How to use the Yoast SEO plugin Snippet Preview

A "snippet" is the couple lines of text excerpted from your page that search engines display in their results.

A "meta description" is a short text (up to 155 characters) you write that describes your page.

- · Search engines will look at this description first.
- If it seems to match what the user was searching for, the meta description will display as the snippet.
- This gives you a chance (not a guarantee) that text of your choice will display, instead of random sentence fragments.
- Part of the trick is to think of what terms people might use if they are looking for a place like UUCB ("keywords.")

"Snippet Preview" is a tool, part of the Yoast SEO plugin, that helps you write meta descriptions.

Useful links:

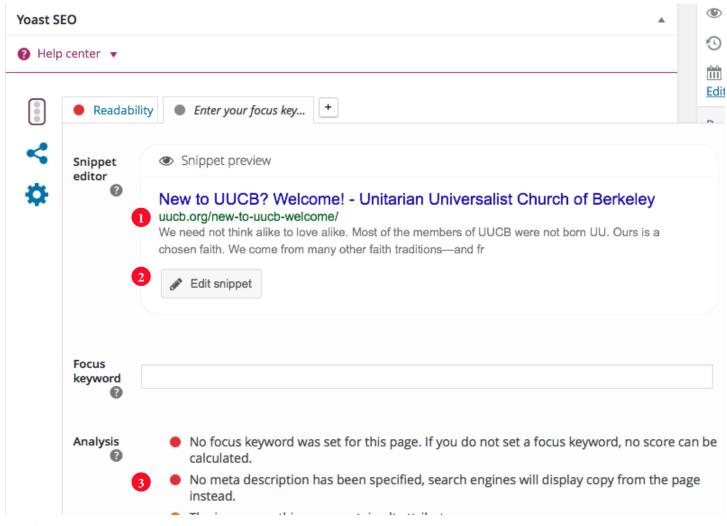
https://yoast.com/snippet-preview/

http://www.2dogsdesign.com/how-can-get-featured-snippet-box/

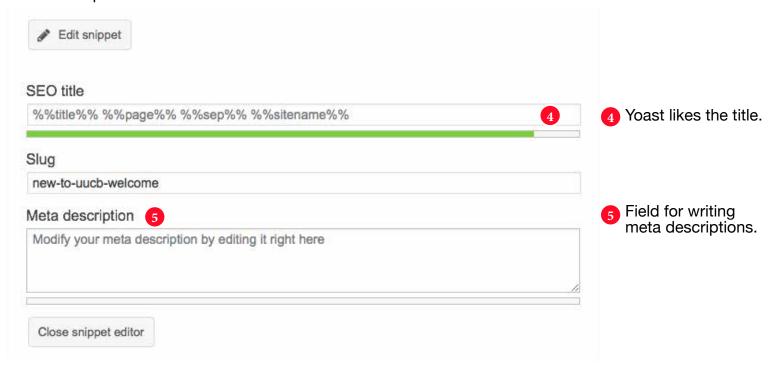
http://www.2dogsdesign.com/yoast-focus-keyword-tool/

http://www.2dogsdesign.com/find-keyword-rank-search-console/

https://moz.com/blog/why-wont-google-use-my-meta-description



- 1 By default the Yoast SEO Snippet editor displays the first 155 characters of page content.
- 2 Select "Edit snippet" to write a meta description.
- 3 A line in the "Analysis" preceded by a red dot warns that no meta description has been specified.



Meta description

Welcome to a liberal church that supports a free and responsible search for truth and meaning, social justice, and respect for the interdependent web of all existence.

Close snippet editor

Texi displays in red = too long.

Meta description

Our liberal church supports a free and responsible search for truth and meaning, social justice, and respect for the interdependent web of all existence.

Close snippet editor

- 2 Rewritten text is less than 155 characters.
- 3 Green bar indicates Yoast approves.