

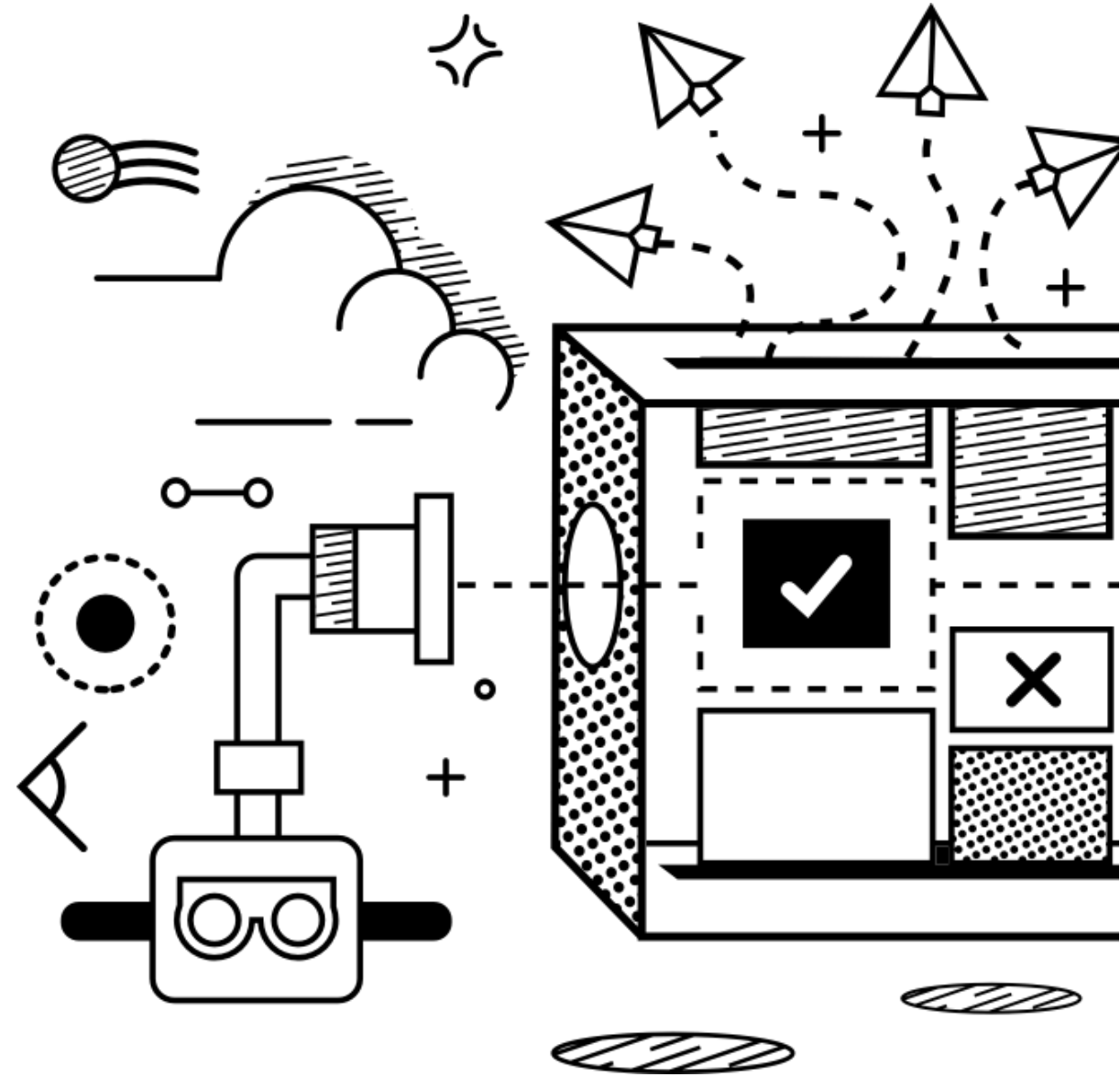


Meta descriptions

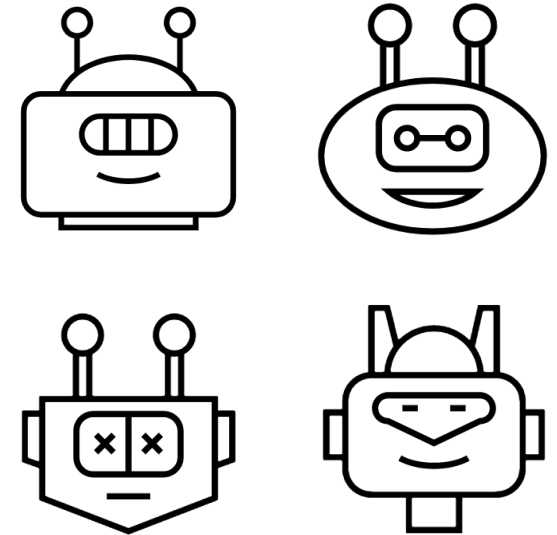
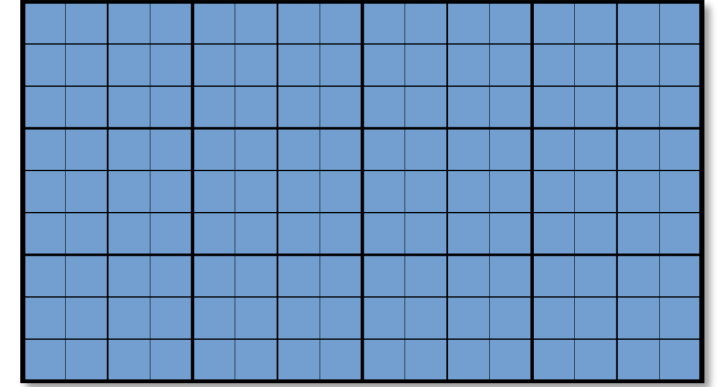


Trainer:

Mark Williams-Cook
Candour



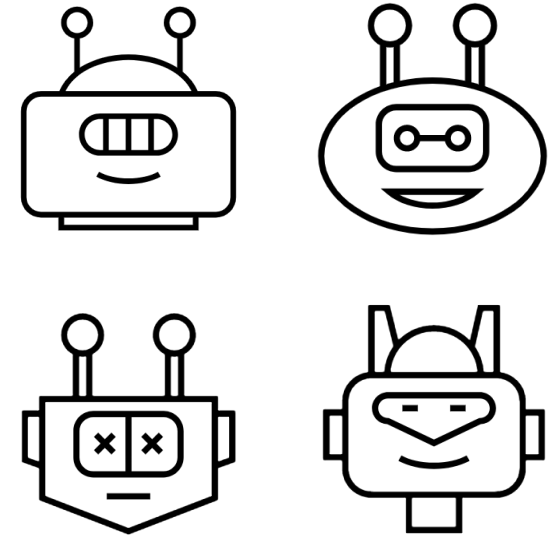
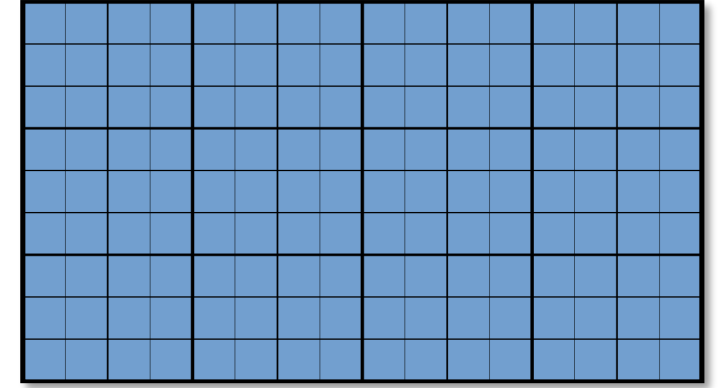
Meta descriptions



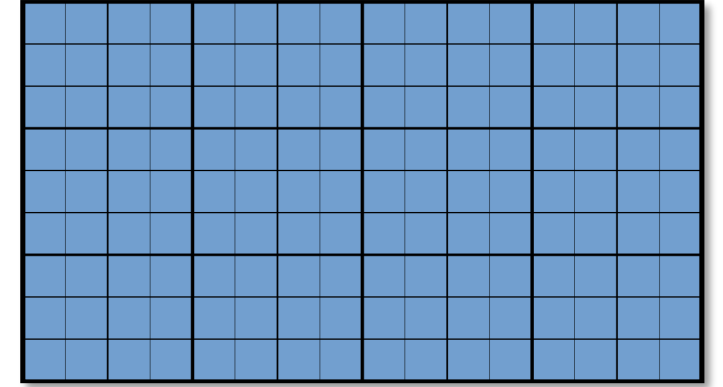
Meta descriptions

A meta description tag informs and interests users with a short, relevant summary of what a particular page is about.

They are like a pitch that convince the user that the page is exactly what they're looking for.



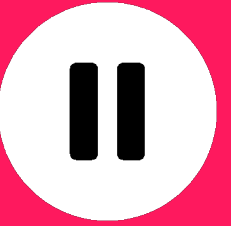
Key concept



Meta descriptions are not a ranking factor!



Challenge



Google your website and then use Chrome Inspect to see if your defined meta description matches what Google is showing.

Key concept

Google rewrites meta descriptions
~70% of the time!

