The Snippet Test

Before anyone clicks, they read two lines in a search result: your page's title and description. Write both for one service page, count the characters, paste them into your page settings, then check what people actually see.

YOUR PAGE **The service page you're working on**

Page URL _____

Title it has now _____

1 · TITLE **Service, place, then practice name**

A separate setting from the heading on the page, usually in your website builder's SEO settings. About 60 characters so it isn't cut off. Every page gets its own title.

Examples: Couples Therapy in Portland | Harbor Practice · Online Anxiety Therapy in Oregon | Alex Morgan, LPC

New title _____

Characters (aim for about 60) _____

2 · DESCRIPTION **Who it's for, and what happens next**

Two short sentences, about 150 characters. Written for a person, not a list of keywords. Only promise what the page actually delivers.

Examples: For partners who keep having the same argument. Meet our couples therapists, and send an inquiry to get started.

New description _____

Characters (aim for about 150) _____

3 · CHECK **What people actually see**

Google can rewrite a title or description when it thinks something else fits a search better. Search the service and your practice name on your phone. Later, in Search Console's Pages tab, a page that shows up often but is rarely clicked is the first to rewrite.

Pasted into page settings (date) _____

What my result shows on my phone _____

MEASURE **Don't guess**

Date changed _____

Compare clicks again on _____

Harbor Practice and Alex Morgan are fictional teaching examples. Google and Search Console are trademarks of Google LLC; Moonraker Academy is not affiliated with Google. A better title doesn't guarantee rankings or clicks.