

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>

Yoast SEO

Help center ▾

Readability ● Enter your focus key... +

Snippet editor

Snippet preview

New to UUCB? Welcome! - Unitarian Universalist Church of Berkeley
 uucb.org/new-to-uucb-welcome/
 We need not think alike to love alike. Most of the members of UUCB were not born UU. Ours is a chosen faith. We come from many other faith traditions—and fr

Edit snippet

Focus keyword

Analysis

- No focus keyword was set for this page. If you do not set a focus keyword, no score can be calculated.
- No meta description has been specified, search engines will display copy from the page instead.

- 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.

Edit snippet

SEO title

%%title%% %%page%% %%sep%% %%sitename%%

Slug

new-to-uucb-welcome

Meta description

Modify your meta description by editing it right here

Close snippet editor

4 Yoast likes the title.

5 Field for writing meta descriptions.

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. **1**

Close snippet editor

1 Texti 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. **2**

Close snippet editor

2 Rewritten text is less than 155 characters.

3 Green bar indicates Yoast approves.