Write good article and category summaries

Last modified on 11/25/2026 2:49 pm EST

The article summary (known as the meta description in categories) generates the underlying HTML's meta description. Search engines and AI search tools may show this meta description, quote it, or use it to decide whether a page is worth opening.

Always add a good article **summary** or category **meta description** when you create or update articles and categories.

Tips for writing a good summary

Follow these tips for writing a good summary:

- **Write 1-2 plain sentences outlining what the page offers, who it's for, and anything that sets it apart.**
- Ask yourself: **"What will I find here?"** and write the summary as an answer to that.
- **Don't reuse the same summary across many pages**, though it's fine to have a template for pages of a particular type so long as the summary is unique to each page.
- If you're stuck, **use Owl Intelligence to generate a rough draft** and tweak it. Refer to Generate article meta description with Owl Intelligence for more information.

Refer to Summary for more information on working with the summary field.

RAG benefit of a strong summary

Meta descriptions are higher-valued chunks than article body chunks, so they can return faster results.

Accessibility tree benefit of a strong summary

There's no explicit benefit to the accessibility tree but a strong summary helps with general search indexing/findability.

Copyright © 2015 – 2025 Silly Moose, LLC. All rights reserved.
Powered by KnowledgeOwl knowledge base software.