



What is a Meta Description? Examples and Tips



Meta descriptions tell searchers what they will find when they click on your website. Here's how to write a meta description that increases your clicks using SEO and technical SEO strategies.

When you search for something online, you get tons of results to choose from. Instead of clicking through each link, you can read the short descriptions under each result to find what you want. These summaries are called meta descriptions.

Meta descriptions give users a sneak peek of what to expect on your web page. They don't appear on the web page but show up in search engine results to help users decide if they want to click through to your site.

A well-written meta description can boost your website's organic traffic. Unfortunately, many small business owners don't realize they can control what's shown on search engines like Google. By optimizing your meta descriptions with SEO strategy and technical SEO, you can encourage users to click on your link by clearly explaining what your page is about and why it's worth visiting.

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