Brandella Journal

Meta Description Ideas checklist

Project: _____ Date: _____

- [ ] No nosnippet or tight max-snippet on pages you want in snippets and AI answers
- [ ] Every important page has its own meta description in the page source
- [ ] Description summarises this page only, in 1 or 2 sentences or a clear list of facts
- [ ] Topic named once, naturally, never a list of keywords
- [ ] Starts with what is special about the page, not a company sentence
- [ ] At least one real fact: price, number, duration, date, author or hours
- [ ] Adds to the title instead of repeating it
- [ ] Most useful words in the first 120 characters or so
- [ ] Opening paragraph of the page answers the search plainly
- [ ] Promises only what the page delivers
- [ ] Large groups of similar pages get unique descriptions from templates
- [ ] Any year shown matches a real update
- [ ] The snippet Google shows has been checked for your key pages
- [ ] CTR compared with your own pages at the same position, not a generic benchmark
- [ ] One change at a time on important pages, logged and judged after 28 days

Full kit and guide: https://brandella.in/resources/seo-aeo-assets/meta-description-ideas/