



How important is the meta description tag for SEO?

Does creating a page description make a difference in increasing traffic to a website? The answer is yes! ” In fact, a description is essential for SEO. Especially when many people leave this label aside, it can ultimately generate great performance.

SEO is a detailed strategy, and the meta description is part of a set of optimizations that need to be done for this strategy to really work.

Do you really want to know why meta description is fundamental in [SEO optimization](#) of a page? Here are three good reasons:

Briefly describe the content of the page

Everything on the internet is dynamic and immediate. People, especially when looking for information, **want [content that is relevant](#) to "yesterday", clear and simple information** . Spending hours in front of a computer or mobile phone to clear up doubts is not a common feature on the other side of the screen.

Therefore, **creating a meta description** allows a more dynamic interaction, it is easier for the user to identify if what you have to offer is what he needs, in a more agile way. From a quick and dynamic read, he can conclude if entering your page is the best option at the moment. And that's exactly what you want and what your business needs, right?

It's a kind of direct advertising.

Another point that demonstrates the importance of describing Meta is that it consists of a simple, fast and very direct advertisement. There is only one goal: to stand out and attract potential customers to the address of the link in question.

The description text should be prepared with the same care when creating a [Google Ads](#) campaign , for example.

The content must be compelling, contain a call to action, and compelling to the point where the user clicks to learn more.

Improve your clickthrough rate and visit rate

The main result of this direct advertising that gives agility to the internet user is perfect for those who have a website, [online store](#) , blog and the like: this improves the click-through rate and visits to your site!

And, from the significant increase in this traffic, you can also see **improvements that have a direct impact on** your company's cash flow. After all, the more people know you and get more involved in your business, the bigger they are. the chances of sales taking place. Now that you've realized how important it is to have a meta-description that summarizes the content of the page, it's time to learn **how to create a great**, hassle-free description. And what are the best care, tips and strategies?

See the step-by-step answer below for this creation:

Be honest and objective

The first step to creating a successful Meta Description is to bet on honesty and objectivity with your reader.

Make a true summary of what they will find on the landing page to generate interest that will be fed up later. **Don't promise what you can't deliver!**

Google's own robot can identify when a description does not match the actual content of the page. So don't try to "cheat the system".

It arouses the reader's interest

A person clicks on the content that catches their attention the most. This is the role of the description tag: to arouse the interest of users so that they are directed to your site.

Attract the right people with a dynamic description that **encourages the internet user to want to read and learn more** about the topic that will be addressed. Show, in the meta description, why your content is what they were looking for.

Use some kind of CTA

The meta description will be complete only with a CTA, ie an exhortation. But what CTA can be used in this space? Virtually all types. It can be an invitation to continue reading, to know more details about the product or service or even an indication to download content, such as an e-book.

Rely on mental triggers

Mental triggers can be defined as impulsive actions, decisions made automatically by people. Using mental triggers in a description is a great opportunity to convert readers. There are many types of mental triggers, but creating the feeling and feeling of scarcity, novelty and so many other types are a few examples that you can use when creating your own descriptions.

Test to always improve

The first step is to include a meta description on your pages and the content posted on your blog. The good news is that these definitions are not perpetual. You can change them whenever needed.

Continuously improve your description goals.

At first, dare to launch several different types of description. Then, evaluate which structures worked best, ie had better results, and bet on them.

Description update

Track your click-through rate against Google Analytics, this will give you a northern model that works with your audience. Do this carefully and always follow.

To see if the search engine has already updated its Description, do a search for your page and see if the update has already run. Make a note of when this update was released, and monitor whether your clickthrough rates have improved.

Use your creativity and don't forget who you're writing for.

The metadescription **should** be given the same care as a Google Ads campaign or any other content created for the web.

With this in mind, we'll show you the most common mistakes when creating a description tag. These are the 5 most common negligences.

Pay attention to everything and do it right from the start.

1) Submit a fake content ad

Meta Your description has been excellent and the internet user can't help but click, after all, he will definitely find the best content on your page. That's great! But **it is necessary to meet all these expectations**. It is useless to promise something that will not be fulfilled later.

False advertising is one of the anchors that can sink your business. If a large number of people start accessing the content, do not find what they are looking for and go in order, the search engines will start to decrease its quality and your page will decrease both in the ranking and in the final results.

2) Stop using Meta Description

Another mistake that is still common is simply not using Meta Description. Although there are many indicators for improving the SEO of your page and its content, **do not fall into the error of believing that some can simply be removed without prejudice**.

Every point counts in the final performance of your business and therefore it is essential to pay attention to each strategy. Try not to leave any of them out, okay?

3) Forgetting the keyword

One of the compositions that cannot be omitted in your descriptive text is the keyword . Its use is indispensable in the title of the articles, in the URL of the pages, other text of the images and in the body of the text. **Leaving it out of Meta Description means losing the opportunity to get better results.**

Always add the main keyword in this summary and even find space for the secondary ones when possible. Keep in mind that Google robots and other mechanisms will better index your content based on these precautions.

Now don't force the slash, if the keyword doesn't fit in the Description, don't use it.

4) Lack of call and information

Two elements are basic and must be in the Meta Description: the appeal and the information. The call may be the use of CTA, as I mentioned earlier in this article.

The information, in turn, refers to **an effective summary in which the reader can understand what will actually be presented in the link** . Run away from meaningless creations that say "nothing at all".

5) Meta Description too long

Finally, the summary should be short, somewhere between 120 and 156 characters. Do not exceed this size! **If you do this, your meta description** will be incorrectly characterized and, in search engines, will be interrupted, an unattractive way to persuade someone to access your page, right?

So what is the importance of the meta description tag and its impact?

Metadescription is the label responsible for presenting a summary of a page's content. Creating an optimized and creative description will help you attract the attention of the right people and thus increase the organic traffic of your site.

Despite its importance, many professionals leave the description aside, not knowing how much it can have an impact when it comes to attracting users' attention during a search.

Now that you know absolutely everything about the process of **creating a meta description** , it is important to keep in mind that having professional digital marketing experts

is always the best alternative to stand out in the market. Since there are so many details to consider, making **sure nothing goes unnoticed is the best alternative to succeed!**

[Digital Marketing Agency](#) is a reference when it comes to creating, formatting and maintaining the best SEO techniques, whether for your website, online store or blog. Take the opportunity to optimize your strategy, improve your Meta Description and also your performance. [Contact an SEO expert right now](#).

[Creativ24](#) offers you **professional web design services** at favorable prices, creation of presentation sites for small and medium-sized companies, **creation of online stores** and product catalogs, as well as other related services: **website maintenance and administration**, **optimization SEO** and **online promotion**, **graphic design and company identity**, **web hosting** and domain name registration.