

Improving how your website appears in Google

Category: General Settings & SEO

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Reading Time: 1 min

A few settings help search engines like Google understand and show your website.

Step 1: Connect Google tools

Go to **Settings** → **General**. Paste your **Google measurement ID** to use Google Analytics, and your **Google verification tag** to verify your website in Google Search Console.

The screenshot shows the 'General' settings page in the Website Works interface. The left sidebar contains navigation links: Home, Tutorial, Site Builder, Brand, Pages, Layout, Features, Settings (highlighted), Administration, and Promote. The 'Settings' section is expanded, showing 'General' and 'Notifications'. The 'General' settings include: 'Website Status' (Set site to online), 'Website address' (http://websiteworks.test/northwind-panels), 'Timezone' (Eastern Time (US & Canada)), 'Site goal' (a text input field with a red box around it), 'Google measurement ID' (G-12345, with a red box around it), and 'Google verification tag' (a text input field with a red box around it). Below these are 'Mailing list consent' options and a 'Meta description' field. A green 'Save' button is at the bottom.

Connect Google.

Step 2: Describe your website

Fill in the **Meta description** (one or two sentences about your business) and **Meta keywords**. Click **Save**.

Website Status
Set site to online

Website address
http://websiteworks.test/northwind-panels

Timezone
Eastern Time (US & Canada)

Site goal
\$.00 USD

Google measurement ID
G-12345

Google verification tag

Mailing list consent
Give your visitors the option to join your mailing list. When enabled, a consent checkbox appears on the chosen form asking visitors if they would like to receive updates and information from you. Visitors who agree are added to your mailing list.

☒ Mailing list consent on contact form ☒ Mailing list consent on album upload form

Meta description

Meta keywords
Insert each keyword separated by a comma.

Save

Describe your website, then Save.

Step 3: Describe each page

In **Pages**, open a page's settings and fill in its own **Meta description**.

Edit page

Title *
Products

URI *
http://websiteworks.test/northwind-panels/products

Meta description
A brief description for search engines (max 160 characters)

This description will appear in search engine results and social media shares. Keep it concise and compelling.

Status
Enabled

☒ Add to the header menu ☐ Add to the footer menu

Security
You can restrict access to this page by setting a login or password requirement.

Protection
☒ None ☐ Password

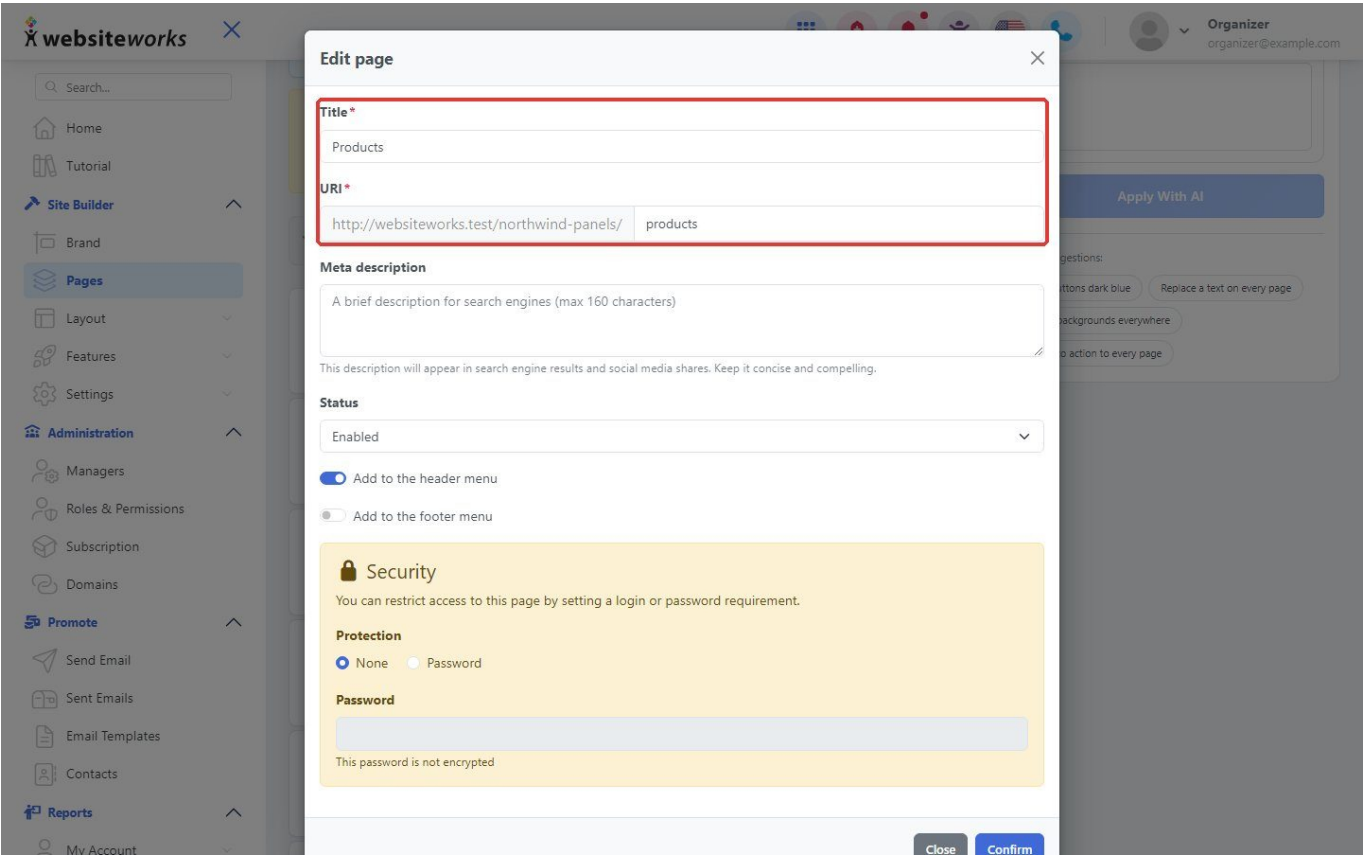
Password
This password is not encrypted

Close Confirm

Describe each page.

Step 4: Use clear page addresses

In the same window, give the page a clear **Title** and short **URI**, such as *services*. Click **Confirm**.



Use a clear title and address.