

Write search titles and descriptions with AI

Let the AI assistant draft the search title and description for one page, then check it before you apply it.

The AI assistant can draft the title and short description Google may show for a page. It's a quick first draft, and you decide what stays. We can't promise rankings, traffic, calls or sales, but a clear title and description help Google understand the page. For what each one does, see [Set a page's search title and description](#).

Before you start

The assistant uses your business profile, and asks for it the first time if it's empty. See [Tell the AI about your business](#).

Steps

1. Log in to your site editor.
2. In the side panel, click **Pages**.
3. Click the three dots next to the page.
4. Click **Edit Page SEO**.
5. To write both at once, click **Generate SEO Tags**. To write only one, click the sparkle icon in that field.
6. Read what the assistant suggests, then pick one:
 - **Apply suggestions** to use the draft.
 - **Try again** to get new ones. The earlier suggestions stay available.
 - The copy icon next to a suggestion, to copy it and paste it where you like.
7. Publish. If you don't see a **Publish** button, tell us and we'll publish it for you.

Tips

- Check every draft for the right business name, services and place. Change anything that isn't true.
- Avoid inch marks (") in a description. The assistant turns them into extra characters, which can throw off the length.
- Give each page its own 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 page, 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](#) · [Tell the AI about your business](#) · [How the editor's AI tools work](#) · [How Google finds and reads your site](#) · [Write a good AI prompt](#)

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