How to add a meta tag

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You can add a Meta Tag to your website's header to display information to search engines, as well as set the Facebook Pixel & other analytics services.

Add a Meta Tag

1. Click **Settings** or the **Gear icon** on the left menu.
2. Click the **Website & Branding** tab.
3. Click the **Meta Tags** link in the **Settings** section.
4. On the following Edit Meta Tags page, click the **Add** button.
5. Using the **Meta tag type** drop down, select the Meta tag type:
    - **Keywords** - Use the Keywords meta tag type to pass information from your website to search engines, to better improve searching for your website.
    - **Description** - The Description meta tag type is used to display a synopsis of your website for Search Engine results.
    - **Author** - This meta tag type is used to name the author of the page.
    - **Custom** - Use this meta tag type to enter your own custom meta tag.
6. Next, enter the text content into the textbox.
7. After entering the text content, you will see a preview of your meta tag on the **Preview** line.
8. Click the **Save** button once done.

Note

No HTML formatting is included within Meta Tags. Do not insert any HTML tags as they are already predetermined by the system.

Edit or Delete a Meta Tag

1. Click **Settings** or the **Gear icon** on the left menu.

2. Click the **Website & Branding** tab.

3. Click the **Meta Tags** link in the **Settings** section.

4. On the following Edit Meta Tags page, click the actions **Drop-down Arrow** on the same line as the Meta Tag you want to edit or delete.

5. Select **Edit** to edit the meta tag, or **Delete** to delete the meta tag.