

Title:

Maximising The Impact Of Your Meta Description Tag

Word Count:

651

Summary:

The meta description tag has recently undergone somewhat of a revival, with search engines oft

The meta description tag is a block of text that goes inside the "head" section of your HTML c

Keywords:

internet, search, engine, optimisation, optimization, google, meta, html, internet, marketing

Article Body:

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The value of meta tags for search rankings was at its peak during the late 90s and early 00s.

The emergence of Google as a major competitor in the search engine wars in particular sounded

Google only usually displays a snippet of text within the page that matches the user's query,

So why is this important?

Knowing the circumstances under which the description tag is shown can give you the edge in ge

Even if you appear in the top ten results, you are still in competition with nine other sites

Although the words in a meta description tag still won't count towards the ranking of your pag

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