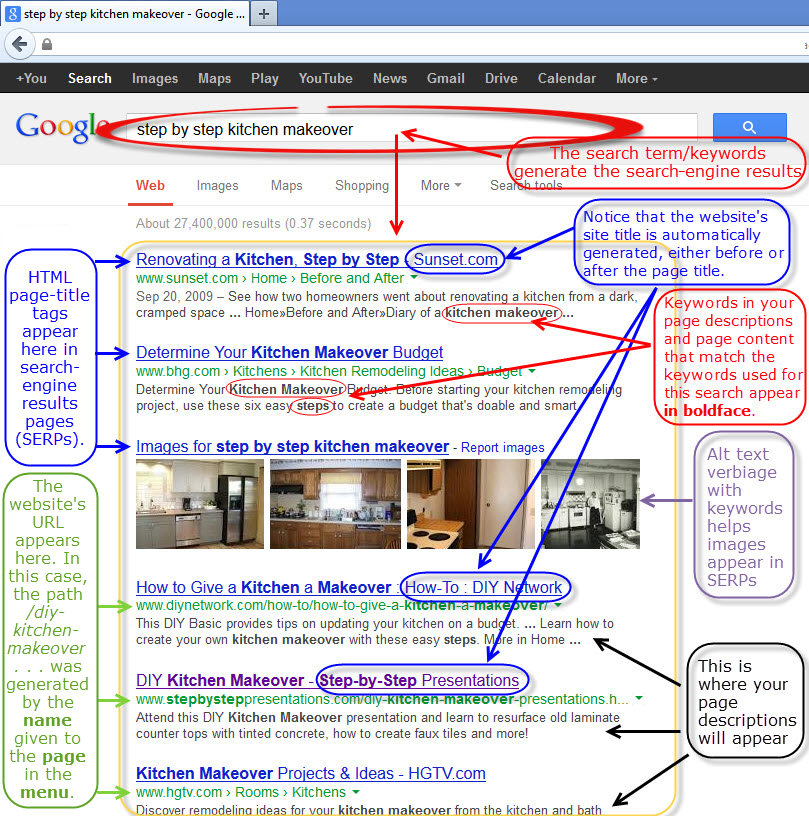
SBSSEOandSERPsPageforWritingandWebsitePresentations

**Search-Engine Optimization: How Metadata and Keywords Appear in Search-Engine Results Pages (SERPs)**



A note about the page description: While it is important to craft a page description with an intentional, actionable, descriptive and keyword-conscious message, realize that there’s no guarantee that it will be pulled up by search engines into SERP snippets. If a search-engine bot sees a better match between the searcher’s keywords/terms and other content on your website, the bot will make that connection, pulling up excerpts that suit the search from your website’s on-page content.

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