



seven

MISTAKES TO AVOID WHEN WRITING YOUR META DESCRIPTIONS

```
<meta name="description"  
content="A description of the  
page" />
```



Meta Descriptions Which Are Too Long

The general rule of thumb for maximum meta description length is 160 characters for desktop and 120 for mobile. So, even if you have the most ideal page summary ever written, Google is going to truncate it and, more likely, rewrite it altogether if it is beyond these limits.

Mistakes to Avoid When Writing Meta Descriptions



Meta Descriptions Which Are Too Short

While brevity is important, it stands to reason you should still make the most of the room allotted to summarize and promote your content. Chances are that search engines will view short meta descriptions as lacking in substance and therefore quality.

Mistakes to Avoid When Writing Meta Descriptions



Meta Description Is Inconsistent with Page Content

Meta descriptions are meant to summarize the page they are associated with. Yet there are ample instances, whether due to laziness or a lack of attention to detail, where they do not accurately reflect what's on the page.

Mistakes to Avoid When Writing Meta Descriptions



A Lack of Relevant Keywords

Make sure you incorporate enough relevant and topically related keywords to signal to the search engines and your target audience the description is truly in line with the content on the page it describes.



Description Duplication

Duplicate meta descriptions appearing on multiple website pages is commonly the result of website owner laziness or corner cutting. Each page must have its own unique, engaging description, otherwise the search engine crawlers may very well pass it by, along with the content it's describing.

Mistakes to Avoid When Writing Meta Descriptions



Keyword Stuffing

Stuffing the same or very similar keywords into webpage content is an understood SEO no-no and the same goes for meta descriptions. It is good to incorporate a primary keyword or phrase into your page description for consistency with your page title and potentially your URL.

Mistakes to Avoid When Writing Meta Descriptions



Leaving Out a Call to Action

If you are able to fully describe the content and context of your page and still have room to add a call to action, you should. A nudge to your prospect/customer may be enough to get them to click on your link instead of your competitors' which may lack the same prompt.





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