

Set search titles for your products

Write the title and short description Google can show for each product page, and see where the product's web address is set.

Add-on [Online store](#)

Each product page can have its own title and short description for Google. Shoppers may read them in the search results before they click. We can't promise rankings, traffic, calls or sales, but this helps Google understand your page.

Online stores are an add-on. If your site doesn't have one yet, ask us about adding it; we quote it in writing first.

What to write

- **Page Title:** the product's name and what it is, in plain words. Keep it short.
- **Meta Description:** one or two sentences on what makes it worth a look. Aim for about 150 to 160 characters. Longer text is often cut short in search results.
- **URL Handle:** the end of the product's web address. It's filled in for you from the product name.

Steps

1. Log in to your site editor.
2. In the side panel, click **Store**, then **Catalog**, then **Product Catalog**.
3. Click the product.
4. Scroll to **Product SEO**. Click the three dots next to it, then **Edit Product SEO**.
5. Type your **Page Title** and **Meta Description**.
6. Change **URL Handle** only if you need to. A new handle replaces the original address of the product page.
7. Click **Save**.

Tips

- Write for a person. Say what the product is, and what is special about it.
- Give each product its own wording.
- Put the most important words first.

If your store shows **Manage Store**

Some stores have an **SEO** tab on each product instead.

1. Click **Store**, then **Manage Store**.
2. Click **Catalog**, then **Products**.
3. Next to the product, click **Edit Product**.
4. Click **SEO**.
5. Type the **Page Title** and **Meta Description**. A preview shows how your page may show up on Google.
6. Save, if the page asks you to.

These stores add product and category addresses to your site's sitemap each time you publish.

Need a hand?

If your site doesn't have this yet, ask us about adding it. We quote it in writing first, and nothing is billed unless you approve. Email hello@zossoz.com.

Already have a store and want us to write your product titles and descriptions? Email your business name and the products, and we'll take care of it. We reply within one business day.

Related guides: [Set a page's search title and description](#) · [Show your products on Google Shopping](#) · [Add a product](#) · [How Google finds and reads your site](#)

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