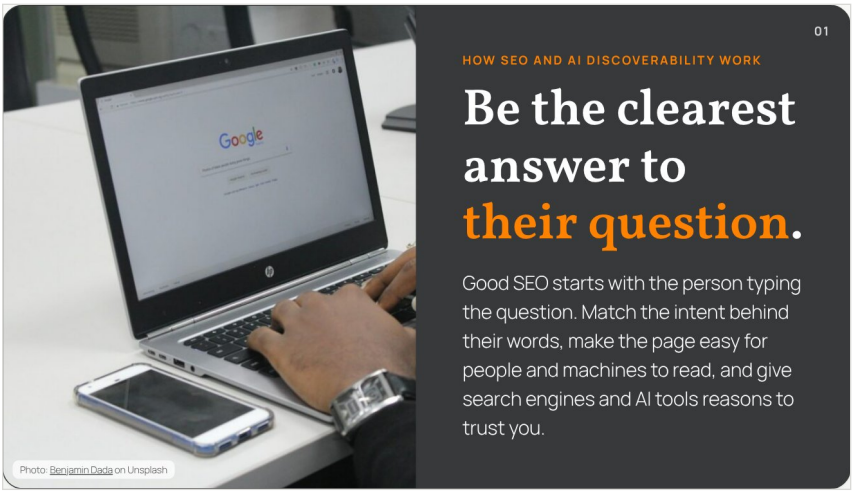
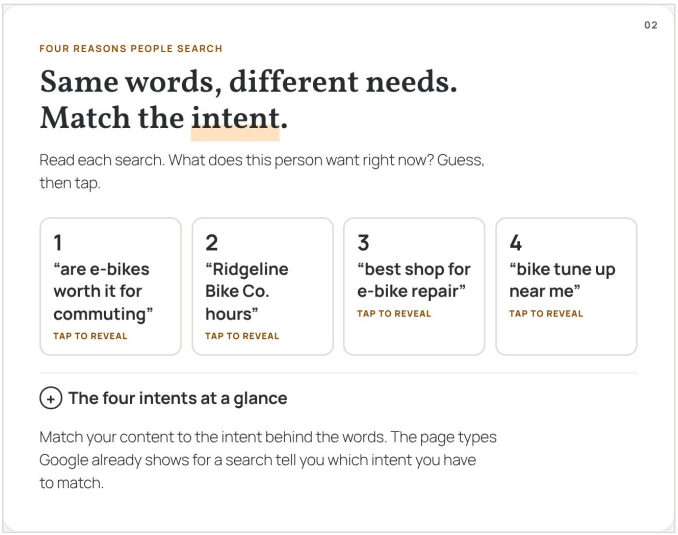
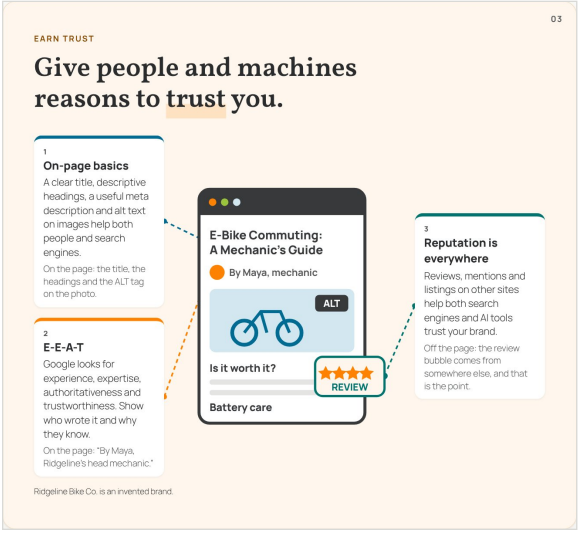


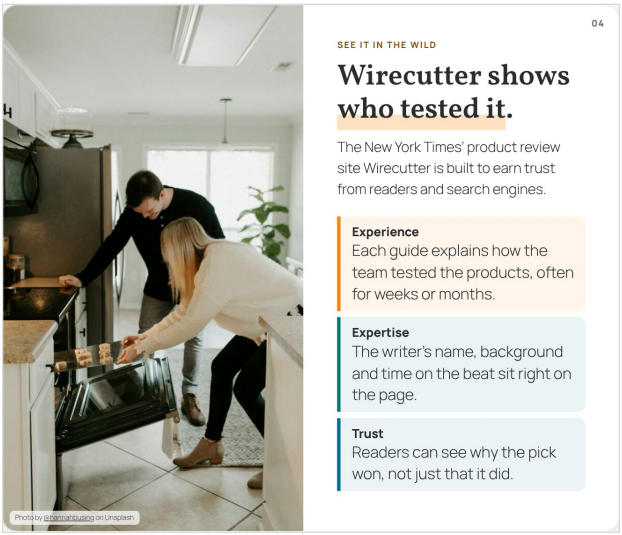
Slide 1



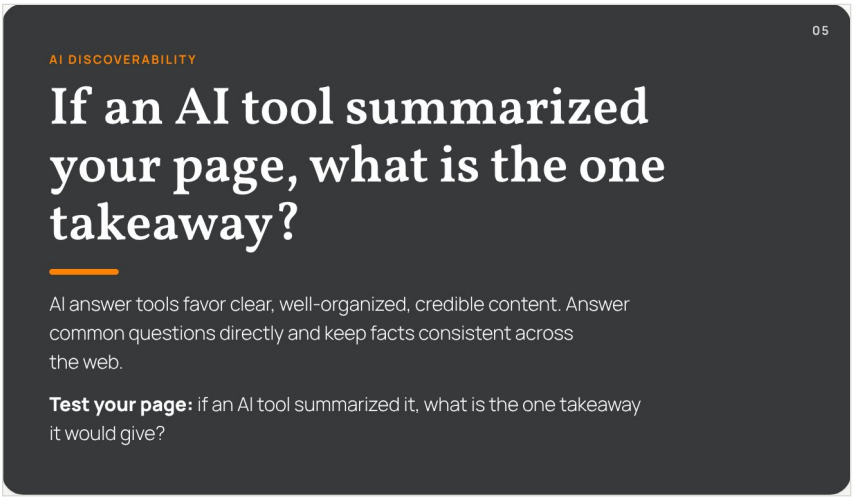
Slide 2



Slide 3



Slide 4



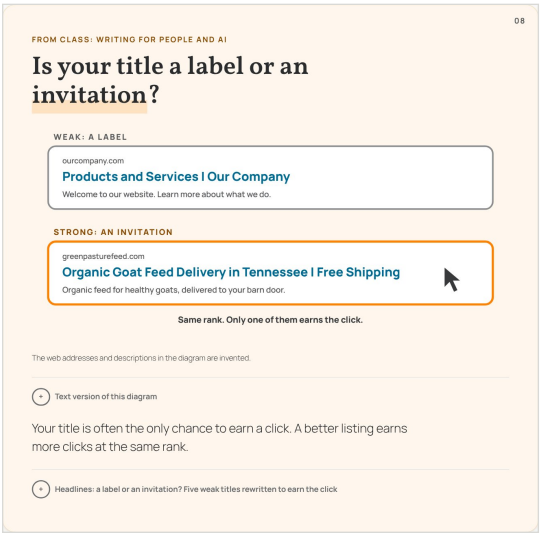
Slide 5



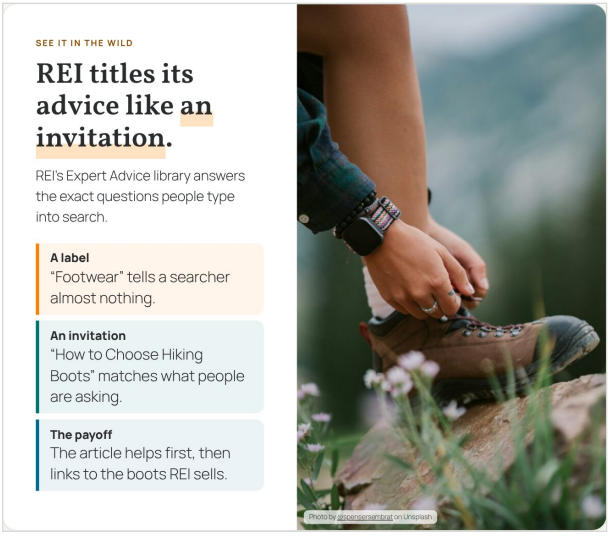
Slide 6



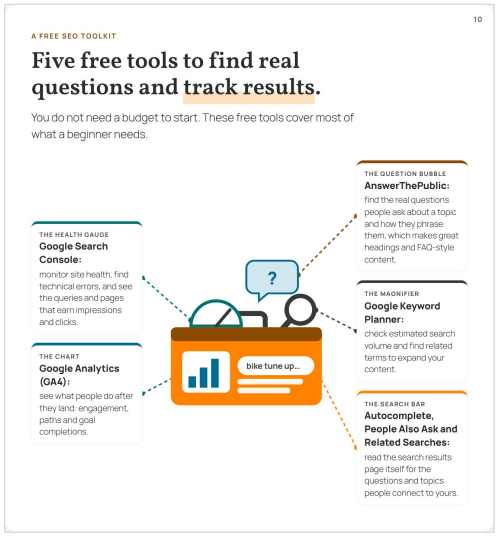
Slide 7



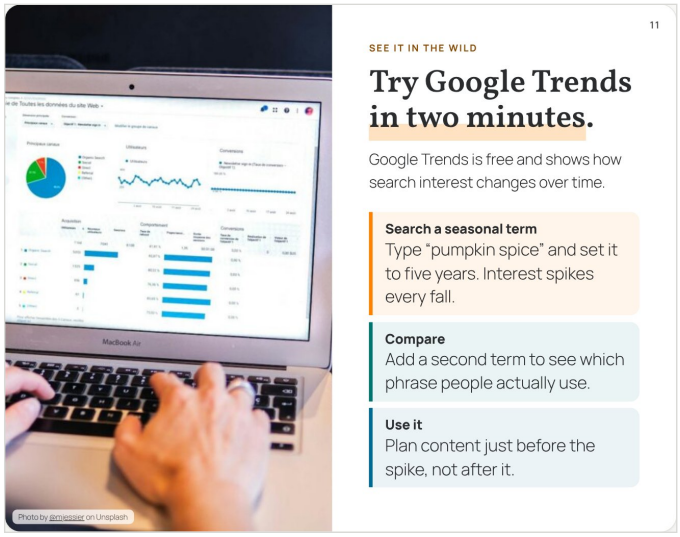
Slide 8



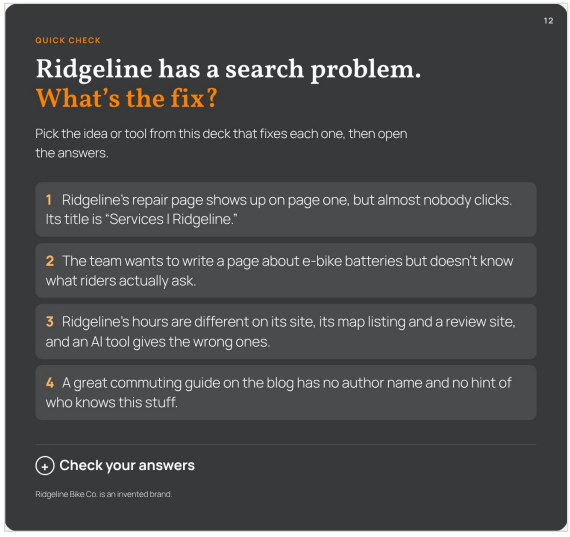
Slide 9



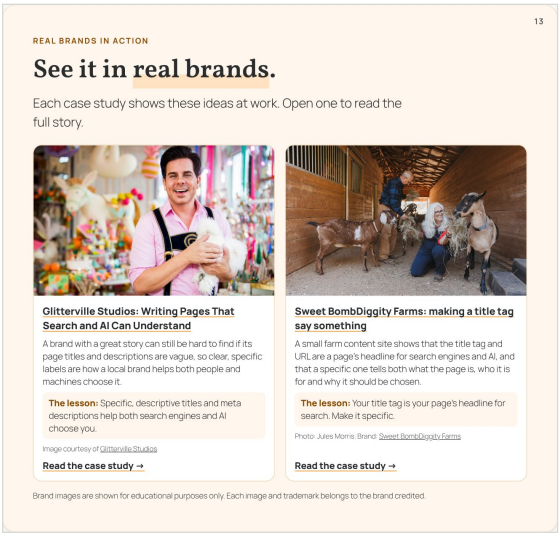
Slide 10



Slide 11



Slide 12


13
REAL BRANDS IN ACTION
See it in real brands.
Each case study shows these ideas at work. Open one to read the full story.
Glitterville Studios: Writing Pages That Search and AI Can Understand
A brand with a great story can still be hard to find if its page titles and descriptions are vague, so clear, specific labels are how a local brand helps both people and machines choose it.
The lesson: Specific, descriptive titles and meta descriptions help both search engines and AI choose you.
Image courtesy of Glitterville Studios
Read the case study →
Sweet BombDiggity Farms: making a title tag say something
A small farm content site shows that the title tag and URL are a page's headline for search engines and AI, and that a specific one tells both what the page is, who it is for and why it should be chosen.
The lesson: Your title tag is your page's headline for search. Make it specific.
Photo: Jules Morris. Brand: Sweet BombDiggity Farms
Read the case study →
Brand images are shown for educational purposes only. Each image and trademark belongs to the brand credited.

Slide 13