



Meta descriptions best practise



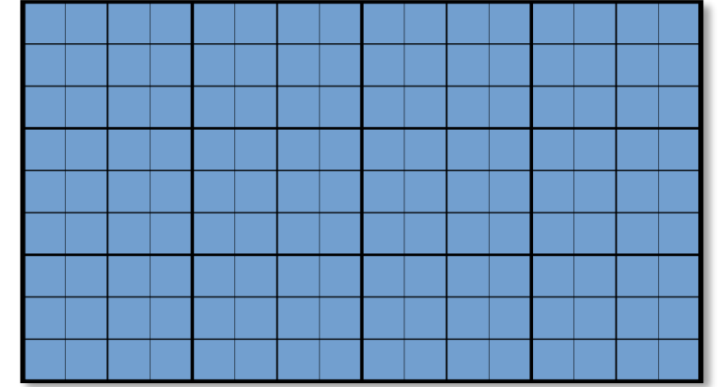
Trainer:

Mark Williams-Cook
Candour

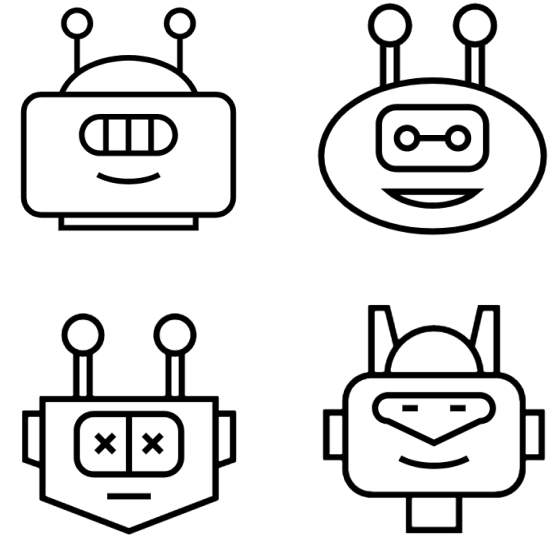
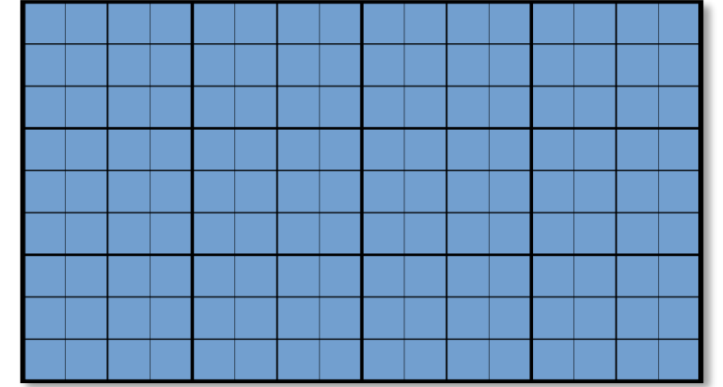


Key concept

Google will use your meta description if they believe they can't give users a more accurate description than would be possible purely from the on-page content



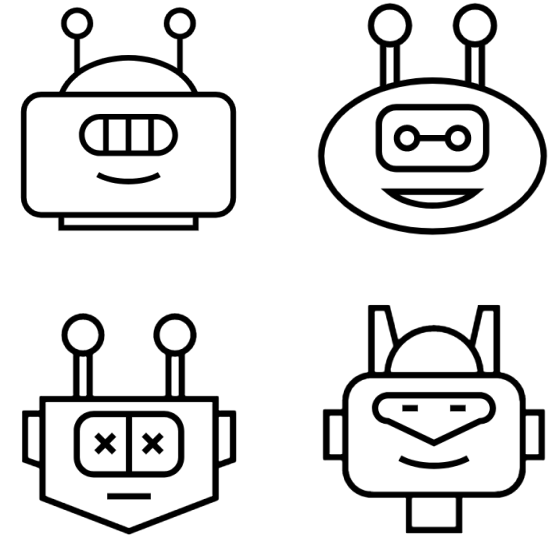
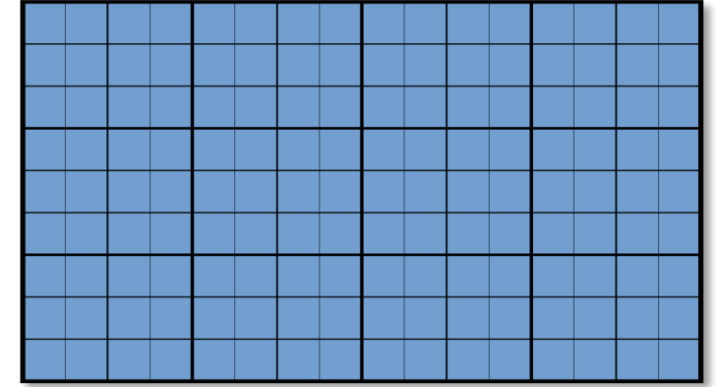
Meta description best practises



Meta description best practise

Meta description best practises

Include relevant information about content

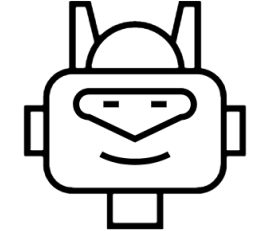
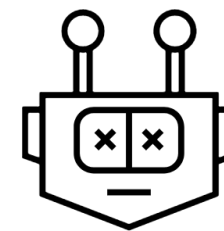
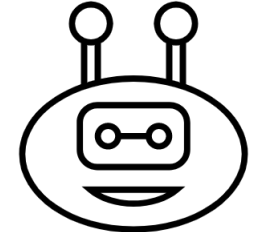
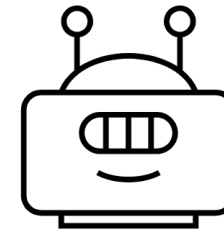
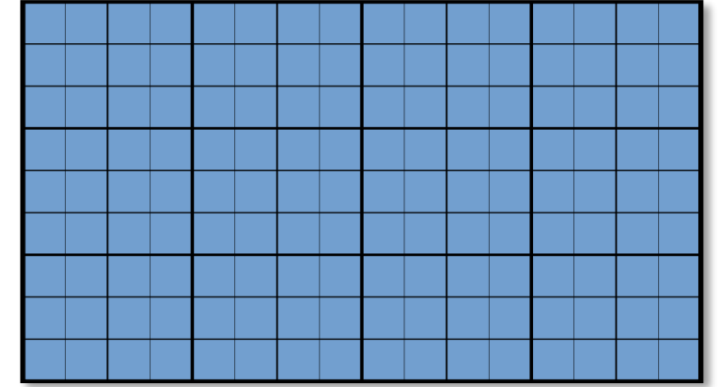


Meta description best practise

Meta description best practises

Include relevant information about content

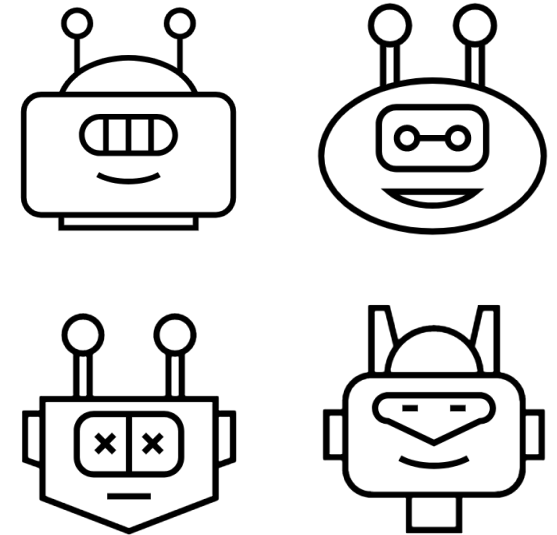
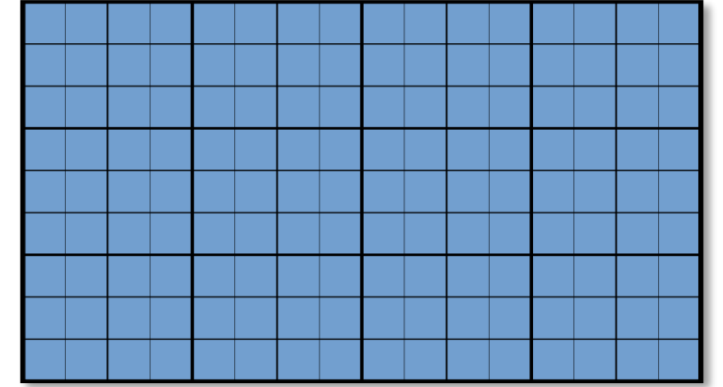
```
<meta name="description" content="Written by A.N. Author, Illustrated by V. Gogh, Price: $17.99, Length: 784 pages">
```



Meta description best practise

Meta description best practises

Use 'quality' descriptions



Meta description best practise

Meta description best practises

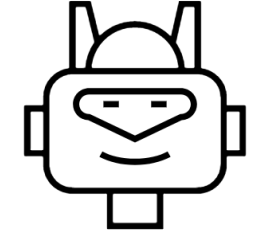
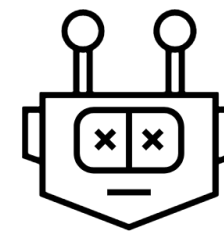
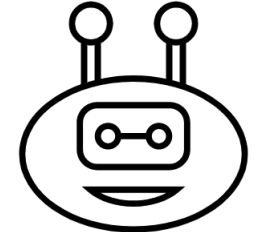
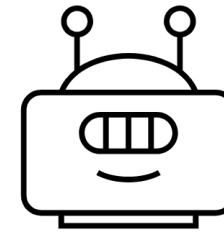
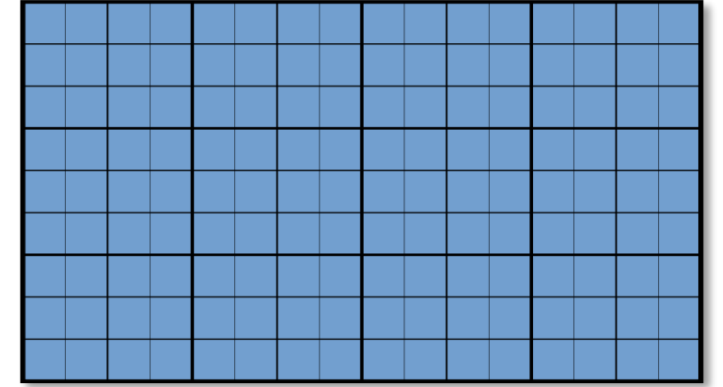
Use 'quality' descriptions

❌ Bad (list of keywords):

```
<meta name="description" content="Sewing supplies, yarn, colored pencils, sewing machines, threads, bobbins, needles">
```

✅ Better (explains what the shop sells and details like opening hours and location):

```
<meta name="description" content="Get everything you need to sew your next garment. Open Monday-Friday 8-5pm, located in the Fashion District.">
```



Meta description best practises

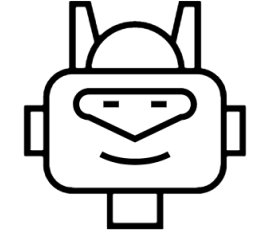
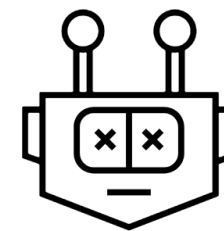
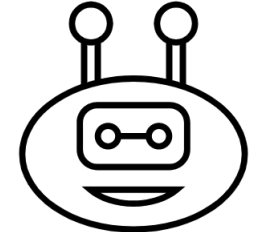
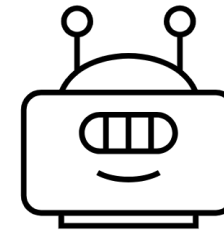
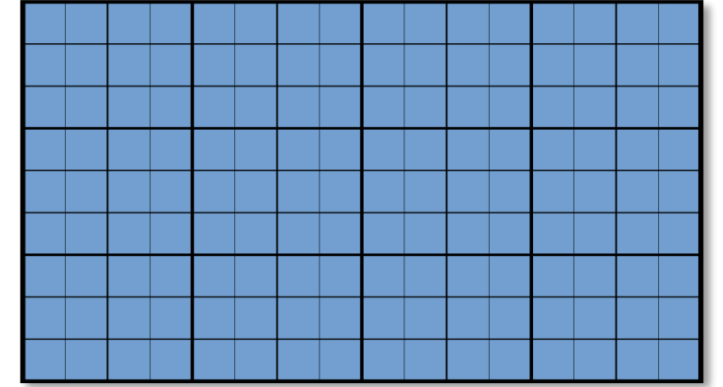
Use 'quality' descriptions

❌ **Bad (same description used for every news article):**

```
<meta name="description" content="Local news in Whoville, delivered to your doorstep. Find out what happened today.">
```

✅ **Better (uses a snippet from the specific news article):**

```
<meta name="description" content="Upsetting the small town of Whoville, a local elderly man steals everyone's presents the night before an important event. Stay tuned for live updates on the matter.">
```



Meta description best practises

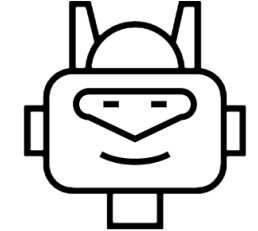
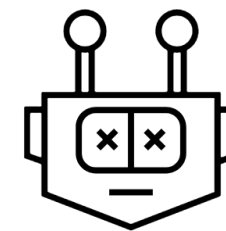
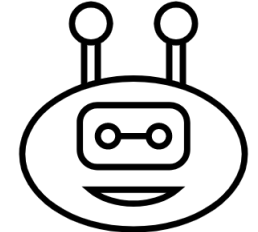
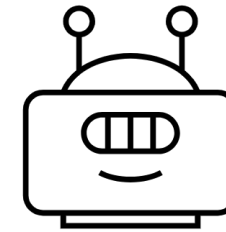
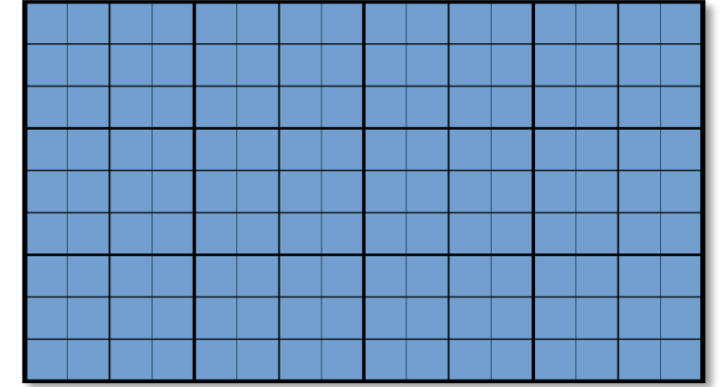
Use 'quality' descriptions

❌ Bad (doesn't summarize the page):

```
<meta name="description" content="Eggs are a source of joy in everyone's life. When I was a small child, I remember picking eggs from the hen house and bringing them to the kitchen. Those were the days.">
```

✅ Better (summarizes the whole page):

```
<meta name="description" content="Learn how to cook eggs with this complete guide in 1 hour or less. We cover all the methods, including: over-easy, sunny side up, boiled, and poached.">
```



Meta description best practises

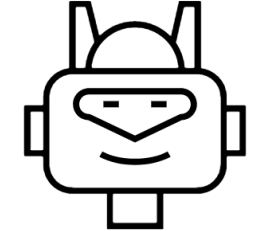
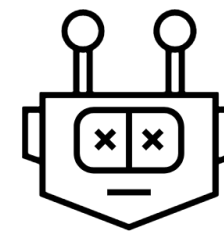
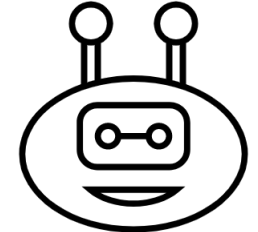
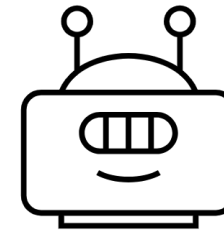
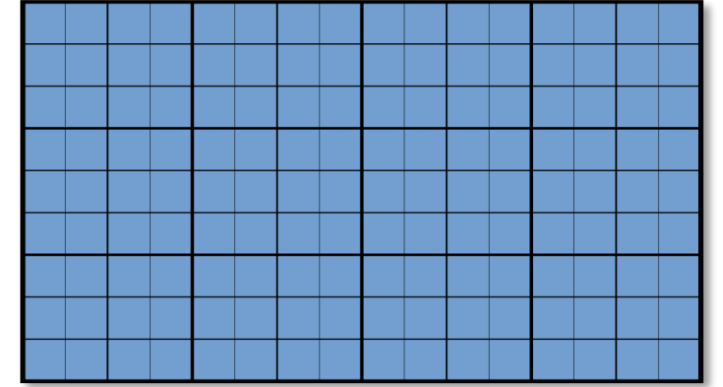
Use 'quality' descriptions

❌ Bad (too short):

```
<meta name="description" content="Mechanical pencil">
```

✅ Better (specific and detailed):

```
<meta name="description" content="Self-sharpening mechanical pencil that autocorrects your penmanship. Includes 2B auto-replenishing lead. Available in both Vintage Pink and Schoolbus Yellow. Order 50+ pencils, get free shipping.">
```



Challenge



Become familiar with your CMS and how you can easily change both titles and meta descriptions.

Is there any way you could automate some of these processes?