

Set a page's search title and description

Write the title and short description Google may show for one page, so each page says what it is.

Every page can have its own title and short description. Google may show them in its results, the title appears in the browser tab, and it also shows when someone shares the page. We can't promise rankings, traffic, calls or sales, but clear wording helps Google understand the page and helps people decide to click.

Before you start

Know what the page is about in one sentence, and have the facts ready: what you offer on this page and where you are.

Steps

1. Log in to your site editor.
2. In the side panel, click **Pages**.
3. Beside the page you'd like to edit, click the three horizontal dots.
4. Click **Edit Page SEO**.
5. In **Page meta title**, type the page's title. Try to keep it to about 60 characters.
6. In **Page meta description**, write one or two plain sentences about the page. Keep it to about 160 characters.
7. Leave **Page keyword** empty. It's optional, and search engines no longer use it.
8. Publish. If you don't see a **Publish** button, tell us and we'll publish it for you.

Want a first draft? See Write search titles and descriptions with AI.

Tips

- Give every page its own title and description.
- Start with what the page is, then your business name or area. For a services page it might read "Gel manicures in Hialeah | Your Salon Name".
- Write for the customer, not for Google. Say what they'll find and where.
- Say only what's true. Skip "best in Miami" unless you can back it up, and leave out prices you won't keep current.
- Google decides what it shows, so it may not use your exact words.

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, the page, and the title and description you'd like (or the facts, and we'll draft them), and we'll take care of it. We reply within one business day. It counts as one of your small changes for the month. See Request a change.

Related guides: Set your site's search title and description · Write search titles and descriptions with AI · Hide a page from search engines · How Google finds and reads your site · What a quarterly search tune-up is

More guides: the Zossoz Help Center · Questions? Email hello@zossoz.com