



Auditing meta descriptions



Trainer:

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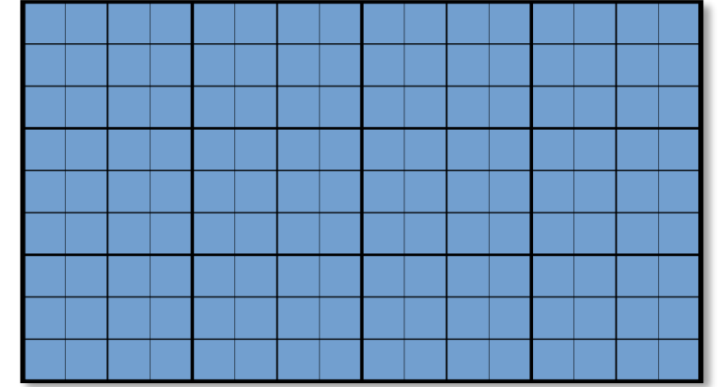
Challenge



Knowing that meta descriptions do not have impact on ranking and Google regularly rewrites them – what might be a good way to prioritise which meta descriptions we work on?

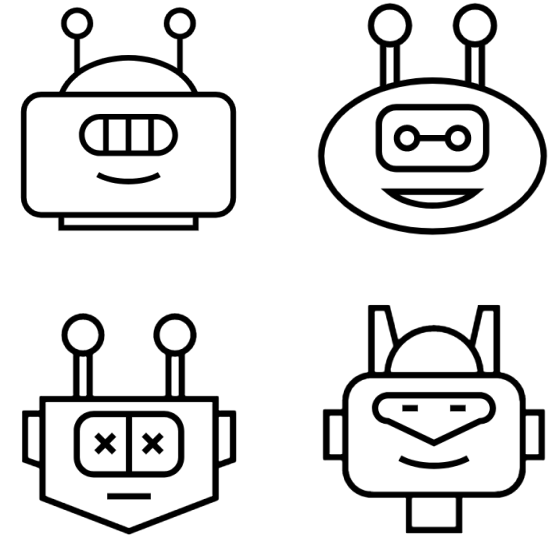
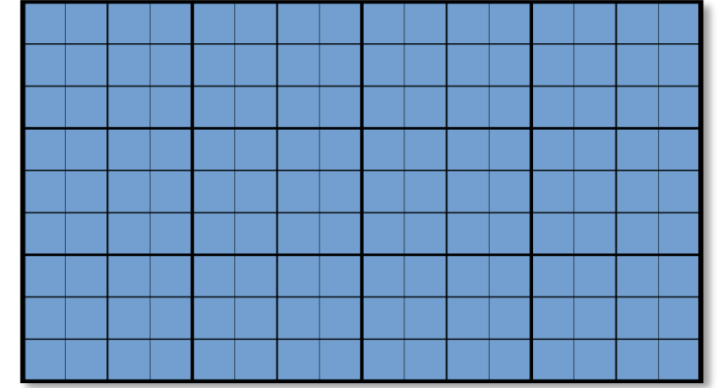
Key concept

The best place to focus on meta descriptions
is pages that already rank
(Not CTR!)



Auditing meta descriptions

- 1) Get a list of URLs and meta descriptions
- 2) Find out how many clicks each URL has had from Google
- 3) Discover where there are blank meta descriptions



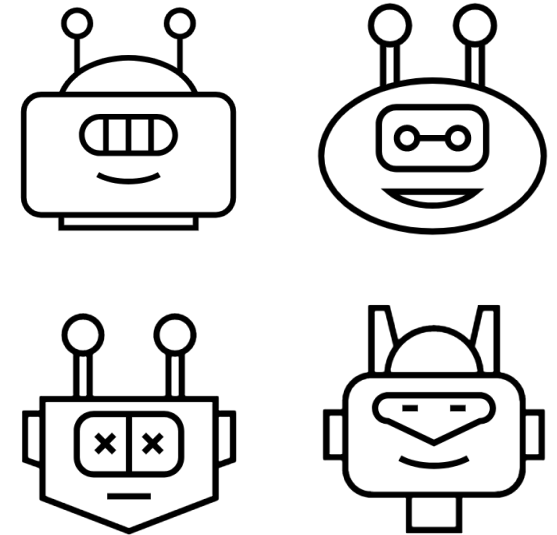
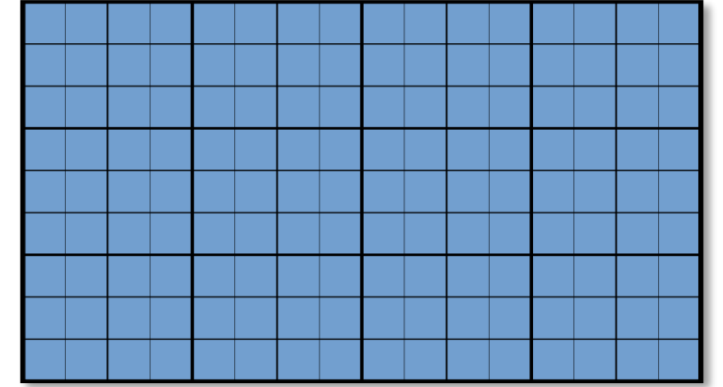
Challenge



What tools and data sources might you use to go about achieving this?

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- 1) Screaming Frog
- 2) Google Search Console
- 3) Excel



Auditing meta descriptions

=INDEX(Meta!C:C,MATCH(A2,Meta!A:A,0))

