

Best Practices

Accurately summarize the page's content

Write a description that would both inform and interest users if they saw your description meta tag as a snippet in a search result.

Avoid:

- writing a description meta tag that has no relation to the content on the page
- using generic descriptions like "This is a web page" or "Page about baseball cards"
- filling the description with only keywords
- copying and pasting the entire content of the document into the description meta tag

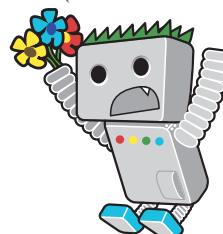
Use unique descriptions for each page

Having a different description meta tag for each page helps both users and Google, especially in searches where users may bring up multiple pages on your **domain** (e.g. searches using the [site: operator](#)). If your site has thousands or even millions of pages, hand-crafting description meta tags probably isn't feasible. In this case, you could automatically generate description meta tags based on each page's content.

Avoid:

- using a single description meta tag across all of your site's pages or a large group of pages

Use description meta tags to provide both search engines and users with a summary of what your page is about!



Links

• Content analysis section

<http://googlewebmastercentral.blogspot.com/2007/12/new-content-analysis-and-sitemap.html>

• Prevent search engines from displaying ODP data

<http://www.google.com/support/webmasters/bin/answer.py?answer=35264>

• Improving snippets with better description meta tags

<http://googlewebmastercentral.blogspot.com/2007/09/improve-snippets-with-meta-description.html>

• site: operator

<http://www.brianwhite.org/2007/04/27/google-site-operator-an-ode-to-thee/>