

Importance in Meta Tags and How to Include Them

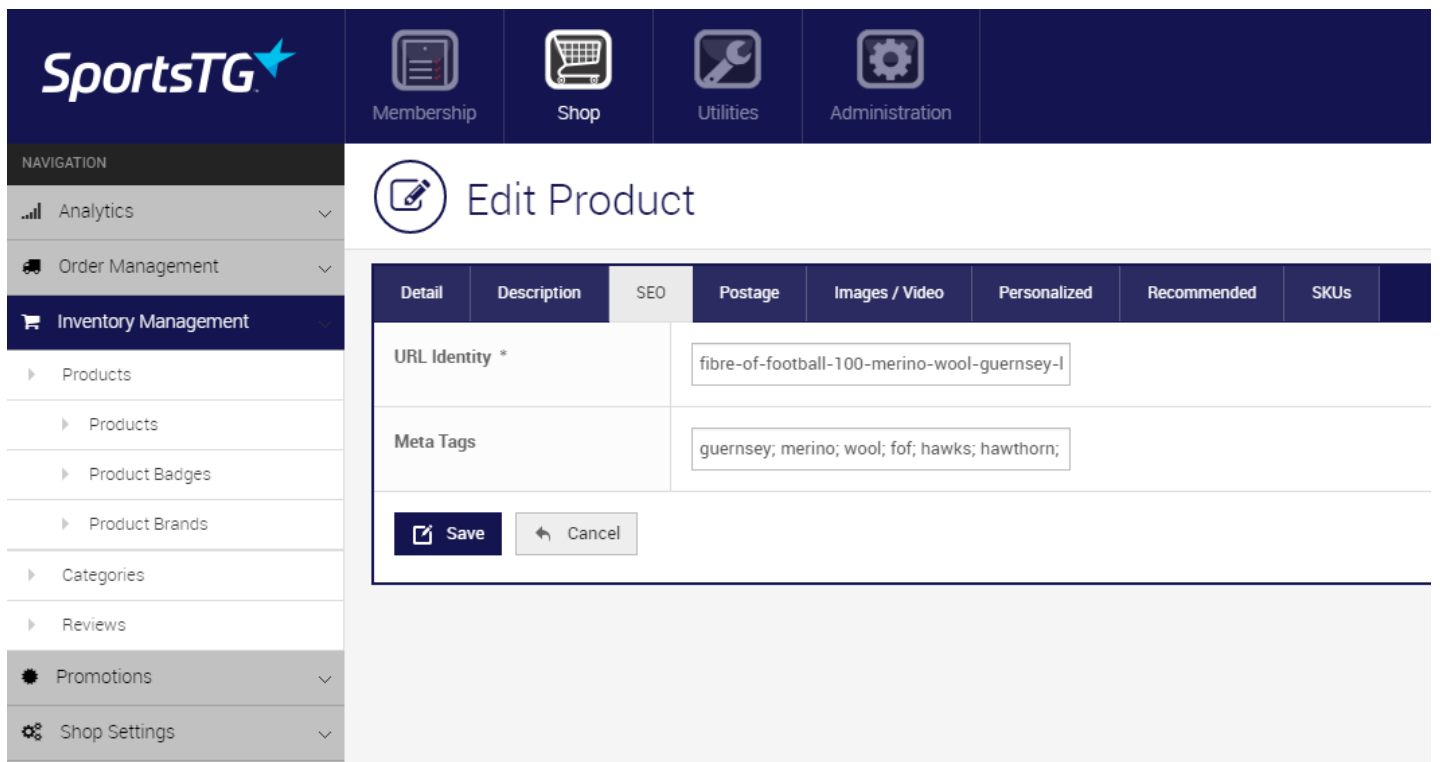
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Ensure you are utilising Meta Tags for each individual product.

Meta tags do not help rankings in google however they do appear in your search results. If you do not include Google will generate this for you.

Use keywords that will help persuade your customer searching for your product on clicking on your item.

To do this Login > Shop > Inventory Management > Products > Products > Select product > Edit > SEO > Meta Tags



The screenshot displays the SportsTG admin dashboard. The top navigation bar includes icons for Membership, Shop, Utilities, and Administration. A left-hand navigation menu is visible, with 'Inventory Management' selected and its sub-menu expanded to show 'Products', 'Product Badges', 'Product Brands', 'Categories', and 'Reviews'. The main content area is titled 'Edit Product' and features a tabbed interface with 'SEO' selected. The 'URL Identity *' field contains the text 'fibre-of-football-100-merino-wool-guernsey-l'. The 'Meta Tags' field contains the text 'guernsey; merino; wool; fof; hawks; hawthorn;'. At the bottom of the form, there are 'Save' and 'Cancel' buttons.

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