicago Weather - AccuWeather Forecast for IL 60608  
Website: www.accuweather.com  
Page Desc: Get the Chicago weather forecast. Access hourly, 10 day and 15 day forecasts along with up to the minute reports and videos for Chicago, IL 60608 from ...

**Page Title** is used by search engines to determine what the page is about and is used by searchers

- Can be 40 to 65 characters
  - Google up to 69
  - Bing up to 65
  - Yahoo up to 72
- Use keywords and keyphrases only or mostly
- Put the top keywords at the beginning
- Company name is not useful
- Limit the use of 2 and 3 letters words
- Google ignores them and they are referred as stop words (ex. the, a, an)
- The page title will be truncated when it is longer than allowed

**Page Description** is also used by search engines but does not value the keywords is highly as when they are in the page title. The page description is used by the searcher to see if they want to visit the site.

- Can be 156 to 185
  - Google up to 156 characters
  - Bing up to 185
- Should be a sales pitch
- The first part should have keywords and keyphrases
- Some put in their phone number near the end
- Some use their unique selling proposition
- Company name can go in the description
- Use title case

**Body Content** is recommended to be at least 250 words and 1500 words max.

Keyword density should be from 2% to 5% of the words on the page.

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