

# Document Does Not Have A Meta Description

## Overview

Descriptions can be displayed in Google's search results. High-quality, unique descriptions can make your results more relevant to search users and can increase your search traffic.

## Recommendations

- Add a description tag to the `<head>` of each of your pages.

```
<meta name="Description" content="Put your description here.">
```



- Make sure that every page has a description.
- Use different descriptions for different pages.
- Include clearly-tagged facts in the descriptions. The descriptions don't have to be in sentence format. They can contain structured data.

```
<meta name="Description" content="Author: A.N. Author,  
Illustrator: P. Picture, Category: Books, Price: $17.99,  
Length: 784 pages">
```




- Use quality descriptions. High-quality descriptions can be displayed in Google's search results, and can go a long way to improving your search traffic.

See [Create good meta descriptions](#)  for more guidance.

## More information

This audit fails if your page doesn't have a description, or if the `content` attribute of the description is empty. Lighthouse doesn't evaluate the quality of your description.

[Audit source](#) 

## Feedback

Was this page helpful?

YES

NO

Great! Thank you for the feedback.

Sorry to hear that. Please [open an issue](#) and tell us how we can improve.

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