Generate article meta description with Owl Intelligence

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Many authors struggle to create good article meta descriptions that fit within the character limit. If you share this struggle, the great news is that Owl Intelligence can make short work of it for you!

This is one of the best use cases for generative AI, even if you dislike the idea of using AI for other things. AI tools are pretty skilled at generating summaries of information.

Prerequisite
An account administrator must enable Owl Intelligence and your author role must have permission before you can use this feature.

How it works

We'll send a very specific prompt based on the information you provide to our LLM using Amazon Bedrock. No other information or content from your knowledge base is sent, and your data is never stored or used for training.

Refer to our Owl Intelligence feature overview for more information.

Generate a meta description

To generate an article meta description with Owl Intelligence:

1. Open the article for editing.
2. Select **Generate using Owl Intelligence** located next to the **Meta Description** subheading:

   The **Generate meta description** modal opens.

3. Select the **Description length** that best fits your use case:
   a. **Short and sweet (50-110 characters)**: Great if you want a short and succinct meta description for display within KnowledgeOwl, indexed in KnowledgeOwl search, and/or for publicly available knowledge bases.
   b. **SEO-optimized (141-160 characters)**: Strongly recommended for publicly available knowledge bases.

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This ensures your meta description is short enough to be fully indexed by search engines, but long enough to maximize your SEO.

c. **Comprehensive (up to 300 characters)**: Great for longer, more descriptive meta descriptions for use within KnowledgeOwl, especially for private knowledge bases. Not recommended for publicly available knowledge bases.

4. Meta descriptions are generated based on the article content, written in a professional voice using second-person. To add specific targeted keywords or phrases, choose a different tone/style, or shift to first- or third-person, use the **Advanced options** controls. Refer to Advanced options below for more information.

5. Select **Generate meta description**.

Advanced options

These options give you greater control over the prompt we use to generate the meta description:

- **Target keyword or phrase**: If you have a specific keyword or phrase you want the meta description to target--such as a feature or policy--enter it here. Otherwise, leave blank.
- **Tone/style**: Select the tone/style that best fits the rest of your knowledge base and/or the SEO presence you're trying to maintain online from these options: **Professional** (default), **Friendly and conversational**, **Promotional and persuasive**, and **Academic / formal**.
- **Voice preference**: Choose from **First-person** (we/our), **Second-person** (you, default), or **Third-person**.

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