

WHAT METADATA IS ALL ABOUT

Why Is Metadata Important for Local Search Engine Optimization (SEO)?

Think about meta titles, tags and page descriptions as each website page's opportunity to "advertise" itself. Local SEO provides your potential customer/client with key information about what your business has to offer. This is important because it will help your website rank for local search terms that drive traffic to your website, revenue to your business, and ultimately increase your bottom line.



