

# 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 targeted and clear description of the page will help improve click-through rates from search engine result pages.

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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. 



### 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



### 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.



### 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                     |
|--------------------------------------|--------------------------------------|
| <input checked="" type="radio"/> CSS | Customer Self Service - B2B          |
| <input type="radio"/> CSSADMIN       | Customer Self Service Administration |
| <input type="radio"/> 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                    |
|-----------------------------------------------|----------------------------|----------------------------|------------------------------|
| <input checked="" type="radio"/> HOME         | HOME                       | Home Page                  | home.aspx                    |
| <input type="radio"/> LOGOUT                  | LOGOUT                     |                            | login.aspx                   |
| <input type="radio"/> EmptyPage               | Empty Page                 | Empty Page                 |                              |
| <input type="radio"/> 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**.

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.

#### SEO Fields

Search Engine Optimisation related values

Seo Url

/office-products

?

Page Title Tag

BPD Office Products

?

Meta Description Tag

BPD has the widest range of stationery in Australia.

?

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.

#### SEO Fields

Search Engine Optimisation related values

Collapse Section

Seo Url

/wok-n-grill-red-non-stick-br003

?

Page Title Tag

Wok N Grill Red - Non Stick

?

Meta Description Tag

Wok N Grill Red - Non Stick

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.

|         |             |               |         |        |         |          |                  |          |         |               |        |
|---------|-------------|---------------|---------|--------|---------|----------|------------------|----------|---------|---------------|--------|
| General | Integration | Notifications | Serials | Orders | Freight | Messages | Advanced Quoting | Advanced | Coupons | PayPalExpress | Stamps |
|---------|-------------|---------------|---------|--------|---------|----------|------------------|----------|---------|---------------|--------|

Update

Company Name : BPD UAT

Browser Title (Moved to Setting Def) : BPD UAT (13 Feb 2020)

Web Site URL : https://bpduat.commerce.vision

META TAG Keywords (for search engines) : BPD,ecommerce platform,B2B websites

META Tag Description : BPD is a fully integrated B2B and B2C ecommerce platform.

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](#)