

Set a blog post's search title and description

Write the title and short summary that describe a post on Google, and choose its thumbnail and tags.

Each post has a search title and a short description. They describe the post on Google, in lists of posts on your site and when a post is shared. We can't promise rankings, traffic, calls or sales, but this helps Google understand what the post is about.

Steps

1. Log in to your site editor.
2. In the side panel, click **Blog**, then **Manage Posts**.
3. Click the **Edit** icon next to the post.
4. Click the **Post Settings** icon, then find the search section of the post's settings.
5. Fill in the fields below.
6. Publish the post again so the change shows. If you don't see a **Publish** or **Republish** button, tell us and we'll publish it for you.

The fields

- **Post meta-title.** The title shown for the post in search results. Aim for about 65 to 67 characters. Don't go under 45. If you leave it empty, the post's own title is used.
- **Post Thumbnail.** A small picture for the post. Click **+Image** and choose or upload one. You can also type a short description of what the picture shows, so search engines know what it is. Do this for each post.
- **Post Description.** One or two sentences about the post. If you leave it empty, the start of the post is used.
- **Tags.** Words that group your posts, such as "catering" or "tips". Type a tag and press Enter. Visitors and you can use tags to filter posts on a page that lists them.

Keep a post out of Google

Switch on **Set Post to No index** in the post's settings and publish the post again. The post then won't appear in search results. Use it for a post you don't want people to find through Google.

Tips

- Write for a person first. Put the main idea early in the title, in words a customer would type.
- Your pages and your whole site have their own search settings. See [Set a page's search title and description](#).

DON'T SEE THIS?

It may be turned off for your site. Ask us and we'll take care of it.

Need a hand?

Email hello@zossoz.com with your business name and the post title, and we'll take care of it. We reply within one business day. See [Request a change](#).

Related guides: [Set a page's search title and description](#) · [Write and publish a blog post](#) · [How Google finds and reads your site](#) · [Hide a page from search engines](#)

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