



How to write a meta description?

Step-by-step instruction.

Designed by

BOWWE

7 general rules for creating a meta description

- 1** Don't exceed the limit of 160 lanes with spaces and a width of 600 pixels.
- 2** Use keywords.
- 3** Use Power Words.
- 4** Use CTA (Call To Action) and say what to do.
- 5** Make the meta description clear and concise.
- 6** Limit self-promotion. Instead, emphasize the value of the content behind the meta description.
- 7** Finally, re-index the page after each meta description change.

How to create a meta description for the homepage?

1 First, consider:

- What is the purpose of the homepage?
- What is its subject matter?
- Who are its recipients?

2 Try to describe what it presents in the shortest but interesting way possible.

3 Use keywords that are important to you.

4 Apply a CTA (Call To Action).

- **Example:** Find out more, See our offer, Contact us

5 Applying the same rules, take care of meta descriptions of all other subpages (these may appear with your home page in the search engine)

"X" has many years of experience in providing SEO services. Your website will quickly become number 1 in search results thanks to us!

How to create a meta description for an article?

1 First, consider:

- About what is the article?
- What is its purpose?
- Who is its audience?

2 Use keywords from the article.

3 Address directly to the recipient.

4 Indicate what the recipient will learn from the article or share valuable information.

5 Apply a CTA (Call To Action).

- **Example:** Learn More, Read Our Article, Click Now, etc.

Did you know 80% of people only read headlines? How is this possible? Read our article and learn how to create headlines that no one will pass by!

How to create a meta description for a product?

1 First, consider:

- What is the strength of your product?
- Why would anyone be interested in him?
- What needs of the recipients does your product respond to?
- What distinguishes it from competing products?

2 In simple words, explain what your product is.

3 Present its most significant advantages or distinguishing features.

4 Use brand words.

- **Example:** BOWWE Tool, Nike shoes, Ahrefs SEO audit

5 Apply a CTA (call to action)

- **Example:** Order, Buy Now, View Product, etc.

**BOWWE allows to creating online projects without limits.
Build your website, Page, Portfolio, and more with the best
online builder!**

How to create a meta description for a special occasion?

1 First, consider:

- What is the occasion?
- When will it take place, and how long will it last?
- What do you have to offer your audience in connection with it?

2 Use numbers

Example: On Tuesday 01/12/2021, Discount - 55%, Holidays 2022

3 Highlight the most important information

- **Tip:** Add emoticons or bold text

In BLACK FRIDAY - 50% on everything. Check out our unique products now and add your favorites to your basket. First 100 Orders with Free Shipping!

About this list:

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BOWWE contains everything essential for any web designer, agency, or business to create a stunning website and become visible on the web. The intuitive drag-and-drop creator lets you release your ingenuity and talent by creating better and better websites. Forget about limitations. In BOWWE every website's element can be customized with pixel-perfect accuracy.

A remarkable website, highly converting Landing Page, eye-catching Portfolio, or any other online project. With an impressive BOWWE Builder, all your ideas can be brought to life!

Grow your business with rocket SEO, key integrations, powerful apps, and data-driven support. Design, implement, optimize and become a web-ruler!

Website:

<https://bowwe.com>

Blog:

<https://bowwe.com/en/blog>

Facebook:

<https://www.facebook.com/BowweBuilder/>

Instagram:

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The first step to developing on the web is
your website.

Grow, gain customers and true independence in the
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