

How to Write the Perfect Meta Descriptions for SEO

Writing meta descriptions for SEO is important! If you want a higher click through rate from Google to your website, you need to master writing the perfect meta description.



- ① Grab your keyword list and go to <https://seomofo.com/snippet-optimizer.html>
- ② In a second browser tab, open the product or service page on your website you'll be writing the meta description for
- ③ Head back to <https://seomofo.com/snippet-optimizer.html> and start writing a draft of your meta description in the description box
- ④ As you write, you will see the character count. Make sure to keep your meta description under 156 characters so it doesn't get truncated in Google
- ⑤ Start to describe your product or service that will make someone want to learn more and visit your website.
- ⑥ Include your target keyword in the description at least once if you can (this gets bolded when searched on Google)
- ⑦ Include a call to action or highlight a benefit like, "Visit our website to learn more." or "Lifetime guarantee + fast shipping!". Think like a marketer!
- ⑧ When you have the perfect meta description, copy + paste to add to your website!