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Using AI for page titles, meta descriptions and image alt text

AI for Your Website

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Using AI for page titles, meta descriptions and image alt text

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AI is useful for **proposing several versions** of a page title, a meta description and an image's alt text, from the real content of that page. It is not useful for producing them by the hundred without reading. What Google shows and what people click depends on the sentence telling the truth about the page; a vague sentence repeated across twenty pages helps nobody.

This article covers only the **method with AI**. The rules for each element (length, what to put, what to avoid) are in **how to write a title and meta description that get clicked** and in **alt text and image file names**.

A method that gives good drafts

1. **Paste the content of the page**, not just the topic. The AI does not visit your site; it only knows what you give it. Say who the page is for and what question it answers.
2. **Ask for three versions of each element** and state the limits: "a title short enough not to be cut off in results, a description of one or two sentences, no exclamation marks".
3. **Tell it not to invent:** "use only what is in the text; do not add prices, awards or promises".
4. **Choose, trim and rewrite.** Keep the most truthful version, not the flashiest. Every page should have its own title; two identical ones on one site confuse.
5. **See how it looks.** SEO plugins show a preview, and Search Console shows, later, what actually appears and how often it is clicked.

What AI does well and badly here

Element	Where AI helps	Where it fails
Page title	Gives variants using the word people search for	Drifts to generic phrases and repeats one mould on every page.
Meta description	Sums the page up in two sentences and suggests a call to action	Invents advantages the page does not have.
Alt text	Describes an image you show it, if the tool can see images	Describes what it sees, not what the image *does* on the page; and gets charts and screenshots wrong.
Many pages at once	Speeds up the first draft	Without reading, mistakes multiply and the pages all end up alike.

Do not fill hundreds of pages in bulk without reading.
Titles and descriptions written in bulk and never read pile up the same mistakes, and that is exactly the kind of content Google's public guidelines treat with suspicion. See **AI-written content and Google**.

For **alt text**, first write one sentence of your own about what the image shows and ask the AI only to make it clearer. A purely decorative image can have empty alt text; do not stuff it with keywords.

NEED A HAND?

Want to confirm that Google can see and show your pages? Read the article first and, if something fails on the server side, open a ticket.

Open a support ticket →

SEE ALSO

- How to write a page title and meta description that get clicked
- Alt text and file names for images: what to write, and what to avoid
- AI-written content and Google: what to watch

Checking that Google can see your site

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