Digital Aura

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HOW

How to
optimize
your meta
description

A good meta description will increase your CTR and sales.

What is meta description?

The meta description is an HTML tag that provides a brief summary of your page. It influences people to click on your result in SERP.

Does this affect SEO?

NO

The meta description is not one of google's ranking factors. But it affects your ranking indirectly. It is responsible for CTR and you know that high CTR means a high ranking.

Follow the tips to make sure your meta will boost your CTR

1. Keep it under 160 characters.
2. Use your focus keyword in the starting
3. Write a unique meta description for every page
4. Write in a simple and easy language.
5. Don't use the (") mark in your meta description.
6. Don't write generic meta, write it like an ad copy.
7. Don't forget to include a call to action.
8. It should match the content of your page.

→

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