

HOW TO WRITE A PERFECT *meta description*

WHAT IS A META DESCRIPTION?

A meta description is a short snippet of text that appears below the title of a web page in search engine results. While meta descriptions do not directly impact search engine rankings, they are still an important part of ranking on Google because they can influence a user's decision to click through to your website.

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META DESCRIPTION

THINGS TO KEEP IN MIND

- The ideal length for a meta description is between 120-150 characters, including spaces. Google will cut off your description at 150 characters and use "..." for the rest.
- Use relevant, non-industry, keywords that accurately describe the content of your page. This can help Google understand what your page is about and show it to users searching for those keywords.
- Write a description to create a message that is both informative and enticing. Try to highlight the unique value proposition and target audience of your content or the benefits of reading your page.

THE FORMULA

Describe your services or products.



What are the benefits of those services or products to your target audience?



A specific call to action.

EXAMPLES YOU CAN 100% STEAL

Obviously don't use them word for word if they don't have anything to do with your business. But you can totally break them apart and rewrite them to cater to your specific needs.

- 01** Our groomers specialize in catering to poodles and using the best techniques and products. Treat your furry friend to a luxurious grooming experience today!
- 02** Experience the ultimate in comfort with our high-end loungewear collection for women. Visit our Pittsburgh store to elevate your loungewear game.
- 03** Elevate your style with our signature monogram necklaces handcrafted in Austin. Shop our collection and discover the perfect gift for any occasion.
- 04** Hand crafted luxurious soaps with bold scents and colors, specifically tailored to the modern man. Shop now and discover your new favorite scent.

Adding a meta description to your site

- ✓ [Shopify](#)
- ✓ [Squarespace](#) (called a SEO description here).
- ✓ [Wix](#)
- ✓ [Weebly](#)
- ✓ [WordPress](#)
- ✓ [Showit](#)



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