



# Marketing Proposal

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REWRITE BEAUTY SITE'S TITLE TAG,  
META DESCRIPTION, AND BLOG STRUCTURE

**CREATED FOR**

UC DAVIS SEO SPECIALIZATION

**PRESENTED BY**

JACLYN BLUTE

# PROJECT DETAILS

Reflect on how core on-page SEO elements—title tags, meta descriptions, and headings—shape search visibility and user experience. Choose any webpage you'd like to work with.

Respond to the project prompts to rewrite the Title Tag, Meta Description, and Heading Structure.

The webpage you work with can be:

- A site you visit often
- A website related to your interests
- A page from your workplace
- Any page you want to improve



01

**Select Website**

02

**Reflect on SEO**

03

**Assess SERP Impact**

04

**Focus on User Design**

05

**Answer Prompts**

# OPTIMIZED METADATA

featuring strategy explanations for SEO impacts

Items	Description
URL	<a href="https://www.maccosmetics.com/mac-trend/halloween-makeup-looks">https://www.maccosmetics.com/mac-trend/halloween-makeup-looks</a>
Improved Title Tag	3 Simple Halloween Makeup Looks
Improved Meta Description	Enhance your Halloween makeup looks with effortlessly chic techniques and covetable colors. Discover 3 creative, trending makeup ideas to try this Halloween!

## Title Tag Explanation:

While keeping the title clear and descriptive, this optimized option focuses on user intent for easy Halloween makeup styles while matching the elevated tone of "looks" vs. "ideas" (another keyword with comparable search volume). It stays concise and readable with a similar length.

## Meta Description Explanation:

This page summary uses natural, helpful language that matches the elevated brand tone. "Ideas" fits better in the summary than the title, because we've already used "looks" twice across the metadata and readers engage more with a summary than a title.

Choosing high-ranking keywords that explain the page demonstrates that people truly use these terms in actual searches.

# SUGGESTED HEADING STRUCTURE

To optimize blog readability and  
search engine ranking

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**H1: 3 Simple Halloween Makeup Looks to Turn Heads**

**H2: Celebrate With Goth Glam Style**

**H2: Fast, Futuristic Cyberpunk Makeup**

**H2: Cracked Doll Makeup Look**

**Explanation:**

My heading structure mirrors what is there now, set up for an easy flow to match the 3-idea list article format. I have optimized the titles for more specific audiences that align with strategic search terms and content tone. For example, "Corpse Bride" as a term has a search volume of 1,000 (but could easily lead to uninterested traffic searching for collab makeup collections from the movie). "Doll makeup" has the same search volume and "cracked doll makeup" as a longer keyword makes it clearer what kind of doll makeup this page has. As for the second H2 title, "cyberpunk makeup" outperforms "cyber makeup" (over 100 vs. less than 100 respectively) while staying true to the aesthetic style in the article.