

Instructions for Adding Page Title Tags, Meta Keywords, and Meta Descriptions to Your Site

- 1) Log into admin panel
- 2) Click on Categories
- 3) Click on Manage Categories
- 4) On the left-hand column you will see your categories listed - these are typically your menu navigation on the front page of the site. Choose (click on) the first one that you wish to add keywords and descriptions.
- 5) Once you click on a particular category, scroll down and you will see three sections titled:
 - o Page Title
 - o Meta Keywords
 - o Meta Descriptions
- 6) Add the words and phrases (separated by commas) you would like in these boxes/sections and then **click save category**. You are done.

HERE ARE SOME VALUABLE TIPS FOR HOW TO ADD “META DATA” AND HELP YOUR SITE IN GOOGLE SEARCH

- **Page Title Tags** are THE MOST IMPORTANT part of google search results. Page Titles are the blue links that appear when your search results appear in Google search.

Example of a Good Page Title tag: “Safety Shoes, Work Boots from Company XYZ”	Example of a Bad Title Tag: “Welcome to XYZ's Website”
---	--

Think of Page Title tags as the terms people will type into google search when looking for your particular site, and then customize the end of the phrase to your site. Page Titles should be specifically constructed for each category/page of your site. Think of each page of your site as a separate landing page (instead of people always arriving on your home page - maybe they will arrive on the “just for realtors page.” This will help you create titles (and keywords below) specific to each page).

- **Meta Keywords** should be phrases or keywords people type into google search when searching for your site. Examples for a home renovation site might be: home design, home renovation, home repair. You can add as many phrases as you wish, however we recommend you do not use the same word more than 3 times. (So for the above example, “home” is used three times and cannot be used again). Also, you should always include your company name and website name in the meta keyword category - remember people may search for your site specifically by name.
- **Meta Descriptions** are the descriptions you see under the “links” in Google search. These descriptions should be sentences describing what your company does. Make the description general enough to explain what your company does, but specific enough to draw people into your site from google search. You can use the same description on all your category pages or you can change it up a bit for certain pages if you like. It will help the search, but it is most important for letting people know exactly what your company does from a short description on Google search. You want to draw your customers in with this description.