Title and Description Formulas

People choose which result to click from the title, and the description underneath helps them decide. The title also tells Google what the page is about; the description doesn't affect ranking at all, only clicks. Use the formula, keep every title unique and make it match the page, or Google may rewrite it.

From lesson 5.7. The full course and the SEO audit: reyse.co.uk/resources/seo. November 2026 edition. General education, not legal advice.

Titles: main term + place + detail + brand

Page	Formula	Example
Homepage	[Service] in [Town] | [Agency]	Estate & Letting Agents in Didsbury | Brindlecote & Co
Selling	Sell Your Home in [Town] | [Detail] | [Agency]	Sell Your Home in Didsbury | Free Valuation | Brindlecote & Co
Landlords	Letting Agents in [Town] | [Detail] | [Agency]	Letting Agents in Didsbury | Fully Managed | Brindlecote & Co
Search results	[Type] to Rent in [Town] | [Detail] | [Agency]	Flats to Rent in Didsbury | 1 to 3 Beds | Brindlecote & Co
Listing	[Beds] Bed [Type] for Sale, [Street], [Area] | [Agency]	3 Bed Semi for Sale, Mill Lane, Didsbury | Brindlecote & Co
Area guide	Living in [Area]: [Detail] | [Agency]	Living in Quayside, Didsbury: Area Guide | Brindlecote & Co
Fees	[Service] Fees in [Town], [Detail] | [Agency]	Estate Agent Fees in Didsbury, Explained | Brindlecote & Co

Every example is under 60 characters. Google cuts longer titles off in the results.

Descriptions: be specific, then give the next step

Page	Formula (under 155 characters)	Example
Service page	What you do, where, one specific detail, then the next step and your phone number.	Selling in Didsbury? Local agents who sold 140 homes here last year. Book a free valuation online or call 0161 496 0418.
Search results	What's here, where, how fresh, then the next step.	Browse flats to rent across Didsbury, updated daily. Book a viewing online or call 0161 496 0418.
Listing	Beds, type, street and area, the two best features, the price, then the next step.	Three-bed semi on Mill Lane, Didsbury, with a south-facing garden and off-street parking. £312,000. Book a viewing online.

Lesson 5.7, reyse.co.uk/seocourse/titles-headers-meta-descriptions

Titles and descriptions that get the click

Do this first Rewrite the titles on your highest-impression pages: term + place + detail + brand.

Check

Crawl your titles and descriptions

- [ ] Crawl your site with Screaming Frog and open Page Titles and Meta Description.
- [ ] Filter for Missing, Duplicate and Over 60 characters.
- [ ] Check each important page says what it is, and where.

Find titles that aren’t earning clicks

- [ ] In Search Console, open Performance and switch on Average CTR and Average position.
- [ ] Sort pages by impressions. Pages with lots of impressions but few clicks for their position have weak titles or descriptions.

See what Google actually shows

- [ ] Search site:yourdomain.co.uk and your business name.
- [ ] Compare what’s displayed with what you wrote. If Google has rewritten it, your title probably doesn’t match the page’s heading and content.

Ask AI for better versions

AI prompt Here are my page titles and descriptions, with the searches each page gets. Rate each for clarity, match to the search and location. Suggest improved titles under 60 characters and descriptions under 155 characters for [audience] in [town]. Stay accurate.

Fix

Use the formula

- [ ] Main term + place + detail + brand: “Flats to Rent in Manchester | 1 to 3 Beds | [Agency]”.
- [ ] Keep titles under about 60 characters, and make every one unique.
- [ ] Make the title match the page’s main heading and content, so Google doesn’t rewrite it.

Write descriptions that sell the click

- [ ] Be specific: area, property type, price range, what they can do next.
- [ ] On local service pages, include your phone number so people can call from the results page. Google may not always show it, but accurate, specific descriptions are used more often.

Where to change them

- [ ] WordPress: the SEO title and description boxes in Yoast or Rank Math (with a Google-style preview).
- [ ] Other builders: look for “SEO settings” on each page.
- [ ] Listings: ask your provider for a template that builds titles from beds, type, street and area automatically.

Change, then wait

- [ ] Start with the pages with the most impressions.
- [ ] Change one thing at a time, wait two to four weeks, and note the result in your testing log.

Your test log

Start with the pages with the most impressions in Search Console. Change one thing at a time, then wait two to four weeks.

Page	Impressions	Click rate	New title	Changed on	Click rate after

Rather we did this for you? It's part of Found First, done for you: reyse.co.uk/products/seo