

Managing Page Metadata in the SEO Admin

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Opening the SEO Admin and Understanding the Metadata Workspace

In Sherkety ERP & Website Platform, open the admin area by signing in through the **Login** page, then go to the **SEO** section from the administrative navigation. This screen is the main place for managing search-facing details for public website pages such as the homepage, service pages, company type pages, and ERP product pages. If you already use the admin dashboard for navigation, this SEO screen sits alongside other admin areas like **Content**, **Services**, **Pricing**, **Users**, and **Settings**.

The SEO workspace is built around a page list or page selector that connects each metadata entry to a specific public page. When you choose a page, you are not editing the visible body content on that page. You are editing the search-facing details tied to that page's route or slug, such as the page title shown in browser tabs and the description that may appear in search results. This helps you keep public pages discoverable without opening each page for inline editing.

On the form itself, look for fields such as **Page Title**, **Meta Description**, and any search or social preview fields shown on the screen. Some pages may also show fields for **Canonical URL**, **Robots** settings, or social sharing title and description. These fields help control how a page is presented in search engines and link previews.

Administrators and content editors often use the same SEO screen in slightly different ways:

- **Content editors** usually update wording, improve clarity, and align titles and descriptions with page content.
- **Administrators** often review page coverage, check consistency across many pages, and confirm that special fields like canonical or robots settings are only used where needed.

[SCREENSHOT: SEO admin page showing the page list on one side and metadata fields on the main editing panel]

Finding the Public Page You Need to Update

Before you change anything in the SEO screen, make sure you have opened the correct public page record. In Sherkety ERP & Website Platform, the SEO area is designed to manage many public pages, so it is important to use the page list, search box, or route selector carefully. If the screen includes a search input, type part of the page name or route to narrow the list. This is especially useful when you are working with similar pages, such as multiple ERP app pages or several company type pages.

As you browse the list, pay attention to three things that may appear together:

What you see	What it helps you confirm
Page name	The public page label you recognize in navigation or content planning
URL path or route	The exact public page location tied to the metadata
Slug or identifier	A shorter page reference used to distinguish similar records

The page name is helpful, but the route or slug is often the safest way to confirm you are editing the intended page. For example, two pages may have similar titles but different public locations. Open the record and check the displayed route, slug, or preview heading before editing any field.

You should also look for signs that tell you whether metadata is already in place. Some records may show saved values in **Page Title** and **Meta Description**, while others may appear empty or partially filled. When fields are blank, the page may still be relying on default or inherited values rather than a dedicated SEO entry. That is your cue to decide whether the page needs its own metadata.

A quick verification habit helps avoid mistakes:

1. Select the page from the list or search results.
2. Check the page name and displayed route.
3. Review the preview heading or existing title field.
4. Confirm it matches the public page you intend to update.

[SCREENSHOT: Page selector or page list with a selected public page and its route visible]

Editing Titles, Descriptions, and Search-Facing Content

Once you have the correct page open, start with the **Page Title** field. In Sherkety ERP & Website Platform, this title usually affects the browser tab and can also be used in

search results. Keep it closely aligned with the actual page content. If the public page is about accounting services, startup packages, or a specific ERP app, the title should clearly reflect that topic instead of using broad wording that could fit many pages.

Next, update the **Meta Description** field. This text is commonly used as the summary shown under the page title in search results. Write it so it matches what visitors will actually find after clicking. If the page highlights features, pricing, comparisons, or contact options, the description should mention those points accurately. Avoid writing a description that promises content the page does not contain.

If the SEO screen includes extra fields, review them one by one rather than skipping past them. You may see fields such as:

- **Canonical URL** for the preferred page address
- **Robots** settings for search visibility instructions
- **Social Title** for shared link headlines
- **Social Description** for shared link summaries

These fields should support the same message as the main title and description. If the social title says one thing and the page title says something very different, visitors may get mixed signals depending on where they find the page.

Many SEO forms also include helpful checks while you type. Watch for a live preview panel, character counter, or validation message. These indicators help you catch common issues such as titles that are too long, descriptions that are missing, or incomplete fields that may weaken the page's search appearance.

1. Enter or revise the **Page Title**.
2. Update the **Meta Description** to match the page content.
3. Review any **Canonical URL**, **Robots**, or social fields shown.
4. Use the preview or validation cues to check length and completeness before saving.

[SCREENSHOT: Metadata form showing Page Title, Meta Description, and preview panel]

Saving Changes and Keeping Metadata Consistent Across Pages

After updating the fields, save your work from the SEO screen using the available action button, such as **Save**, **Update**, or **Publish**, depending on what appears in

Sherkety ERP & Website Platform. When the submission succeeds, look for clear feedback on the screen. This may appear as a toast message, a success notice, a status badge, or an updated timestamp on the record. If you do not see a confirmation, reopen the record or refresh the list before assuming the change was stored.

The exact effect of saving depends on how the SEO screen is set up for your team. In some cases, changes become active as soon as you save them. In other cases, the screen may separate editing from publishing, which means you must complete an extra **Publish** step before the public page reflects the update. If both actions appear, always check the current status before leaving the page.

Consistency matters most when you manage groups of related pages. Similar page types should follow the same naming pattern so visitors and search engines see a clear structure across the site. For example, ERP app pages should use a shared title style, and service pages should follow a matching description approach. This does not mean every page should sound identical. It means the format, tone, and level of detail should feel coordinated.

To keep that consistency in practice:

- Use the same title pattern for similar pages
- Keep descriptions focused on the page's actual purpose
- Match social sharing text to the main metadata
- Review related pages together instead of one at a time

This is also where administrator and content editor roles overlap. A content editor may draft improved wording, while an administrator checks that the wording fits site-wide conventions and does not conflict with other pages. If several people maintain metadata, agree on a pattern before making bulk updates. For broader SEO maintenance habits, see [Maintaining SEO and Search Facing Page Information](#).

Reviewing Metadata on the Public Site and in Search Previews

Once you save the record, verify the result from both the SEO screen and the public website. Start by reopening the same page entry in the **SEO** admin. Check that each field still contains the values you entered, especially **Page Title**, **Meta Description**, and any social or canonical fields. This quick recheck helps you catch accidental overwrites or incomplete saves before you move on to another page.

Next, open the matching public page in Sherkey ERP & Website Platform. The easiest visible check is the browser tab title. If your updated **Page Title** has been applied, the tab text should reflect the new wording. If the SEO screen includes a built-in preview panel, compare that preview with the live public page and make sure the wording stays consistent. This is especially useful after editing pages with similar names, where it is easy to save a good title on the wrong record.

If your SEO workspace shows a search-style preview, use it to review how the page might appear in search results. This preview is helpful for spotting awkward line breaks, repeated words, or descriptions that feel too short or too broad. It also gives you a practical way to judge whether the title and description work together as a pair.

When extra fields are available, verify them with the same care:

- Confirm **Canonical URL** appears only where a preferred page address is needed
- Confirm **Robots** settings are only applied where intended
- Confirm **Social Title** and **Social Description** support the same message as the page itself

If the public page content has changed recently, compare the metadata against the current page sections, headings, and calls to action. Search-facing details should describe the page as it exists now, not as it looked before a content update. For related editing workflows, see [Maintaining Page SEO Details in Admin](#).

Fixing Common Metadata Problems in the SEO Admin

If a metadata update does not appear where you expect, start with the basics inside the **SEO** screen. First, reopen the record and confirm the fields still contain your latest changes. If the values are missing, the record may not have been saved. If the values are present but the public page still looks unchanged, check whether the page requires a separate **Publish** action in addition to **Save**. A saved draft will not help if the live page is still using the previous version.

Another common issue is editing the wrong page. This usually happens when two records have similar names. Before making more changes, compare the **Page name**, **URL path**, and any preview heading shown in the SEO screen. If the route does not match the public page you intended to update, switch to the correct record and review it carefully before saving again.

Missing or cut-off titles and descriptions usually point to form-level warnings. Look for required field indicators, character counters, or validation messages near **Page Title** and **Meta Description**. If the title is too long, shorten it without removing the main

topic. If the description is incomplete, rewrite it so the first line still makes sense on its own.

Use this troubleshooting order when something looks wrong:

1. Reopen the record and confirm the latest values are still there.
2. Check whether you used **Save** only or also needed **Publish**.
3. Verify the selected page by matching the route or slug.
4. Review warnings for missing or overly long field values.
5. Compare similar pages for inconsistent wording patterns.

If search-facing information feels uneven across a group of pages, audit them together rather than fixing one page in isolation. Open related service pages, ERP app pages, or company type pages and compare their title and description patterns side by side. Standardizing those patterns in the SEO screen makes the site easier to maintain and reduces avoidable differences between similar pages.

Overview

This document focuses on the **SEO** screen inside Sherkey ERP & Website Platform and the everyday tasks involved in maintaining page metadata for public pages. The main goal is to help you find the right page record, update search-facing fields, save changes correctly, and confirm that the public page reflects those updates. The work is centered on what visitors may see in browser tabs, search snippets, and shared link previews rather than on-page body content.

The most important parts of this workflow are:

- Opening the **SEO** admin area from the admin navigation
- Selecting the correct public page using the page list, route, or slug
- Editing fields such as **Page Title** and **Meta Description**
- Reviewing any extra fields like **Canonical URL**, **Robots**, **Social Title**, and **Social Description**
- Saving or publishing changes and checking the result on the public site

This guide is especially useful when you are responsible for keeping public pages accurate across services, company information pages, and ERP product pages. It also helps when several users share SEO maintenance duties and need a clear process for checking page identity before editing.

If you are already familiar with content editing in other parts of Sherkety ERP & Website Platform, remember that the SEO screen serves a different purpose. It is not for changing visible page sections, banners, or body text. It is for maintaining the search-facing details attached to each page. That distinction is important because a page can look correct on the website while still having outdated metadata in the SEO admin.

The next document in this section is [Keeping Search Snippets Consistent Across Pages](#), which builds on this workflow by focusing on consistency across groups of related pages.

Prerequisites

Before you start working in the **SEO** area of Sherkety ERP & Website Platform, make sure you have the access and page information needed to edit the correct record confidently. This helps you avoid updating the wrong public page and reduces back-and-forth review later.

You should have:

- Access to the admin area through the **Login** page
- Permission to open the **SEO** section in the admin navigation
- A clear idea of which public page you need to update
- The approved wording for the page title, description, or social preview text if your team uses a review process

It also helps to know how the target page appears on the public website before you begin. Open the page in a separate browser tab and note its current heading, topic, and public location. That makes it easier to match the page with the correct record in the SEO list, especially when several pages cover similar subjects.

Before editing, gather the details you plan to check:

- The public page name
- The route or URL path shown for that page
- Any existing metadata that needs revision
- Whether the page belongs to a group that should follow the same naming pattern

If your role is mainly editorial, you may only need to update wording and save the record. If your role includes review responsibility, be prepared to compare several

related pages and confirm that title and description patterns stay aligned across the site.

For users who are new to the admin area, it may help to read [Signing In and Accessing the Admin Portal](#) and [Using the Admin Dashboard for Navigation](#) before making SEO changes. After you finish this workflow, continue with [Keeping Search Snippets Consistent Across Pages](#).