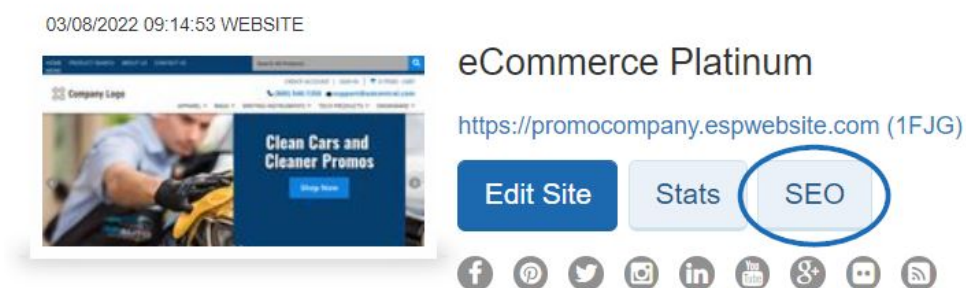


## ESP Quick Tip #40: Manage SEO

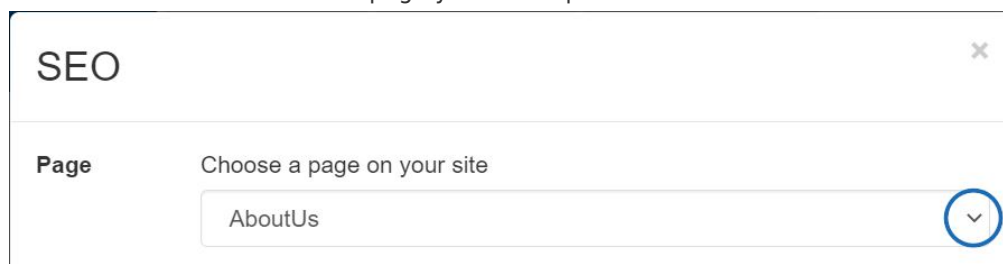
2022-07-21 - Jennifer M - ESP Quick Tips

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 configuration form. The title "SEO" is at the top left, and a close button "x" is at the top right. Below the title, there is a label "Page" and a text input field containing "Choose a page on your site". Below the text input field is a dropdown menu with "AboutUs" selected. 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

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**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, its is recommended that you use 5-10 words that are in the content of this page.)*

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

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