



Test 262: Will a Page Index with Keywords in the Meta Descriptions and Meta Keywords?

Hypothesis: A page will not rank with keywords in meta descriptions or meta keywords.

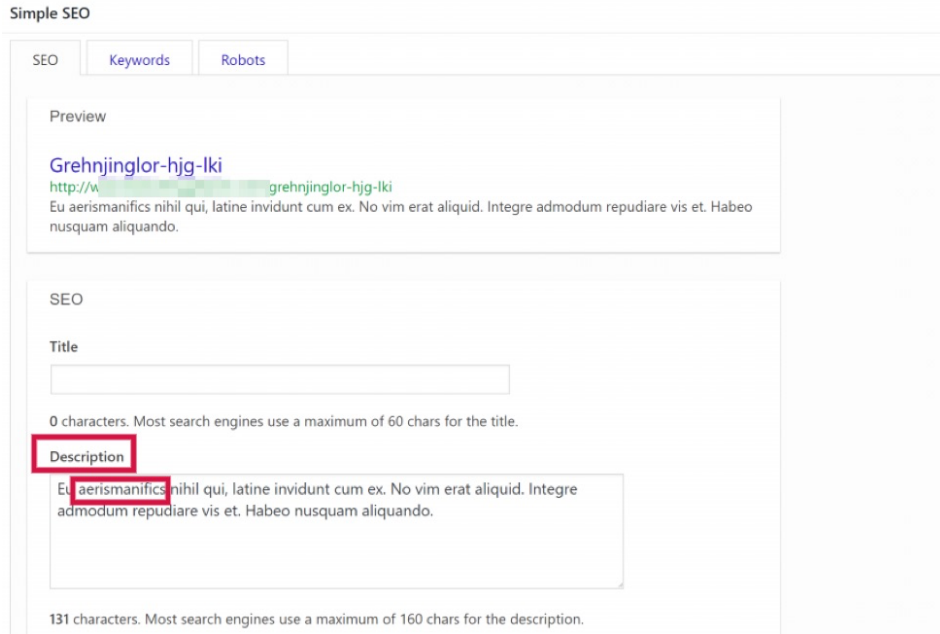
Background Information: In the most recent talking circuit, Ted Kubaitis showed some very interesting findings concerning meta descriptions. In particular, he showed where and what was displayed in the SERPs from when meta description was changed. The changes varied the number of match words or keyword variations that were displayed. That was the only change on the page and rank was affected.

2018 has been the year of “what’s old is new again.” Based on Ted’s extraordinary finding, we wanted to see if we could get a page to index based on keywords in the meta description and in the meta keywords.

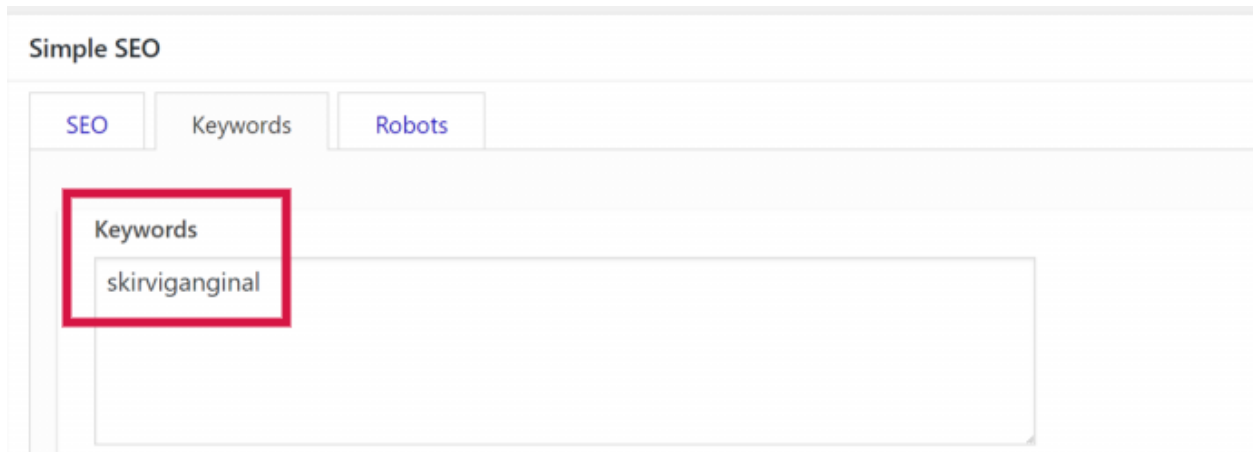
These tests were run as two separate tests.

Test Setup: Two pages were created with a fake keyword and indexed for a fake keyword. A different fake keyword was placed in either the meta description or in the meta keywords to see if Google would index the pages for those additional keywords.

Test One: A new fake keyword was added to the meta description using the WordPress plugin Simple SEO:



Test Two: In this test, the new fake keyword was added to the meta keyword tag, again using Simple SEO:

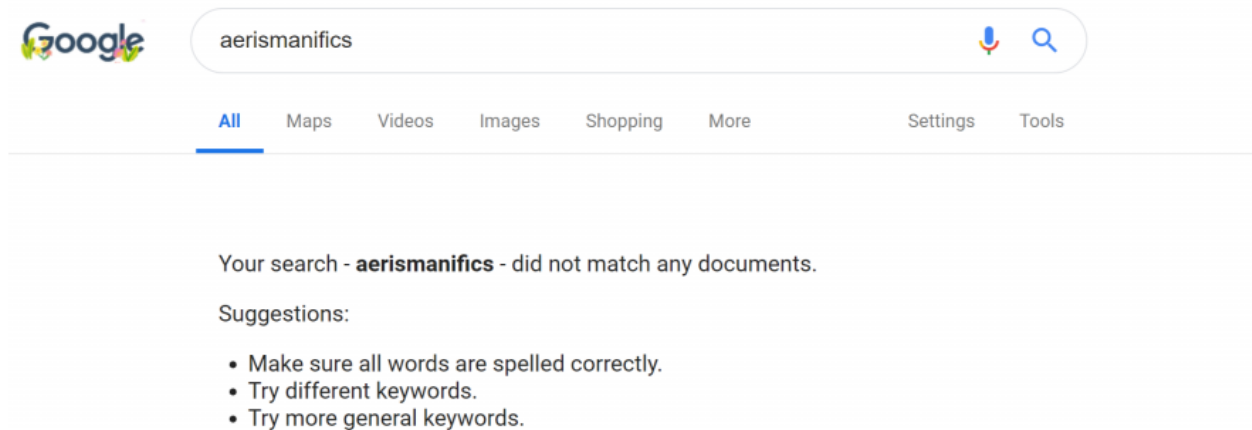


Here you can see in the page source:

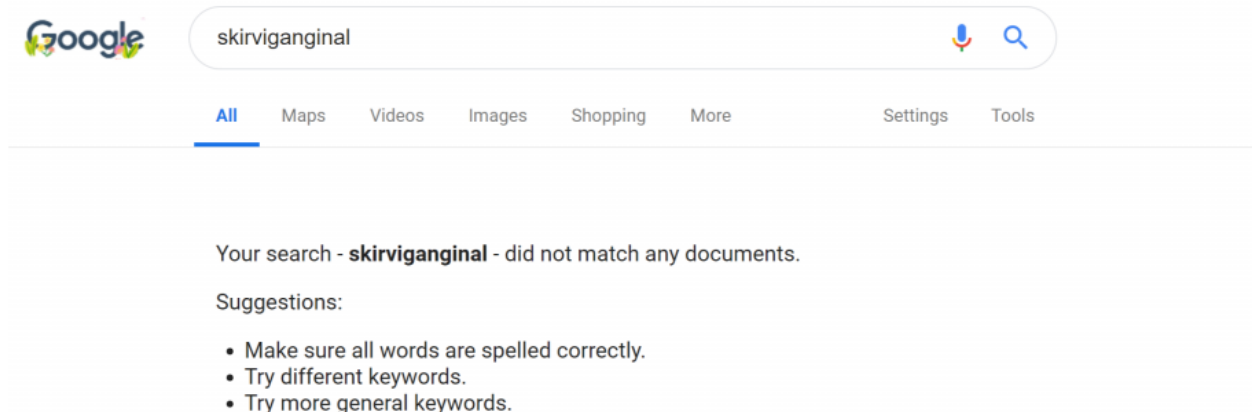
```
<!--[if lt IE 9]>
<script type='text/javascript' src='http://w[redacted]/wp-content/themes/twenty[redacted]/js/html5.js?ver=3.7.3'></script>
<![endif]-->
<link rel='https://api.w.org/' href='h[redacted]n/wp-json/' />
<link rel="EditURI" type="application/rsd+xml" title="RSD" href="http://[redacted]m/xmlrpc.php?rsd" />
<link rel="wlwmanifest" type="application/wlwmanifest+xml" href="http://[redacted]wp-includes/wlwmanifest.xml" />
<meta name="generator" content="WordPress 4.9.8" />
<link rel="canonical" href="http://[redacted]/grehnjinglor-loik-poi" />
<link rel="shortlink" href="http://[redacted]?p=338" />
<link rel="alternate" type="application/json+oembed" href="http://[redacted]wp-json/oembed/1.0/embed?url=http%3A%2F%2Fwww.bestcefogg[redacted]
poi&#038;format=xml" />
<!-- This site is optimized with the Simple SEO plugin v1.3.3 - https://wordpress.org/plugins/cds-simple-seo/ -->
<meta name="keywords" content="skirviganginal" />
<!-- / Simple SEO plugin. -->
```

Results: In the screenshots below, you can see that the new fake keywords that were added in the meta description and meta keyword tag did not show up in the SERPs.

Meta description Keyword:



Meta keywords keyword:



Analysis/Implications/Application: At first, we were a little bummed out by these results. We were thinking that there was an outside chance this would work. After taking a minute to think about what Ted discovered though, we realized that the ranking factor is not necessarily the meta description, but what Google is displaying from the meta description or from the ranking page in the SERPs. How crazy is that? Google has a ranking factor that it uses and the only one that controls that factor is the algorithm.

This puts the meta description back to front and center as a potential direct ranking factor. The key is what Google is using from that description to display in the SERPs. Using your keywords and variations in the meta description and encouraging Google to use the meta description that you have written, could be an important ranking factor.