

UBE Umbraco: SEO tab on a Common Page

Please see "[Adding a Common Page](#)" first.

The SEO (Search Engine Optimisation) tab on a Common Page contains three fields:

Page Title (required)

This field is required. It is the most important information that search engines use to rank the page in the search engine's index. It should contain keywords to identify the website and keywords to identify this specific page. For example, if the page is the "Contact us" page for the XYZ Company, the Page Title field should contain something like "XYZ Company Contact".

Meta Keywords (optional)

These are now rarely used by the search engines so there is no need to complete this field.

Meta Description (optional)

When a search engine indexes a page, it displays:

- A link to the page.
- The URL of the page (its Internet address).
- Some text about the page. If the Meta Description field is left blank, the search engine will use text from the page itself. Complete this field and the search engine will display the Meta Description instead.