SEO SOP: Create Meta Description Using Master Keyword List (MKL) + How to Set the Meta Description of Any Page in a Brand Store

09/25/2024 8:27 am CDT

Create Meta Description Using Master Keyword List (MKL) + How to Set the Meta Description of Any Page in a Brand Store

> ℹ️ Who is this for? For individuals who are seeking to further increase their brand's visibility.

> ✅ Objective: To boost your search engine rankings and get higher visibility for your brand name and associated non-brand keywords, both on and off Amazon.

Actual Sample worksheet: Age of Sage - Meta Description

Template: Client Name - Meta Description (Template)

What is a meta description?

A meta description is a brief summary that describes the content of a web page. It is displayed as part of the search snippet in a search engine results page (SERP) and is meant to give the user an idea of the content that exists within the page and how it is related to their search query.
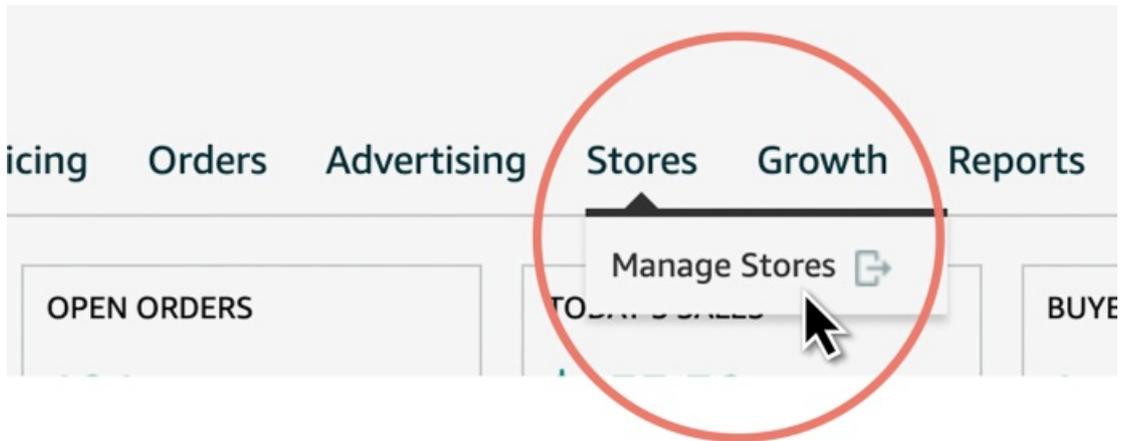
I. Access Seller Central

Figure 1.

Sign in to your account in Seller Central, then go to Stores > Manage Stores to access your brand stores. Select a brand (if you have more than one), to load the Edit Store Page. On the left side of the page, click on any of the store pages to load them. Once it loads, click on the page name again, and the text field for the meta description will appear. See Figure 2.
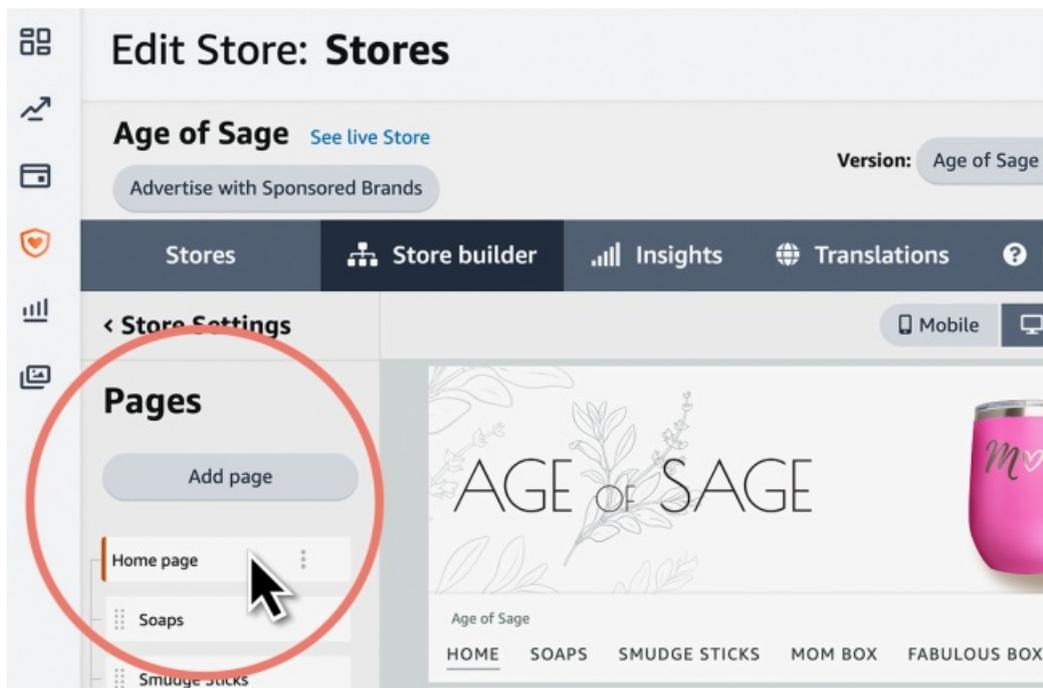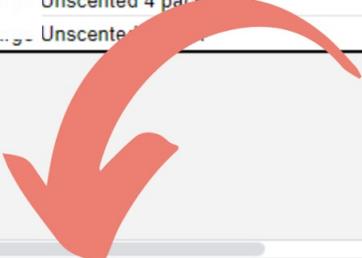

Figure 2.

Next, optimize all pages that doesn't have high ranking or high search volume keywords. Make a note and add them to your worksheet. You may use the sample worksheet and template provided above.

II. Create the Meta Description

To get started, understand the page you are trying to create the meta description for. For example, if it is a water tumbler product, locate the Master Keyword List (MKL) for water tumbler products on the SEO worksheet and make use of the keywords with high search volume and relevancy. The same thing applies if you are creating the meta description for other pages with different product listing categories.

Figure 3.

Here are some tips on creating the right meta description:
- On H10 Frankenstein, process the first 100 keyword phrases; get the keyword ideas from the filtered keywords
- Keep it up to 150-160 characters as much as possible
- Use high-ranking keywords that focus on the category you are targeting
- Ensure that your meta description matches the content of your store page
- Write in an active voice
- Include a call to action wherever necessary
- Highlight the listing or category you are working on especially if they are category-specific

III. QA and Approval

- Submit the meta description draft for QA.

- Once QA is completed, POC should deliver to client for approval.

- Once approved, Make sure that a screenshot proof of approval /disapproval or fireflies call link is commented in Asana Tasks.

- Make sure all resources SEO/Copy/PSD works are placed in respective client's folders.

III. Publish

Sign in to Seller Central, input the meta description for that page, and publish.

It normally takes 2-3 days for Amazon to review the changes; make sure to monitor. The meta description will reflect automatically once approved.
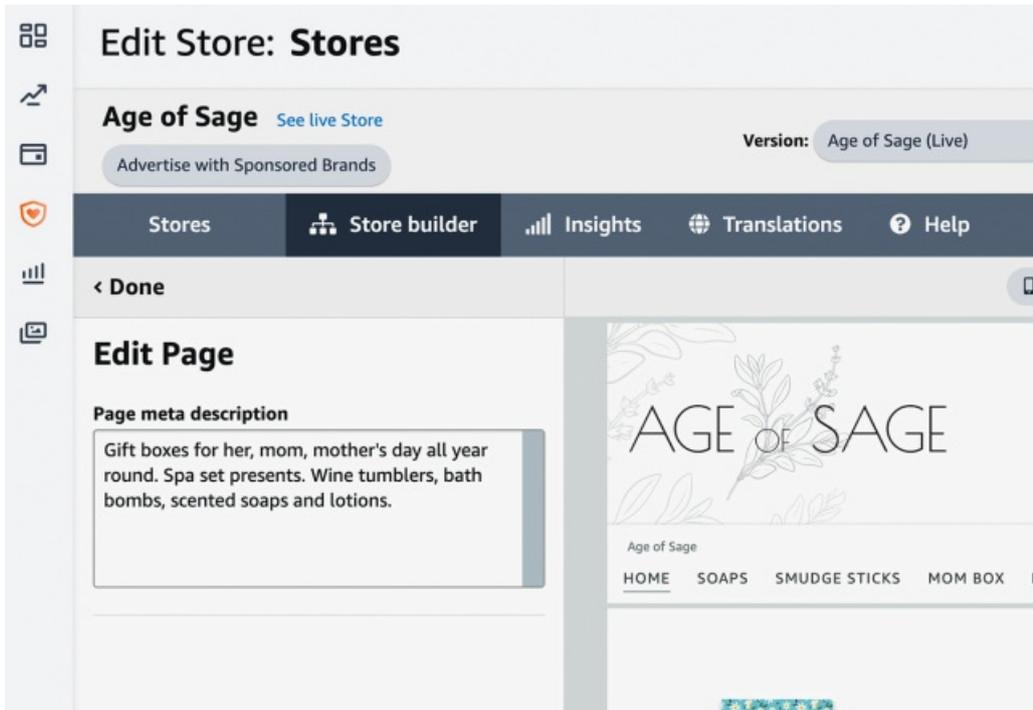

Figure 4.

As a result of this training, you should be able to create meta descriptions and upload them successfully to the backend.