



## Managing the Meta Data

Jennifer M - 2021-01-26 - SEO and Analytics

Clicking on the SEO button from the main ESP Websites Admin page will enable you to manage the meta tag information for all pages of your site.

01/11/2021 23:11:45 SUPPLIER WEBSITE



### Websites for Suppliers

<https://suppliercompany.espwebsite.com> (1OW0)

Edit Site

Stats

SEO



In the SEO window, you can update the name, title, description and keywords of all available pages on your ESP Website. 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  
Home ⌵

---

**Title** Descriptive titles are best. Try to describe your page like a buyer would. Your title will be shown in Google search results  
Home  
*(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.  
Looking for promotional products, advertising specialties and business gifts? You've come to the right site! Whether you are  
*(For best results, the recommended character limit for description is around 140-160 characters.)*

**Keywords** Help buyers find your item when performing a search.  
promotional products, advertising specialties, promos, promotional, promotions, ad specialties, logo, logo products, imprinted, imprinted  
*(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

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.

---

## Learn more about SEO Natural Search

In a natural search, web pages are ranked by which keywords are the most relevant to the words which were searched. This is normally controlled by an algorithm within the individual search engine.

## **Paid Search**

There are a number of paid services available for this option. Paid services can include PPC/CPC (Pay per click/Cost per click), flat charges per ads, or any other service which requires a monetary charge for higher rankings on a search engine results page.

## **Analytics and Reporting Options for ESP Websites**

### **Link to Google Analytics**

ESP Websites are able to be linked with Google Analytics.

### **Link to Google Tag Manager**

ESP Websites are able to be linked with Google Tag Manager.

### **Visitor Activity Reports**

All ESP Websites provide information regarding basic site traffic and page activity in the Visitor Activity Reports section.