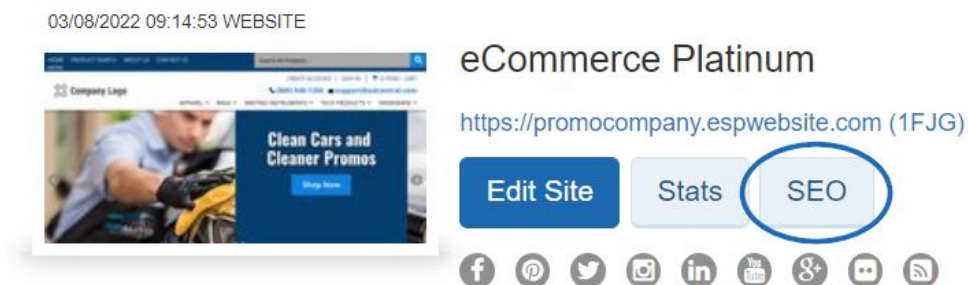


ESP Quick Tip #40: Manage SEO

2022-07-21 - Jennifer M - ESP Quick Tips

Search engine optimization, commonly abbreviated to SEO, To manage the SEO for your ESP Website or Company Store, [log into ESP](#) and click on the Websites Admin tab. Then, take the following steps:

1. Locate the site and click on the SEO button.



2. Use the dropdown to select the page you want update the SEO.

A screenshot of the 'SEO' settings form. The title 'SEO' is at the top left. Below it, there's a section labeled 'Page' with the text 'Choose a page on your site'. Underneath this text is a dropdown menu that currently shows 'AboutUs'. A blue circle highlights the dropdown arrow on the right side of the menu.

3. You will then have the ability to modify the keywords, description, and page title for the site. When you're finished making changes, click on the "Apply" button.

SEO

Page

Choose a page on your site

AboutUs

Title

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

About Us

(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, its 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

Cancel

Apply

For more information, please review the [Analytics, Meta Tags and SEO article](#).