



## Checklist 9 - Adding Meta Descriptions With Primary Keywords To The Reviews

Project Name: \_\_\_\_\_ Date: \_\_\_\_\_

Yes No

*Writing powerful meta descriptions is one way of driving traffic and boosting conversions. Here are useful tips:*

- |   |  |                          |                          |
|---|--|--------------------------|--------------------------|
| 1 | Add your primary keyword naturally in the meta descriptions.                   | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Keep the meta descriptions conversational while maintaining your brand's tone. | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Maintain a short length but ensure the message is passed along.                | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | Use an active voice and make it actionable.                                    | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 | Ensure the meta description conveys value to readers.                          | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 | Your navigational meta descriptions should be broad and highly descriptive.    | <input type="checkbox"/> | <input type="checkbox"/> |
| 7 | Include a call to action.  | <input type="checkbox"/> | <input type="checkbox"/> |
| 8 | Ensure the meta description matches your content to avoid misleading           | <input type="checkbox"/> | <input type="checkbox"/> |

Notes



## Checklist 9 - Adding Meta Descriptions With Primary Keywords To The Reviews

users.

- |    |  |                          |                          |
|----|--|--------------------------|--------------------------|
| 9  | Include a unique meta description with primary keyword in every page on your site.         | <input type="checkbox"/> | <input type="checkbox"/> |
| 10 | Show specifications such as manufacturer and price where possible.                         | <input type="checkbox"/> | <input type="checkbox"/> |
| 11 | Ensure the first characters of the meta description convey the most important information. | <input type="checkbox"/> | <input type="checkbox"/> |
| 12 | Add meta descriptions with an informational intent.  | <input type="checkbox"/> | <input type="checkbox"/> |

*Notes*