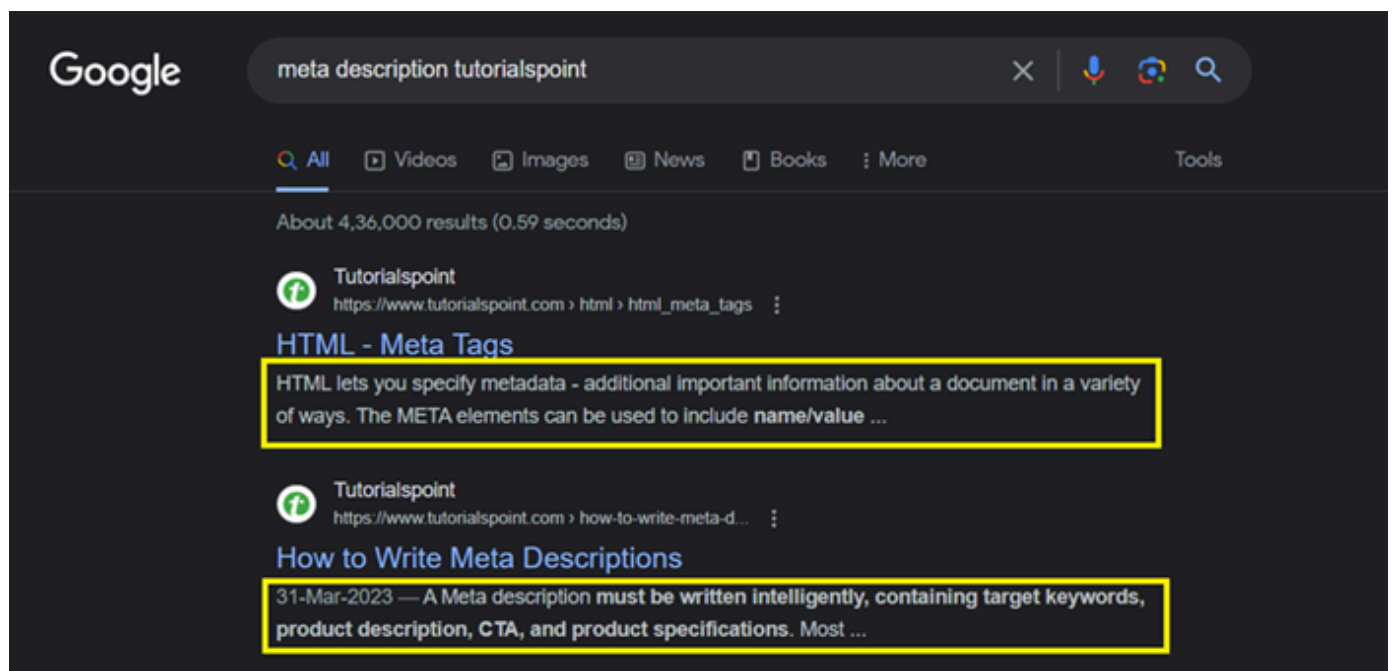


SEO - Meta Description

Meta Description: What Is It?

For website optimisation, HTML uses a meta description element that provides a straightforward web page summary. The goal of a webpage's meta description tag, which is included in the search result snippet on a search engine results page (SERP), aims to give the consumer a quick and rough overview of the information on the website and how it relates to the searched term.

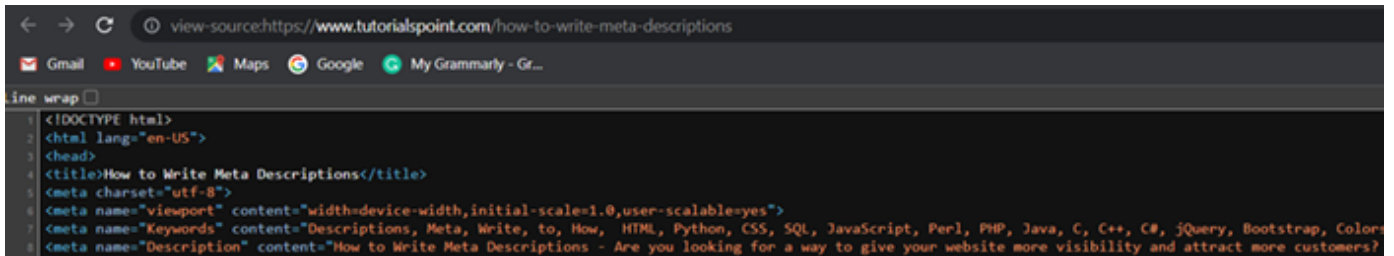


An illustration of HTML code for Meta Description

```
<head>
  <meta name="description" content="Here is an example of a meta description. Thi
</head>
```

Note – The meta description for your page can be found in the HTML syntax for that page.

- Right Click on the Webpage.
- Click on View Page Source.
- A new tab opens with the source code in HTML.



```
<!DOCTYPE html>
<html lang="en-US">
<head>
<title>How to Write Meta Descriptions</title>
<meta charset="utf-8">
<meta name="viewport" content="width=device-width,initial-scale=1.0,user-scalable=yes">
<meta name="Keywords" content="Descriptions, Meta, Write, to, How, HTML, Python, CSS, SQL, JavaScript, Perl, PHP, Java, C, C++, C#, jQuery, Bootstrap, Color">
<meta name="Description" content="How to Write Meta Descriptions - Are you looking for a way to give your website more visibility and attract more customers?">
```

Appropriate Size of a Meta Description

- Although Google typically shortens snippets to between 155 and 160 characters, meta descriptions are theoretically allowed to have any size.
- Experts advise meta descriptions to be around 50 to 160 characters in length since it is suggested that you keep them that length so they are correctly informative.
- Remember that no single "optimal" size applies to all circumstances; instead, focus on adding content and encouraging user interactions.

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What Justifies the Importance of Meta Descriptions for SEO?

- Meta descriptions, also called SEO meta descriptions, don't affect rankings directly. When deciding ranks, Google does not consider this factor into account.
- For SEO, though, meta descriptions are crucial. They are frequently used to produce snippets informing consumers about your website's contents. They can assist you in getting ahead of your rivals on the SERP with better engagement and ranking.
- The number of clicks you receive (CTR) rises due to an informative snippet that persuades more visitors to visit your website. They even help spread information about an organisation. The SEO of your website could benefit from both.

Note – Google can generate an alternative snippet if its algorithm determines that your website's HTML meta description fails to meet the consumer's objectives.

Meta descriptions and Social media

- The content description that displays when a website's content gets shared on social networking platforms frequently comes from the meta description element of

the page.

- Social networking sites use the initial content if they discover that the meta description element is missing.
- For consumers exposed to your content through sharing on social media, based on the initial information through meta description affect your website user feedback.

Five Guidelines for Meta Description Composing

As we write meta descriptions, the following guidelines should be followed –

- Determine the total length of the meta description.
- Determine the most important keyword.
- Meet the needs of the consumer.
- Incorporate calls to activity.
- Create distinct and informative yet brief meta descriptions for each page.

Analyse the length of the meta description

We advise using 680 pixels, or roughly 105 characters, for your meta description. You now have room to develop an insightful synopsis while lowering the possibility of SERP truncation.

Note – A snippet's precise character count relies on several variables, including –

- A consumer's device, for instance, a desktop computer, has more screen space than a mobile phone. For instance, A "w" character requires more pixels than the character "i" since they are wider.
- The search term entered by the user, as words in bold, fill up additional pixels.

Specify The Main Keyword

- The most important keyword for the page—the principal search term you want the website to be ranked for—should be included in every meta description.
- This won't specifically impact your search engine optimisation efforts. However, it can tempt visitors to click on it. The fact that keywords that appear in the search query are frequently bolded by Google significantly impacts your website performance.

Provide for Search Intent

Creating a successful meta description requires in-depth knowledge of the search query or what a user hopes to accomplish.

For instance, when a consumer searches "buy Macbook," Apple encourages people to go through by mentioning trade-ins and affordable monthly payments. Apple informs consumers that they can compare different models when they search for "compare Macbooks." Note how Google modifies this website's meta description with MacBook's specs since searches prefer specifics to a brief overview.

Add Calls To Action (CTA)

Consumers are instructed to determine what to do by using CTAs. You may utilize these to encourage clicks in your meta descriptions.

For instance, On a car website,

- Book online.
- Discover more.
- Give it a Test Drive.

CTAs are urgent statements that urge consumers to react by taking action. They begin with an action call. Meta descriptions written directly are shorter, more interesting, and more compelling.

Be Distinctive With Each Meta Description

- For every website that could be indexed by Google, or any web page published there, provide a distinctive meta description.
- Users can understand precisely what every web page offers if you do this. Increase your CTR as well.
- Meta descriptions that are repetitive and basic don't add anything. They also do not specify what is contained on a particular webpage.

Meta Description Resources

Conserve your precious time and increase your genuine CTR with the help of the following meta-description tools –

- **Site Audit** – Examine your website for duplicated and incomplete meta descriptions by performing a site audit.
- **On-Page SEO Checker** – Examine your meta descriptions with the on-page SEO tool to determine if Google is changing them.
- **Google / Keyword Overview** – Examine the snippets of your rivals by using Google Overview.
- **PageImprove** – Optimise your page by quickly updating the meta description.
- **SplitSignal** – A/B tests for your meta descriptions should be conducted using SplitSignal.
- **To The Web's SERP Preview Tool** – Measuring the size of the meta description using the SERP preview tool on the Internet.

Last word

On-page SEO includes meta descriptions as one of the crucial components. However, there continues to be a tonne of other factors to improve. To make potential consumers feel sure that their questions can be answered with just a single click, the best practice regarding meta descriptions is effectively and concisely summarise the webpage's content.