

# Content

- [Meta Tags](#)

# Meta Tags

Use this control to update meta data and add custom URLs to your pages.

Meta titles and descriptions are essential HTML elements that help define a webpage's content for search engines and users. The meta title summarises the page in a few words, while the meta description provides a brief overview. Both are crucial for improving search engine optimization (SEO) and increasing click-through rates.

Meta Keywords are used to improve the accuracy of onsite search.

## Setup

### Automated Setup

IXO Commerce will autogenerate meta data and URLs for your page.

The Meta Title will be based on the page name, to which IXO Commerce will append your business name. e.g. 'Lego - Example Retailer'.

The Meta Description will be based on the page content, typically a description or a summary.

Meta Keywords are not automatically managed.

The URL structure is autogenerated based on the page name, as well as any hierarchy, e.g. /category/subcategory/productname.

### Manual Setup


Use the fields to setup the content.

Field	Purpose
Custom URL	<i>Use this to define a Custom URL for a page</i>
Meta Title	<i>Use this to set a manual Meta Title</i>
Meta Description	<i>Use this to set a manual Meta Description</i>

Field	Purpose
Meta Keywords	Use this to set your Meta Keywords

# How Meta Tags Display

A summary of how these display will be shown below the fields. This will be updated as you type.

 Update meta-tags

Custom URL:

/fruit

Meta Title:

English

French

Fresh Fruit - Sold by Iconography Ltd

37 / 54

Meta Description:

English

French

This is a page where we sell lots and lots of fruit to all of our customers. This is ideal for people who want fruit.

118 / 154

Meta Keywords:

English

French

fruit, fruits, vegetables

25

Fresh Fruit - Sold by Iconography Ltd - IXO

<https://staging.iconography.co.uk/fruit>

This is a page where we sell lots and lots of fruit to all of our customers. This is ideal for people who want fruit.

# FAQs

## Can I manage my Meta Tags in bulk?

Meta Data for Products may be managed in Bulk via the CSV Import/Export