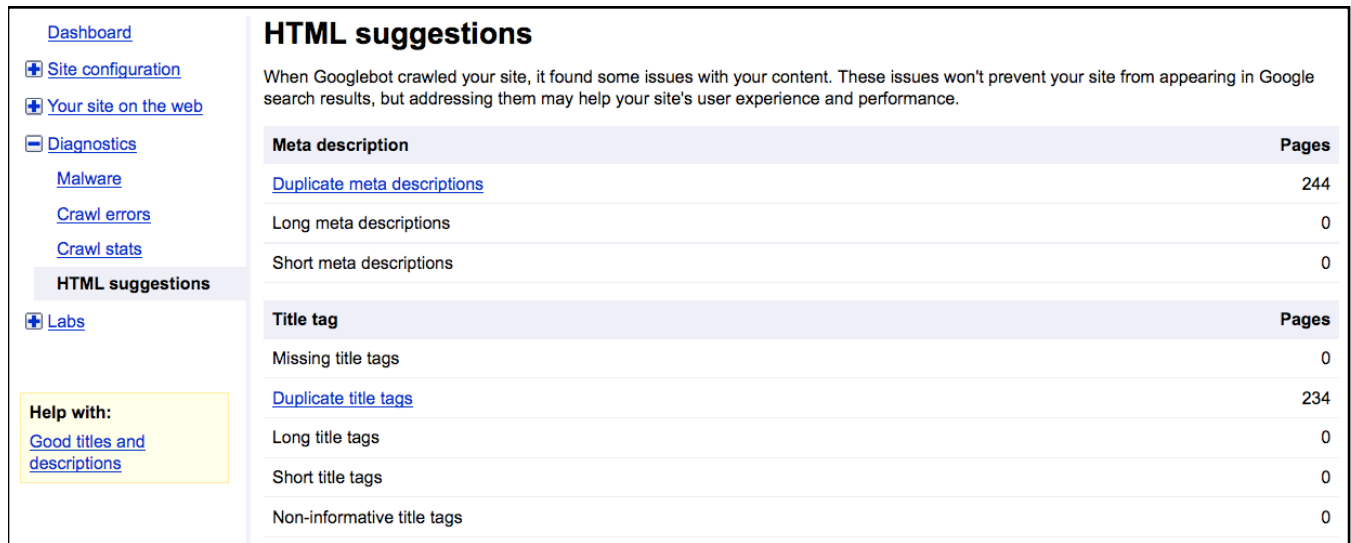


Checking Duplicate Meta Tags with Google Webmaster Tools

Google is scrutinizing Title Tags and Meta Description Tags and providing greater transparency.

In order to achieve best practice for SEO, SearchForecast suggests that the HTML suggestions within the “Diagnostics” section of Webmaster Tools are reviewed frequently - to ensure that there is no duplication of Meta Tags.



The screenshot shows the 'HTML suggestions' section of Google Webmaster Tools. It includes a left-hand navigation menu with options like 'Dashboard', 'Site configuration', 'Your site on the web', 'Diagnostics', 'Malware', 'Crawl errors', 'Crawl stats', 'HTML suggestions', and 'Labs'. The main content area is titled 'HTML suggestions' and contains a brief explanation: 'When Googlebot crawled your site, it found some issues with your content. These issues won't prevent your site from appearing in Google search results, but addressing them may help your site's user experience and performance.' Below this are two tables. The first table, 'Meta description', lists 'Duplicate meta descriptions' (244 pages), 'Long meta descriptions' (0 pages), and 'Short meta descriptions' (0 pages). The second table, 'Title tag', lists 'Missing title tags' (0 pages), 'Duplicate title tags' (234 pages), 'Long title tags' (0 pages), 'Short title tags' (0 pages), and 'Non-informative title tags' (0 pages). A 'Help with:' section at the bottom left of the main area points to 'Good titles and descriptions'.

Meta description	Pages
Duplicate meta descriptions	244
Long meta descriptions	0
Short meta descriptions	0

Title tag	Pages
Missing title tags	0
Duplicate title tags	234
Long title tags	0
Short title tags	0
Non-informative title tags	0

Whilst these issues don't prevent a website from being crawled or indexed, Google will often not display web pages with duplicate Meta Tags.

To see the HTML suggestions page:

1. On the Webmaster Tools Home page, click the site you want.
2. Under **Diagnostics**, click **HTML suggestions**.

Action Points

SearchForecast suggests website operators also

- Change Title and Description Tags on each page
- Check for Non-indexable content such as some rich media files, video, or images.

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