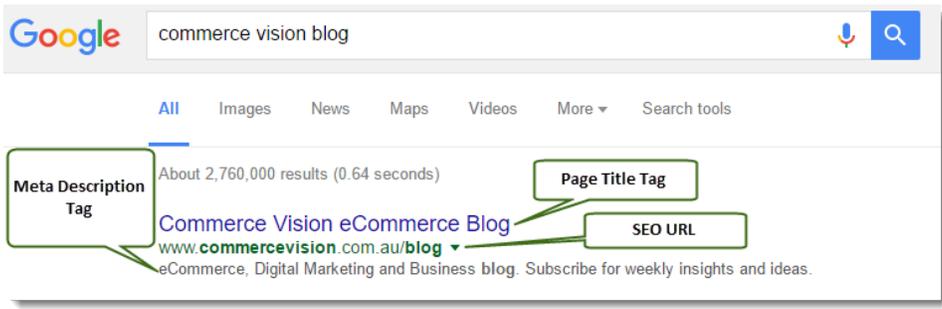


Page Metadata - URL, Title, Description

Overview

Web page metadata is important for site visibility and search engine optimisation (SEO). Luckily, the [Commerce Vision CMS](#) allows for easy maintenance of page metadata across your site, whether on products, news articles, or custom pages.

There are 3 main types of page metadata to consider:

Type	Description	Example
SEO Url	The user- and search engine-friendly URL for the page.	Here's an example of these SEO settings in the real world.
Page Title	The title that displays on search engine results pages, just above the URL. Also displayed in the title bar of the web browser when the user views the page.	
Meta Description	The blurb that displays under the Title and URL.	

Read on to find out how to maintain your site's page metadata.

Product Metadata

The CMS allows you to specify metadata for each and every product on your site!

When your BPD site is first implemented, we'll probably import this data for you. As time goes on, you can update and maintain it yourself.

Here's how:

1. In the CMS, navigate to **Products & Categories Product Maintenance**.
2. Search for the product you wish to update and click **Edit**.
3. Scroll to the **SEO Fields** section.
4. Update the values as required:



Q SEO Fields
Search Engine Optimisation related values

Seo Url
/body-solid-kettle-bell-set-5-30lbs-cv110

Page Title Tag
Body Solid Kettle Bell Set 5-30lbs | Weights - CV DE

Meta Description Tag
Body Solid Kettle Bell Set 5-30 lbs. Cast Iron, with ergonomic handles.

5. **Save and Exit**.

Page Metadata

To update metadata for custom pages:

1. In the CMS, navigate to **Content Custom Pages**.
2. Click **Edit** on the page you require.
3. In the **Page SEO Details** section, update the values as required:

Page SEO Details
Enter page name and SEO details including page title and description

Page Name *

Enter the page name

SEO Friendly Url *

Enter the URL to access this page (use numbers, letters, and dashes (-). Do not use other special characters)

SEO Description

Enter a short description of the page content to be displayed by search engines

Browser Page Title *

Enter a title for the page that will appear in the browser title bar

4. **Save & Exit.**



Not on our Best Practice Design (BPD) Framework? See [Page Metadata for classic sites](#) for metadata info relevant to your site.

Related help

- [Page Metadata - URL, Title, Description](#)
- [Google Tag Manager and BPD](#)
- [Google Shopping - Product Feeds](#)
- [Robots text file](#)
- [301 Page Redirects](#)