

Set your site's search title and description

Write the title and short description for your whole site, and why to leave the setting that hides your site switched off.

Your site as a whole has a title and a short description. Search engines may show them when your site comes up, and the title also appears at the top of the browser window. Each page can have its own as well, and that's usually better. We can't promise rankings, traffic, calls or sales, but clear wording helps Google understand your site.

Steps

1. Log in to your site editor.
2. In the side panel, click **SEO/AEO**.
3. Click **Optimization Center**, then **Additional Settings**.
4. In **Site meta title**, type your business name and what you do. Try to keep it to about 60 characters.
5. In **Site meta description**, write one or two plain sentences about what you offer and where. Try to keep it to about 160 characters.
6. Leave **No index for the entire site** switched off.
7. Publish. If you don't see a **Publish** button, tell us and we'll publish it for you.

If you work from your site dashboard instead, click **Performance**, expand **Optimization Center**, then click **Additional Settings**.

WATCH OUT

No index for the entire site tells search engines to leave your whole site out of their results. Don't switch it on without asking us first. If your site stops showing up on Google, tell us and we'll check this setting.

Tips

- Lead with the name customers know you by, then say what you do and where, in the words a customer would use.
- Don't pack the title with a list of services. A short, readable line is easier to read than a long one.
- The description is your chance to tell a stranger why to click. Write it like a short sentence you'd say at the counter.
- Give each important page its own title and description too. See [Set a page's search title and description](#).
- 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 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 a page's search title and description](#) · [Hide a page from search engines](#) · [How Google finds and reads your site](#) · [Find your site settings](#) · [What a quarterly search tune-up is](#)

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