Product & Category Page Metadata

Overview

Web page metadata is important for site visibility and search engine optimisation (SEO). Product and category metadata and other details used for SEO are maintained in the CMS.

There are 3 main types of page metadata to consider:

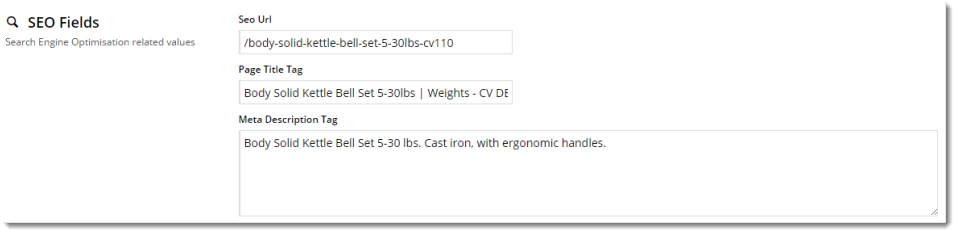
Type	Description
SEO Url	The user- and search engine-friendly URL for the page.
Page Title	The title that displays on search engine results pages, just above the URL. Also displayed in the title bar of the web browser when the user views the page.
Meta Description	The blurb that displays under the Title and URL.

Product SEO Fields

The CMS allows you to specify metadata and SEO friendly URL 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.

1. *In the CMS, go 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:*



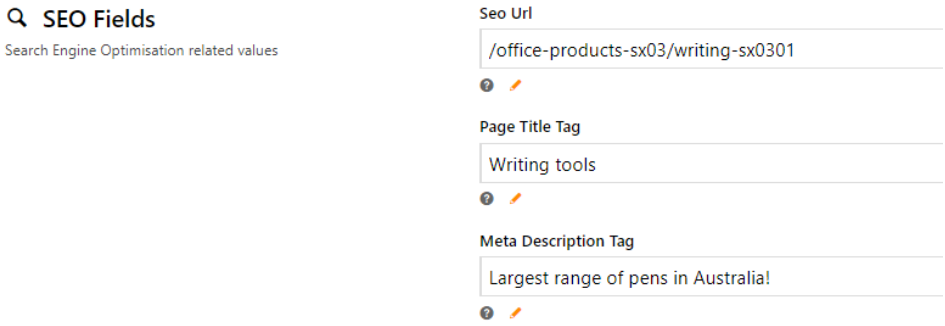
5. ***Save and Exit**.*

Category SEO Fields

The CMS allows you to specify metadata and SEO friendly URL for every category and subcategory on your site.

1. In the CMS, go to **Products & Categories Category Maintenance**.
2. Search for the category to update and click **Edit**. For a subcategory, click the higher category until the subcategory is displayed and click **Edit**.

3. Scroll to the **SEO Fields** section.
4. Update the values as required:



5. Click **Save**.

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