

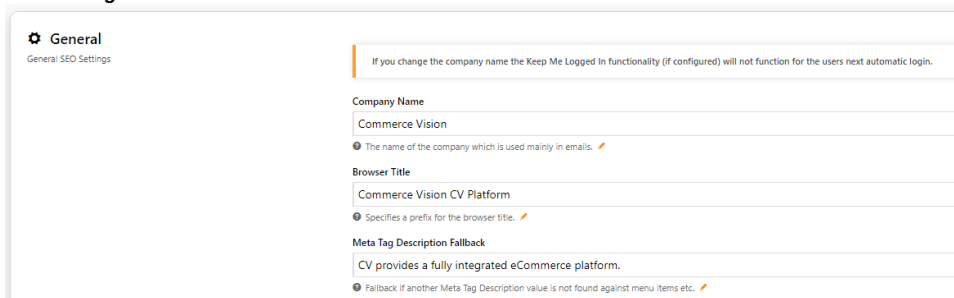
Website Metadata & Company Name

Overview

While every page and template has its own page title and SEO details, your website should also display default details about your organisation and the website. This information includes the site name displayed on a browser tab and a meta description fallback for pages that do not have unique descriptions.

Enter Company and Site Details

1. Go to **Settings Settings Feature Management Content SEO**.
2. Click **Configure**.

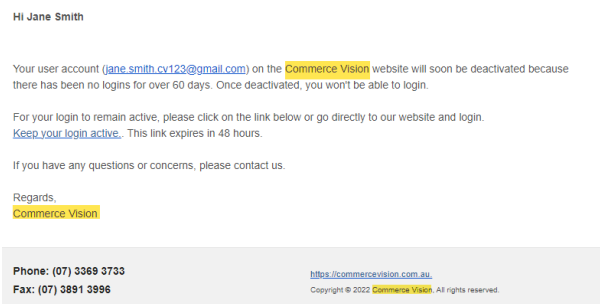


The screenshot shows the 'General' settings page for 'Commerce Vision'. It includes fields for 'Company Name' (set to 'Commerce Vision'), 'Browser Title' (set to 'Commerce Vision CV Platform'), and 'Meta Tag Description Fallback' (set to 'CV provides a fully integrated eCommerce platform.'). Each field has a small orange icon indicating a note or warning. A note at the top states: 'If you change the company name the Keep Me Logged In functionality (if configured) will not function for the users next automatic login.'

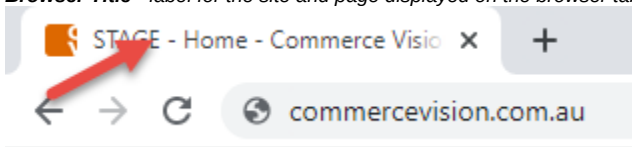
3. Enter details in the fields:
Company Name: - name of your organisation. This will display whenever the 'companyName' placeholder is used, e.g., in emails.



Inactive User First Notification



Browser Title - label for the site and page displayed on the browser tab to the visitor.



Meta Tag Description Fallback - brief description of the site's content. Visitors to your site cannot see this description but it is used by search engines to display a web page in search results. Meta descriptions are usually added for each page. If none was added, this is used as the fallback.

```
<meta name="Keywords" content="ecommerce platform, website,commerce vision">
<meta name="Description" content="CV provides a fully integrated eCommerce platform.">
```

Related help

Related articles appear here based on the labels you select. Click to edit the macro and add or change labels.

- [Product & Category Page Metadata](#)
- [Page SEO Details \(Metadata\)](#)
- [Page Metadata for classic sites](#)