Add Meta Description Tag to a Page (old)

Overview

Meta tags are text snippets that describe the content of a page. They are not visible on the page itself but are located in its source code, usually in the <head> tag of the page. You can view the source code by right-clicking your mouse, then selecting Inspect (or by pressing F12). Find the <head>...</head> HTML element and open it. If this meta name tag has been added, you can scroll down the source code and find it.

The<meta name="Description"> **Meta Description Tag** is a brief description of the page (max. 160 characters). It is often displayed in search results. A targetted and clear description of the page will help improve click-through rates from search engine result pages.

Here is an example of a meta description tag for a Home Page:

```
<meta name="Description" content="BPD is a fully integrated ecommerce platform from Commerce Vision.">
```

https://commercevision.com.au
ERP-integrated websites
BPD is a fully integrated ecommerce platform from Commerce Vision.

> (i) **Meta Title Tag**
>
> You can add meta description tags to standard, custom, article, product and category pages yourself. To add a meta title tag (briefest and clearest summary) for a page, please contact Commerce Vision.

Step-by-step guide

> (i) **What meta data settings will be used on my page?**
>
> Meta description tags are set in a hierarchy.
>
> - Global Setting Level
> - Page Level
> - Category Level
> - Product level
>
> By default, the system uses the Global setting if set and no meta description has been added to a page, product or category. **NOTE -** It is not recommended that the global description be set as each page should have a unique description.

Standard Page

Standard pages are those that come with the Customer Self Service platform out-of-the-box.

> (i) **IMPORTANT**
>
> - To add meta description tag for the public Home Page ('home.aspx' before a user logs into the site), please contact Commerce Vision.
> - For all other standard pages, you can add the description yourself but you will need to know the page name, e.g., cart.aspx, orders.aspx, etc.

To add a meta description tag to a standard page:

1. As Administrator logged into your website, navigate to **Content Menu Editor**. (/zMenus.aspx)

2. Click the PUBLIC menu code radio button. **NOTE -** Since search engine crawlers only access publicly accessible pages, it is generally necessary only to add meta name descriptions to PUBLIC pages. However, you can add the description to any page in the list.

Menu Code	Menu Description
◉ CSS	Customer Self Service - B2B
○ CSSADMIN	Customer Self Service Administration
○ PUBLIC	Public

Modify : New : Delete : Copy : Parent Items

3 records. (1 page)   1

3. Click **Parent Items**.

4. Scroll through the page names to find the page required, then click the radio button.

Top CSS

Menu Item Code	Label for Navigation Pane	Description	Page Name
◉ HOME	HOME	Home Page	home.aspx
○ LOGOUT	LOGOUT		login.aspx
○ EmptyPage	Empty Page	Empty Page	
○ PageContentSearchResult	Page Content Search Result	Page Content Search Result	PageContentSearchResult.aspx

5. Click **Modify**.

META Tag Description :

6. In **Meta Description Tag**, enter a brief description relevant for the page.

7. To save, click **OK**.

Custom Page

Custom pages are those that your business has added to your site. See: Custom Pages.

When adding a custom page, in the **Page SEO Details** section, enter a relevant **SEO Description**.

Existing Custom Page

For an existing custom page, to access the Page SEO Details section, find the page, click **Edit**, then **Options**, and select **Page Properties**.

Article Page

When adding an article page, in the SEO Details section, enter a relevant **SEO Description**. See: Article Maintenance.

✓ For an existing article, find the article, then click **Edit** to access these fields.

Category

To add a meta description tag to a category:

1. In **Category Maintenance**, click **Edit** for the category or subcategory.

2. Find the **SEO Fields** section.

3. In **Meta Description Tag**, enter the meta description for the page.

4. To save, click **Save & Exit**.

Product

To add the meta description tag to a product:

1. In the CMS, navigate to **Product & Categories Product Maintenance**.

2. In the **SEO Fields** section, in **Meta Description Tag**, enter the product description.

3. To save, click **Save & Exit**.

Global Level

Global settings are intended to apply default meta tag text to every page on your site if the same meta tag has not been added for a specific page.

⚠️ It is not advised that the global setting be used as the same meta name keywords and description will be rendered for all pages and products/categories that do not have specific meta data.

To add the meta description tag at the global level so they appear on every page without a unique description:

1. As Administrator in the CMS, navigate to **Settings Settings**. (/zSettings.aspx)

2. The **General** tab will default.

3. In **META TAG Description**, enter a brief description.

4. To save, click the **Update** button at the top of the page.

Related help

- Google Tag Manager with Google Analytics (v4)
- Google Tag Manager with UA & GA4
- Google Tag Manager & Analytics
- Google Tag Manager with Universal Analytics
- Product & Category Page Metadata