Add introductions or topic sentences

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The top of each article should have an introductory paragraph, and the top of each section under a heading should have a clear topic or introductory sentence. These introductory or topic sentences should describe what the page or section is about and contain the most important information or concepts. AI heavily weights things at the top of a page or section in determining the most relevant resources.

Tips for writing intros

Follow these tips for writing a good intro:

- **Try to keep the intro to 150 words or less.**
- If your heading section contains a numbered or bullet pointed list, **use a simple sentence to introduce the list followed by a colon**, like we do in this section with "Follow these tips for writing a good intro:".
- If you can't write a concise intro for something, take it as a sign that you may need more subsections or even more pages to address the topic accurately.

RAG benefit of a good intro

This approach guarantees that each chunk has its own intro text, which increases the likelihood that the AI tool will find the correct thing.

Accessibility tree benefit of a good intro

There's no explicit benefit to the accessibility tree but since intros are the first text scanned after the heading, a good intro helps signal to the browser agent or MCP server that it's found the right thing.

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