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| --- | --- |
| Owner: |  |
| File: |  |
| File Name: | **PT ADVANCED SEARCH** |
| Last Saved by: |  |

|  |  |
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| **Navigation Path** | HOME \IP Search Tools\Patents Search\PT Advanced Search |
| **Page Title** | *Page titles are important for Search Engines and also to signpost users so they know they are on the right page.* |
| **Focus Keywords** | *Think about the audience this page is for and what words and phrases they are likely to type into a search engine. These keywords words MUST be included in the Page Content if you wish this page to appear in Search Results for these search terms. Where possible your Page Title and Page Summary should include at least one keyword.* |
| **Page Summary** | *(approx. 80 - 150 characters) This will be used when a user’s shares the page on social media, or may be used on landing pages to give an overview of each page before the users clicks thru.* |
| **Page Content** | *There is no word count limit, however, try to break up the content into paragraphs and use sub-headings and bulleted lists where appropriate. Users will scan the page to quickly jump to the information relevant to them rather than read large amounts of text from start to finish.*  *When you have finished writing the Page Content, refer back to you Focus Keywords and check some of these have been included.* |
| [**SEO Meta Title (max 60 Characters)**](https://www.hallaminternet.com/top-tips-for-title-tag/) | *A page's title tag and meta description are usually shown whenever that page appears in search engine results.* |
| [**SEO Meta Description (Max 160 Characters)**](https://www.hallaminternet.com/how-to-write-a-killer-meta-description/) | *The meta description is a 160 character snippet, a tag in HTML that summarizes a page's content. Search engines show the meta description in search results mostly when the searched for phrase is contained in the description.* |
| **Any specific image(s) or logo(s) are required on this page** |  |
| **PDF Downloads** *(file\_name.jpg)* |  |
| **Video** *(YouTube url)* |  |