

Show breadcrumbs on inner pages

Add a small trail such as Home, Services, Haircuts so visitors always know where they are, and how to set which steps show.

Breadcrumbs are a small trail near the top of a page, such as Home, then Services, then Haircuts. They show a visitor where they are and give them a way back up a level. They suit sites with pages inside pages.

Before you start

If your menu is flat, with every page on one level or at most two, skip this. The menu already tells people where they are.

Steps

1. Log in to your site editor and open a page that sits inside another page.
2. Open the widgets list in the side panel and drag the **Breadcrumbs** widget where you want it.
3. Click it to open its floating menu, then open its content settings. You can also right-click it and choose **Edit Content**.
4. Choose what shows:
 - **Home Page**: always shows your home page as the first step.
 - **Current Page**: shows the page the visitor is on as the last step.
 - **Hide the breadcrumbs when there isn't a parent page**: the trail is off on your home page and on pages at the first level of the menu.
5. Click **Edit Design** in the floating menu to change the link style, the divider between steps and the spacing.
6. Publish. If you don't see a **Publish** button, tell us and we'll publish it for you.

What shows in the trail

Names of pages and sub-pages, and menu headings (folders). It can also show store pages. Dynamic pages (pages that share one layout and fill in different items) need an extra setting: in the **Pages** panel, click the gear icon beside that page, choose **Hide/Show in navigation**, then **Show on all**.

Blog posts are different. Their trail goes straight from your home page, not from your main blog page.

Good to know

- The trail follows your page structure. To change the trail, change where the page sits: Rename or reorder your pages.
- A trail can help Google see how your pages fit together. We can't promise rankings, traffic, calls or sales, but it also helps visitors.
- Phone screens are narrow. Keep page names short so the trail fits.

Need a hand?

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

Related guides: [Group pages under one menu item](#) · [Change the links in your menu](#) · [Add a widget to a page](#) · [How Google finds and reads your site](#)

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