

SEO & Search Strategy / On-Page SEO

Generate optimized title tags and meta descriptions designed to improve click-through rates while targeting specific keywords.

Difficulty: Beginner → Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Title Tags, Meta Descriptions, CTR Optimization

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Why This Prompt Exists

Most title tags and meta descriptions are afterthoughts — or missing entirely.

You get:

- titles that are too long (cut off in search results)
- titles without keywords (won't rank)
- meta descriptions that don't sell the click
- descriptions that are too short or too long
- duplicate titles across multiple pages (confusing)

But titles and meta descriptions are not optional.

They are the first thing searchers see.

- Title tag: 50-60 characters, keyword front-loaded, compelling
- Meta description: 150-160 characters, keyword included, CTA
- Unique per page (no duplication)
- Matches search intent (what users want)

Without optimization, you lose clicks to competitors.

This framework forces AI to write titles and descriptions that earn clicks.

The Prompt

Assume the role of an SEO copywriter who optimizes titles and descriptions for click-through.

Your task is to generate optimized title tags and meta descriptions.

Generate:

1. TITLE TAG OPTIONS (5 options)

- Length (50-60 characters)
- Primary keyword near front
- Different angles (how-to, list, question, benefit)
- Click appeal

2. TITLE TAG WINNER

- Which title to use
- Rationale

3. META DESCRIPTION OPTIONS (3 options)

- Length (150-160 characters)
- Primary keyword included
- Benefit or solution
- Call to action

4. META DESCRIPTION WINNER

- Which description to use
- Rationale

5. SEO NOTES

- Character count verification
- Uniqueness check
- Intent alignment

INPUTS:

Page Topic:

[WHAT IS THE PAGE ABOUT?]

Primary Keyword:

[INSERT]

Secondary Keywords (optional):

[LIST]

Search Intent:

[INFORMATIONAL / COMMERCIAL / TRANSACTIONAL / NAVIGATIONAL]

Target Audience:

[WHO ARE YOU ATTRACTING?]

Unique Value Proposition (what makes this page special):

[INSERT]

RULES:

- Title tag: 50-60 characters (longer gets truncated)
- Title tag: primary keyword within first 55 characters
- Meta description: 150-160 characters (recommended)

- Meta description: include primary keyword and CTA
- Titles must be unique (no duplicates)
- Match search intent (informational title for informational page)
- Include a reason to click (benefit, number, question)

How To Use It

- Test 2-3 title tag options with A/B testing (use Google Search Console).
- Front-load your primary keyword (importance to Google).
- Include numbers, years, or brackets in titles (increases CTR).
- Meta descriptions should answer “what will I learn/get?”
- Update titles and descriptions quarterly for top pages.

Example Input

Page Topic: Guide to freelance pricing and rates

Primary Keyword: “freelance pricing guide”

Secondary Keywords: “how to set freelance rates,” “hourly vs project pricing”

Search Intent: INFORMATIONAL (learning how to price)

Target Audience: Freelancers with 1-5 years experience

Unique Value Proposition: Includes downloadable rate calculator template

Why It Works

Most titles and descriptions are afterthoughts.

This framework improves outcomes by forcing:

- multiple title options (testing variety)
- character count verification (display limits)

- keyword placement discipline (ranking signals)
- click appeal (CTR optimization)
- intent alignment (relevance)

Great titles and descriptions don't just describe — they sell the click.

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