

Maintaining Page SEO Details in Admin

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Opening the SEO admin area for a website page

1. Sign in to **Sherkety ERP & Website Platform** with an account that can open the admin area. The SEO section is intended for users with **Administrator** or **Content Editor** access. If you can reach the admin dashboard but do not see the SEO option in the navigation, your account may not have permission to edit search metadata.
2. From the admin dashboard, open the **SEO** section. This is the area used to manage search-facing details for public website pages such as page titles, descriptions, and related metadata. If you need help getting into the admin area or moving between admin sections, see [Signing In and Accessing the Admin Portal](#) and [Using the Admin Dashboard for Navigation](#).
3. In the SEO page list, find the website page you want to update. Depending on what is available on your screen, you may be able to:
 - Scroll through the list of page records
 - Use a search box to find a page by name
 - Use filters to narrow the list
4. Open the page record you want to edit. Before changing anything, confirm you selected the correct public page. This matters most when several pages have similar names, such as service pages, ERP app pages, or company information pages.
5. On the page SEO details screen, review the editable fields before typing. Look for fields such as **Page Title**, **Meta Description**, **Slug**, **Canonical URL**, **Keywords**, or social sharing fields if they are available on that page.

[SCREENSHOT: SEO page list with a selected website page and the SEO details form open]

If you already worked through [Keeping Search Snippets Consistent Across Pages](#), use the same naming and wording standards here so each page stays aligned with the rest of the website.

Updating the page title and meta description

1. In the selected page's SEO details screen, click into the **Page Title** field. Enter the title you want search engines to show for that page. Keep it closely matched to the page's actual topic so visitors see the same message in search results and on the page itself.
2. Move to the **Meta Description** field and write a short summary of the page. This description should reflect the real content on the public page, not a general company message. For example, a page about accounting services should describe accounting services, while an ERP app page should describe that specific app area.
3. Watch for any guidance shown beside the fields. In Sherkey ERP & Website Platform, the SEO form may show:
 - Character guidance
 - Validation messages
 - A preview indicator showing whether the text is too short or too long
4. Adjust the wording if the form highlights a problem. If the title or description is cut off in the preview, shorten it. If a required field is empty, complete it before saving.
5. Click **Save**, **Update**, or the main action button shown on the page to store your changes. Stay on the page long enough to confirm the save completed successfully. If a notification appears, read it to make sure the record was updated without errors.

[SCREENSHOT: Page Title and Meta Description fields with a search preview beside them]

When writing titles and descriptions, avoid repeating the same wording across multiple pages. The earlier guidance in [Keeping Search Snippets Consistent Across Pages](#) still applies here, but this screen is where you make the actual page-by-page updates.

Managing other search-facing page details

1. After updating the title and description, review the rest of the SEO form for additional fields. Not every page will show the same set of options, so work only with the fields visible on the selected page record.
2. If available, use the fields as follows:

Field	What to check	What to watch for
Slug	The page address ending used in the public URL	Changing it can affect existing links
Canonical URL	The preferred page address for search engines	Make sure it points to the correct page
Keywords	Any page-specific keyword terms	Keep them relevant to the page content
Social sharing fields	Title, description, or image details used when the page is shared	Match them to the public page message

3. Be especially careful with the **Slug** or page URL field. If you change it, the public page address may change as well. Only update it when necessary, such as correcting a mistake or aligning a page with approved naming. If the page already has traffic or has been shared publicly, confirm the change is intentional before saving.
4. If the form includes search visibility controls, review them closely. A page that should not appear in search results may have an option related to hiding it from search engines. Use that setting only when the page truly should stay out of search listings.
5. Save your changes and then recheck the record. Make sure the updated values still appear in the form after saving, especially for URL-related and visibility-related fields.

[SCREENSHOT: SEO form showing slug, canonical URL, keywords, and visibility settings]

Reviewing how the page will appear in search results

1. If the SEO screen includes a preview panel, use it before finishing your work. Review the **title**, **URL**, and **description** together instead of checking each field separately. This gives you the closest view of how the page may appear in search results.
2. Compare the preview with the actual public page content. Open the live page in another tab if needed and check the page heading, key message, and main body text. The search-facing details should support what visitors will actually find after clicking. If the preview promises something different from the page content, revise the SEO fields before saving again.

3. Check for duplication across similar pages. This is especially important for:
 - Service pages
 - ERP app pages
 - Company type pages
 - Pricing-related pages
4. If several pages cover related topics, confirm that each one has its own distinct **Page Title** and **Meta Description**. Similar wording is fine when the pages are related, but the text should still help search engines and visitors tell the pages apart.
5. Before leaving the record, verify once more that you edited the correct page. In lists with many entries, it is easy to open a similarly named page and update the wrong record.

[SCREENSHOT: Search preview panel beside the SEO form, showing title, URL, and description]

This review step helps prevent mismatches between search snippets and page content. It also supports the consistency work you already covered in [Keeping Search Snippets Consistent Across Pages](#).

Publishing and verifying your SEO changes

1. When your edits are ready, use the main action button shown on the SEO page. Depending on the page workflow in **Sherkety ERP & Website Platform**, this may be **Save**, **Update**, or **Publish**. Use the final action required on your screen so the changes are not left in an unfinished state.
2. After saving, open the public website page in your browser. Check the browser tab first. The updated **Page Title** should usually appear there. This is a quick way to confirm that the title change reached the live page.
3. Next, verify the description and any other metadata you changed. If your team normally checks metadata with browser inspection tools, use that method to confirm the updated description and related tags are present on the page. If you do not use those tools regularly, ask a teammate who handles website reviews to confirm the metadata on the live page.
4. If the website uses caching, the live page may not update immediately. Wait a moment, reload the page, and check again. If your admin workflow includes

clearing cached content, complete that step before assuming the update failed.

5. Recheck the exact page URL you edited. This is especially important if you changed the **Slug** or **Canonical URL**, or if the page belongs to a group of similar public pages.

[SCREENSHOT: Public website page open in a browser with the updated page title visible in the browser tab]

After the live page reflects your changes, the SEO update is ready for broader consistency checks in the next guide, [Keeping Search Facing Content Consistent Across Pages](#).

Fixing common problems when SEO updates do not appear

If your SEO changes do not show up as expected, work through the issue from the admin record outward.

- **The live page still shows the old title or description**
 - Reopen the SEO record and confirm you edited the correct page.
 - Make sure you used the final **Save**, **Update**, or **Publish** action.
 - Reload the public page and check again after a short wait.
- **The preview changed, but the public page did not**
 - The SEO preview only shows what is saved in the form. It does not always mean the public page has refreshed yet.
 - Clear any available cache used in your workflow, then refresh the page in the browser.
 - If needed, try a hard refresh or open the page in a private browser window.
- **The form will not save your changes**
 - Look for validation messages near the fields.
 - Check whether a required field is blank.
 - Shorten the **Page Title** or **Meta Description** if the form shows a length warning or error.
- **A URL change caused the page link to stop working**
 - Return to the SEO record and restore the previous **Slug** if the new one was entered by mistake.

- If your admin process supports redirects, use that option when a public page address must change.
- **You are unsure whether the page record is the right one**
 - Compare the page name in the SEO list with the public page you opened.
 - Review the page URL, page title, and visible content before editing again.

[SCREENSHOT: Validation message on an SEO form and a saved notification after correction]

If the issue continues, pause further edits until you confirm which page record controls the live page you are trying to update.

Overview

This guide focuses on maintaining page-by-page SEO details from the **SEO** area in **Sherkety ERP & Website Platform**. The work here is specific to public website pages and covers the fields that shape how those pages appear in search results and link previews.

You use this screen when you need to:

- Update a page's **Page Title**
- Revise the **Meta Description**
- Review the **Slug** or public page address
- Maintain **Canonical URL** details
- Adjust other search-facing fields shown on the page record
- Confirm the page preview before saving

This guide does not repeat the planning rules for keeping titles and descriptions aligned across the site. If you need that guidance, return to [Keeping Search Snippets Consistent Across Pages](#). Here, the focus is on carrying out the update inside the admin interface and checking that the right public page was edited.

The steps are most useful when you are working on:

- Service pages
- ERP app pages
- Company type pages
- Pricing and informational pages
- Other public website pages listed in the SEO admin area

Use this guide when you are making direct SEO edits in admin rather than changing visible page content with inline editing tools. If you need a broader view of the SEO section and how it fits into the admin area, see [Managing Page Metadata in the SEO Admin](#).

[SCREENSHOT: SEO section in the admin navigation with the page list visible]

Prerequisites

Before you start, make sure the following are true:

- You can sign in to **Sherkety ERP & Website Platform**
- Your account has access to the admin area as an **Administrator** or **Content Editor**
- You can open the **SEO** section from the admin navigation
- You know which public website page you need to update
- You have the approved title, description, or other SEO wording ready before editing
- You understand whether your team expects you to **Save**, **Update**, or **Publish** changes as part of the final step

It also helps to have the public page open in another browser tab so you can compare:

- The visible page heading
- The page URL
- The page topic and main message

Use that comparison to avoid updating the wrong record, especially when several pages have similar names.

If you are new to the admin area, review:

- [Signing In and Accessing the Admin Portal](#)
- [Using the Admin Dashboard for Navigation](#)
- [Managing Page Metadata in the SEO Admin](#)

If your change affects wording that appears across several pages, keep this guide open alongside your earlier consistency notes from [Keeping Search Snippets Consistent Across Pages](#). The next step after finishing here is [Keeping Search Facing Content Consistent Across Pages](#).

