Title in Search results NO from HO helping

------ Forwarded Message ------

From: "Lisa Robson" <[barnet@babysensory.co.uk](mailto:barnet@babysensory.co.uk)>

To: "Matthew" <[matthew.fox@babysensory.co.uk](mailto:matthew.fox@babysensory.co.uk)>; [kaye.bhatt@babysensory.co.uk](mailto:kaye.bhatt@babysensory.co.uk)

Sent: 15/12/2014 18:53:03

Subject: Re[2]: Title in Search results

Dear Matthew

I can confirm that my class tabs  are finally showing on the map when I search - thank you

In relation to the title issue

If I change the url  then this means anything linking to my current page will not work and this would impact on business further (e.g. posts on any websites to link to me that I have built up over the time)

When it is less than ten minutes work to go to the page and edit one line of text and to get a response of 'no' - it is highly disappointing. Changing the url would take just as long and would have a negative to all my previous work, changing the title would have helped direct mums to my class in those areas.

I understand your comment you cannot service unique requests but not every franchisee is asking for this because some make sense under  the general name covering sub districts, but not in London (as Kaye and I have discussed) and this was not an issue before GEMA was introduced.

As mentioned, I am disappointed this is the stance as I had hoped I would be supported #

Thank you for sorting out the other issue

Regards

Lisa

Tel : 07887 700 939  Email: [barnet@babysensory.co.uk](mailto:barnet@babysensory.co.uk)    Facebook: <https://www.facebook.com/lisababysensory.barnet.1>

Web: <http://www.babysensory.com/>

Baby Sensory - Precious Early Learning for babies  (Birth – 13months)

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------ Original Message ------

From: "Matthew" <[matthew.fox@babysensory.co.uk](mailto:matthew.fox@babysensory.co.uk)>

To: "'Lisa Robson'" <[barnet@babysensory.co.uk](mailto:barnet@babysensory.co.uk)>; [kaye.bhatt@babysensory.co.uk](mailto:kaye.bhatt@babysensory.co.uk)

Sent: 15/12/2014 11:35:03

Subject: RE: Title in Search results

Dear Lisa,

Regarding your email below;

1. As emailed last Friday the pin issue should now be sorted – can you please check for us & take screen grabs if it still doesn’t work.

2. Regrettably at this point, with over 250 Franchisees, we cannot make exceptions. We provide what we feel is a sufficient level of localisation for the average franchisee and this is what we agree to provide when we sell a franchise. While that may not work to its optimum level in an area such as London, it has been acceptable up to this point including the other Franchisees in London.

We currently have 3 very large projects with our web developers and even if we were able to request a quote, it is unlikely anything would happen before March of next year. We therefore will request again a 25 character URL that we can do for you immediately, this will then update you search title in Google (as discussed in previous emails).

Regards

Matthew Fox

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**From:** Lisa Robson <[barnet@babysensory.co.uk](mailto:barnet@babysensory.co.uk)>  
**Reply-To:** Lisa Robson <[barnet@babysensory.co.uk](mailto:barnet@babysensory.co.uk)>  
**Date:** Friday, 12 December 2014 14:37  
**To:** Kaye Bhatt <[kaye.bhatt@babysensory.co.uk](mailto:kaye.bhatt@babysensory.co.uk)>, James McCarthy <[james.mccarthy@babysensory.co.uk](mailto:james.mccarthy@babysensory.co.uk)>  
**Subject:** Title in Search results

Dear Kaye and James

Kaye asked me to email you today to explain the issue and what is the solution about the title/ heading in search results.

Thank you for looking into this issue

The problem is as follows: When I type in Baby Classes in a specific location like 'Potters Bar' Or 'Southgate' or 'Elstree or Borehamwood' or 'Oakwood' - all search results show up with the heading/ title 'Baby Sensory classes by Miss Lisa Robson **in Barnet'** - this can be misleading and can cause mums to ignore the link as Barnet is not Potters Bar.

I have attached a snapshot of the source of where the problem is and needed to be edited. If you see line 4 it has the text "Baby Sensory Classes by Lisa in Barnet" - it is this that we need amended to say ....in Barnet, Elstree, Borehamwood, Southgate, Oakwood and Potters Bar.

From what I understand the title/ heading is NOT pulled from the url, and I do not need the url changed so this will not affect what Google likes or not!  And this will not change the structure of my URL or email The title/ heading is coded into the title tag (which is line 4 of the attached)

The request is for MY page to be manually optimised for search engine performance, (no one else so this would not affect other areas or others pages and not my URL or email address).

However, if scripts are being used to pre-populate the title information based on the url as party pof the website design, the request is for this to be overridden on my page and added in manually so it can be optimised for a London based business with multiple areas via the editing of the Html tag with the requested information. 

I hope this helps to amend this for areas such as London where the location does influence people attending or not as they do not always travel when there are alternative classes to go to..

Also I still have no map and tabs showing when I search for my classes in the Baby Sensory Home page.

Kind

Regards

Lisa

Tel : 07887 700 939  Email:  [barnet@babysensory.co.uk](mailto:barnet@babysensory.co.uk)    Facebook: <https://www.facebook.com/lisababysensory.barnet.1>

Web: <http://www.babysensory.com/>