Background Information: These are recommendations only, there isn’t really a downfall to exceeding these limits but mostly it’s about what will be seen first and what has the higher priority.

Recommended Title tag size is about 70-80; the closer to the beginning that a keyword is in this, the better. The search engines view the title tags in importance from beginning to last.

Recommended Description tag size is about 150 – 170; not really important to search engines, important for viewers, anything exceeding about 155 characters is truncated from view in search results.

Recommended Keyword tag size is about 250; not important to search engines, still need to have relevant content just so field isn’t blank.

Title tag and description tag need to have cohesion with each other as well as with page content. It’s all about relevancy now.