

# How To Write a Perfect Meta Description

A Simple 7-Step Guide



- 1. Aim for about 1–2 sentences (140–160 characters) long
- 2. Include your target keyword  
[On Page SEO Checker](#)
- 3. Target an emotion (happy, sad, disgusted, surprised, etc.)
- 4. Add a call-to-action to entice opening the link
- 5. Avoid duplicate meta descriptions  
[Site Audit](#)
- 6. Make it meaningful and descriptive, matching your content
- 7. Double check how it looks with a SERP view generator tool