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

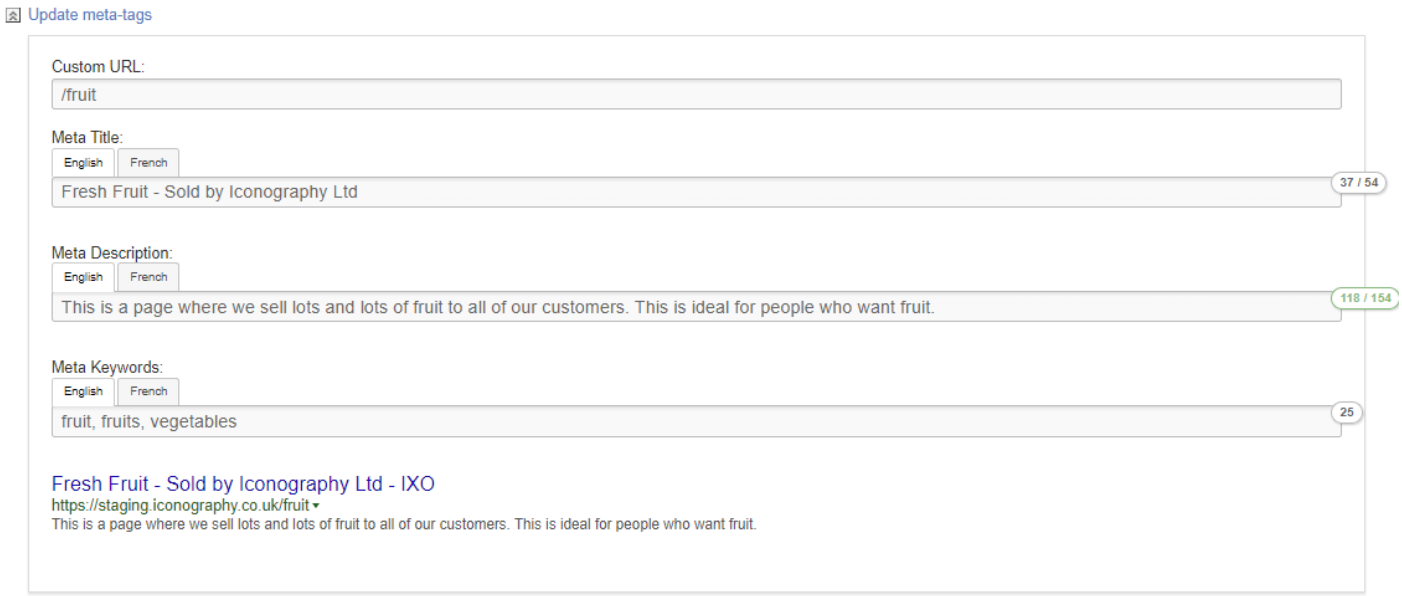
Use the fields to setup the content.

Field	**Purpose**
Custom URL	*Use this to define a Custom URL for a page*
Meta Title	*Use this to set a manual Meta Title*
Meta Description	*Use this to set a manual Meta Description*
Meta Keywords	*Use this to set your Meta Keywords*

> Meta Keywords are used as additional keywords for the eCommerce site search

How Meta Tags Display

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



FAQs

Can I manage my Meta Tags in bulk?

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