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!

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