



## ESP Quick Tip #40: Manage SEO

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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.

SEO

Page Choose a page on your site

AboutUs

The screenshot shows a modal window titled 'SEO' with a close button in the top right corner. Below the title is a 'Page' label and a dropdown menu. The dropdown menu is open, showing 'AboutUs' as the selected option. A blue circle highlights the dropdown arrow.

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](#).