



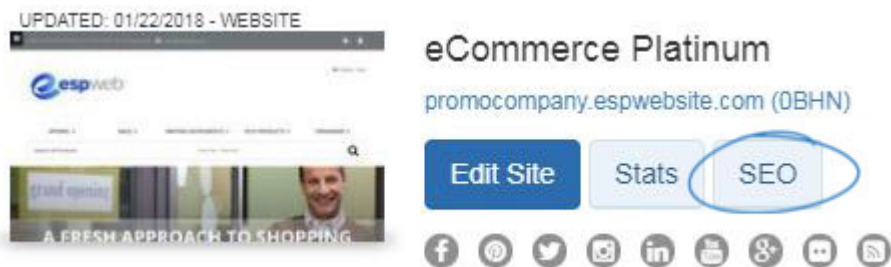
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Portal > Knowledgebase > ESP Websites > Analytics, Meta Tags and SEO

Analytics, Meta Tags and SEO

Tamika C - 2019-04-12 - in ESP Websites

After logging into the ESP Websites admin, locate your site and click on the SEO button



In the SEO window, you can update the name, title, description and keywords of all available pages on your ESPWebsite. The checkbox to include your company information in the SEO description on browser search results will be checked by default.

SEO ✕

Page Choose a page on your site.

Title Descriptive titles are best. Try to describe your page like a buyer would. Your title will be shown in Google search results.

(For best results, the recommended character limit for page title is around 70 characters.)

Description Tell us about this page. Try to answer the questions buyers will have. This will be shown in Google search results.

(For best results, the recommended character limit for description is around 140-160 characters.)

Keywords Help buyers find your item when performing a search.

(For best results, it is recommended that you use 5-10 words that are in the content of this page.)

Include my **Company Information** as part of **Description** on all pages.

By checking the "Include my Company Information as part of Description on all pages" checkbox, in addition to browser search results displaying the site title and description, the company location will also be displayed.

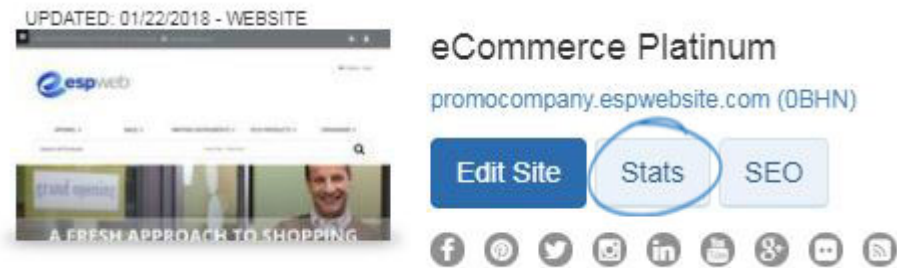
About Us - ABC Promo Company

abcpromocompany.espwebsite.com/aboutus

ABC Promo Company from Trevose PA We are a distributor of promotional products!

Link Your ESP Website with Google Analytics

Locate your site and click on the Stats button.



Enter your Google Analytics Id in the text box provided. Click on the Save button.



Enable Google analytics to gather site visitor statistics, i.e hit reports. This information is invaluable for creating an effective website that meets the needs of your customers.

Your Google Analytics Id:

Save

Go to my Google Analytics

If you do not have a **Google© Analytics** account, please go to:

<http://www.google.com/analytics/> and create one by clicking on the "**Sign Up for Analytics**" button on the Google© Analytics home page.

For more information on using Google© Analytics, please review the [Help](#) section on their official website.