

Maintaining SEO and Search Facing Page Information

August 25, 2026

Finding the page settings used by search engines

In Sherkety ERP & Website Platform, search-facing page details are managed from the admin area rather than from the public page itself. After signing in, open the admin navigation and go to the SEO area. If you need help getting around the admin screens, use [Using the Admin Dashboard for Navigation](#) as a quick refresher.

When you open a page record in the SEO area, look for fields related to page metadata. These are separate from the main content fields you may already know from content editing. For example, the page heading visitors read on the page is not always the same as the SEO title shown in search results. In the same way, body text and section content are different from the short description that search engines may show under the page title.

This distinction matters when you are updating public pages such as service pages, ERP landing pages, company type pages, and other website pages that can appear in search results. A page can read well for visitors and still need a more focused SEO title or description for search visibility. The SEO area is where you make those search-facing adjustments without rewriting the full page.

Typical page records you may review here include:

- Standard website pages
- Service and landing pages
- ERP product pages
- Company type detail pages
- Other public-facing pages with their own page address

[SCREENSHOT: SEO admin screen showing a list of pages and a page settings panel]

Save SEO changes from the page settings screen as part of the normal editing flow. If your team reviews updates before they go live, complete the edits, save them, and

then publish or make the page live using your usual page publishing process. If you are also changing visible page content, keep those updates coordinated so the search title, description, and page content stay aligned.

Editing titles, descriptions, and page URLs

Use this workflow when you need to update how a page appears in search results or when the page address no longer matches the topic clearly.

1. In Sherkety ERP & Website Platform, open the SEO area in the admin section.
2. Select the page you want to update.
3. Find the SEO title field and enter the title you want search engines to show.
4. Find the meta description field and write a short summary for that specific page.
5. Review the page URL, slug, or permalink field if the address needs to be changed.
6. Click **Save**, then publish the page if your team uses a separate publish step.

Keep the SEO title separate from the page name or on-page heading. The page name is often written for navigation and page layout, while the SEO title should help the page stand out in search results. For example, a page heading might be short and brand-focused, while the SEO title can be more specific about the service or topic.

For the meta description, avoid copying a full paragraph from the page body. Write a concise summary that matches the page topic. This field is meant to support search snippets, so it should quickly explain what the page is about.

When reviewing the page URL, only change it when there is a good reason, such as:

- The address is outdated
- The topic has changed
- The current slug is unclear or too broad
- You are standardizing naming across related pages

[SCREENSHOT: Page SEO form showing SEO title, meta description, and URL or slug fields]

After saving, check whether Sherkety ERP & Website Platform accepts the new address immediately or shows any prompt related to handling the old address. If a page URL changes, always review internal links and navigation items that may still point to the previous page address.

Managing social sharing and search preview details

Some pages in Sherkety ERP & Website Platform include separate fields for social sharing details. When these are available, look for fields such as social title, social description, or social image in the page settings. These fields control how a page may appear when shared on social platforms, which can be different from how it appears in search results.

A common setup is to keep search and social details similar but not identical. Search results usually need a clear, topic-based title and description. Social sharing often works better with more campaign-focused wording or a stronger visual. If the page editor includes a dedicated social image field, use it when the default page image does not create a strong preview.

If dedicated social fields are left blank, Sherkety ERP & Website Platform may fall back to the regular SEO title, meta description, or an existing page image. That can be helpful for routine pages, but it is worth checking pages that are likely to be shared widely, such as:

- Promotional landing pages
- Event or announcement pages
- New service launches
- Special campaign pages
- ERP feature pages used in outreach

Where a preview panel is available, use it before saving. A preview helps you compare how the page may look in search results versus social sharing cards. This is especially useful when a page title is short on the website but needs more context in search, or when a social post needs a more engaging message than a standard search snippet.

[SCREENSHOT: Preview panel comparing search result text and social sharing card]

Use custom social details when the shared message should be different from the search message. For example, a service page may need a straightforward SEO title for search, while the social version highlights a specific benefit or promotion. If the page is evergreen and not campaign-based, the regular SEO title and description are often enough.

Controlling how pages appear in search indexing

Search visibility settings decide whether a page should appear in search engines at all. In Sherkety ERP & Website Platform, these controls are usually found in the same

SEO settings area as the title and description fields. Look for options related to search visibility, indexing, or sitemap inclusion.

1. Open the page in the SEO area.
2. Review the search visibility options for that page.
3. Turn off indexing for pages that should not appear in search.
4. Check any preferred URL or canonical setting if the page has similar versions elsewhere.
5. Save the change and publish it if required.

Pages that often need restricted search visibility include:

- Thank-you pages shown after form submission
- Temporary campaign pages
- Duplicate or alternate versions of another page
- Utility pages not meant for public discovery

If Sherkety ERP & Website Platform shows options such as **No Index**, **No Follow**, or **Exclude from Sitemap**, treat them carefully. These settings affect whether search engines can discover and keep the page in results. A page can remain live for direct visitors while still being hidden from search if indexing is turned off.

If a preferred URL or canonical field is available, use it when two pages are very similar and you want search engines to treat one as the main version. This helps reduce confusion when content overlaps across landing pages or localized variants.

[SCREENSHOT: SEO visibility settings with indexing and sitemap options]

After saving, double-check that the final setting matches your intent. Accidental indexing changes can hide an important public page, while accidental re-enabling can expose pages that were meant to stay out of search. For broader page setup work, you may also want to review [Managing Services Pricing and Site Settings](#) if the page update is part of a larger site change.

Coordinating SEO updates with page publishing and site management

SEO work in Sherkety ERP & Website Platform is easiest to manage when it is treated as part of the full page update process, not as a last-minute extra step. When a page is being revised, update the search-facing fields at the same time you review the visible content, images, and navigation placement.

A practical workflow usually looks like this:

1. Edit the page content or open the page settings in the SEO area.
2. Update the SEO title, description, URL, and any social sharing details.
3. Review whether indexing settings still match the page's purpose.
4. Save the changes.
5. Publish the page when it is approved for public use.

Content editors can usually handle page-by-page metadata updates directly in the admin area. That includes routine title and description changes and, in many cases, page-specific social details. Some changes need more coordination, especially when they affect the wider site. Examples include:

- Large URL restructuring across many pages
- Sitewide search behavior
- Shared templates that affect many page previews
- Redirect planning after major renaming
- Broad navigation changes tied to page moves

When a page is revised, keep these related items in sync:

- Navigation labels
- Internal links
- Featured images
- Redirect handling for changed URLs
- Search visibility settings

This is also where role boundaries matter. Content editors may be responsible for wording and page-level metadata, while administrators may control higher-impact settings such as indexing rules, URL changes, and broader site configuration. If your access is limited, save the content changes you can make and pass the remaining items to an administrator instead of trying to work around missing options.

Fixing common problems with search-facing page information

When search-facing updates do not behave as expected, start with the page record in the SEO area and work through the most likely causes.

If the updated SEO title or description is not showing on the live page, first confirm that you clicked **Save** and completed any required publish step. In Sherkety ERP & Website Platform, saving a draft and making a page live may be separate actions. Reopen the page settings and make sure the new values are still present. If they are saved correctly but the live result still looks old, the page may still be showing an earlier version for a short time.

If a page URL change caused broken links, return to the page settings and confirm the current URL or slug. Then check whether the previous address is still being used in menus, buttons, or linked content. This often happens after renaming service pages or ERP landing pages. If the old address is still referenced elsewhere, update those links so visitors are not sent to a missing page.

When search engines seem to ignore a page, review the visibility settings carefully. Look for any option that hides the page from search or removes it from sitemap listings. Also confirm that the page is still part of the public website structure and has not been left disconnected from normal navigation.

If social platforms show the wrong image or text, reopen the page and check the dedicated social fields. A page may still be using fallback values because the custom social title, description, or image was never filled in. If the correct values are saved but an older preview still appears outside Sherkety ERP & Website Platform, the external platform may still be showing a cached version.

[SCREENSHOT: SEO page settings with saved values highlighted for troubleshooting]

For more detailed page-level SEO work, see [Managing Page Metadata in the SEO Admin](#) and [Keeping Search Snippets Consistent Across Pages](#).

Overview

This document focuses on the SEO area in Sherkety ERP & Website Platform where administrators and content editors maintain the information that search engines and social platforms use to represent public pages. That includes the SEO title, meta description, page URL, search visibility settings, and any available social sharing fields.

Use this guide when you need to:

- Improve how a page appears in search results
- Rename a page address to better match its topic
- Hide utility pages from search indexing

- Review social sharing text and images
- Coordinate metadata changes with page publishing

The main idea is simple: page content and search-facing information are related, but they are not the same thing. A visitor-facing heading, a menu label, and a search result title can all serve different purposes. Sherkety ERP & Website Platform gives you a dedicated admin area to manage those details without editing the full page body every time.

This guide does not repeat the broader setup for services, pricing, or site settings. If your SEO update is part of a larger website change, refer back to [Managing Services Pricing and Site Settings](#). If you are working directly on page content rather than metadata, the inline editing and content editor guides in this documentation set are the better match.

You will get the most value from this guide when you use it during real page maintenance: open a page in the SEO area, compare the search-facing fields with the live page, make the needed updates, and then save and publish carefully.

Prerequisites

Before you start editing search-facing page information in Sherkety ERP & Website Platform, make sure the following are true:

- You can sign in to the admin area successfully
- Your account has access to the SEO section or page settings area
- You know which public page you need to update
- You have the approved wording for the page title, description, or URL if your team uses a review process
- You understand whether your team expects you to save drafts only or also publish changes

It also helps to have these items ready before opening the page:

- The exact page name as it appears on the website
- The current page address if you are planning a URL change
- The replacement title and description text
- Any custom social image or campaign wording, if needed
- Approval from the page owner before changing indexing or visibility settings

If you are new to the admin area, review [Signing In and Accessing the Admin Portal](#) and [Using the Admin Dashboard for Navigation](#) first. Those guides explain how to reach the protected admin screens and move between the main sections.

Be especially careful with URL changes and indexing controls. These settings affect how people find pages from search and from existing links. If you are unsure whether you should change a page address or hide a page from search, pause and confirm with an administrator before saving.

The next document in this Admin Portal series is [Managing Users and Role Based Access](#).