

Reviewing SEO Updates Before and After Publication

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Preparing the page and identifying what changed

Before you review any SEO update in Sherkety ERP & Website Platform, open the page you are checking in the **SEO** area of the admin and identify exactly what was changed. If the page content was also edited from the website's inline editing tools or from the **Content** area, keep both screens in mind during your review so you do not approve metadata that no longer matches the visible page.

Start by noting the current values in the page record before you compare anything else. Focus on these fields:

Field	What to note
SEO Title	The search title currently saved for the page
Meta Description	The summary text intended for search results
Canonical URL	The preferred page address for search engines
Slug or page URL	The part of the page address that identifies the page topic

[SCREENSHOT: SEO edit screen showing SEO Title, Meta Description, Canonical URL, and Slug fields]

As you review, separate the change into one of these groups:

- **Visible page content only:** heading, intro text, sections, pricing text, or service details changed
- **Search-facing fields only:** SEO title, meta description, canonical URL, or slug changed
- **Both:** the page body and the search-facing details were updated together

This matters because your checks will be different. If only the page body changed, your main job is to make sure the saved SEO fields still describe that page accurately. If only SEO fields changed, confirm the visible page still supports the new wording and topic. If both changed, review them side by side.

Also check whether the page is still a **draft**, has been **published**, or is waiting to go live later. A draft can be reviewed entirely inside the admin. A published page needs both an admin review and a live-page check in the browser. If you already worked through consistency rules in [Keeping Search Facing Content Consistent Across Pages](#), use that same page topic as your reference point here.

Reviewing search-facing fields before publishing

Before you publish, compare the saved SEO fields with the page's visible content rather than reviewing each field in isolation. In Sherkety ERP & Website Platform, the most useful check is to place the page topic at the center of the review and make sure every search-facing field supports that same topic.

1. Open the page's SEO details and read the **SEO Title** field first. Then compare it with the page's main heading in the content editor or on the page preview. The wording does not need to be identical, but both should clearly describe the same service, module, or page purpose. If the heading is about accounting services but the SEO title emphasizes startup registration, the page is sending mixed signals.
2. Review the **Meta Description** field next. Read it as if you were a visitor seeing the page in search results. Check whether it matches the actual content on the page, including section headings, service names, package names, or ERP module details. If the description mentions pricing, comparisons, or demo requests, make sure those items really appear on the page.
3. Check the **Slug** or page URL. After content changes, this field can sometimes still reflect an older topic. Make sure the page address still fits the current subject and does not contain outdated wording from a previous version of the page.
4. Look at the **Canonical URL** field carefully. It should point to the main version of this page. If it points somewhere else, make sure that is intentional. A canonical value that references a different page can weaken the page you are trying to publish.

[SCREENSHOT: side-by-side review of page heading, SEO Title, Meta Description, Slug, and Canonical URL]

If you find a mismatch at this stage, fix it before publishing. It is much easier to correct the wording now than to publish first and then troubleshoot why the live page does not reflect the intended topic.

Confirming the page targets the intended query

Once the fields look correct individually, confirm that the page is actually aimed at one clear search intent. In Sherkety ERP & Website Platform, this means checking more than the SEO title alone. A page should not target one phrase in metadata while the visible content, navigation labels, and supporting sections point to something else.

1. Start with the main target phrase you expect this page to rank for. Compare that phrase against the **SEO Title**, the visible page heading, the opening paragraph, and the page URL. These do not need to repeat the exact same words, but they should all point to the same topic. If the page is meant to focus on HR software, the title, heading, intro, and URL should all support that direction.
2. Review nearby page signals that users also see. Check breadcrumb labels, menu text, and internal links leading to the page. If navigation calls the page one thing but the metadata calls it another, visitors and search engines receive a mixed message.
3. Scan the supporting headings on the page. Section headings should expand on the same topic rather than shift the page into a different subject. For example, a page centered on Sales & CRM should not suddenly use most of its section headings to emphasize reporting or accounting unless that is truly the page's purpose.
4. Watch for targeting drift after edits. This often happens when an older page is repurposed. The SEO title may be updated for a new service or audience, while the body text still speaks to the previous one. You may also see location wording, package names, or audience references that no longer match the current page goal.

If you notice drift, compare the page with the standards you already used in [Keeping Search Facing Content Consistent Across Pages](#). The goal here is not keyword stuffing. It is simple alignment: the page should clearly say the same thing in its title, heading, URL, and main sections.

Checking the live page after publication

After publishing, move out of the admin and review the page as a visitor would see it. A page can look correct in the editor but still show older information on the live site, especially if the wrong version was updated or the published page has not refreshed yet.

1. Open the live page in your browser using its published address. Compare the browser tab title, the visible page heading, and the opening page text with what

you saved in the admin. If the tab title still shows older wording, the SEO update may not be live yet.

2. Review the page source or browser inspection view to confirm the live search-facing details. Check that the page title, meta description, canonical setting, and any search visibility instruction match the values you intended to publish. This is the most direct way to confirm the live page is outputting the right information.
3. Test the page address itself. Make sure the published slug opens correctly and does not send you through multiple page jumps before landing on the final page. Also check that menus, breadcrumbs, and internal links point to the current page address rather than an older one.
4. If Sherkety ERP & Website Platform shows a search preview or social preview in the SEO area, review it after publishing. Look for cut-off titles, missing descriptions, or wording that still reflects an older version of the page.

[SCREENSHOT: live page in browser with browser tab title, visible heading, and page source view highlighted]

If the live page does not match the saved SEO details, do not assume the content is wrong. First confirm you edited the correct page, that the page is published, and that you are checking the final live address rather than an outdated one.

Spotting mismatches between visible content and metadata

A strong SEO review is often about catching mismatches that are easy to miss during editing. In Sherkety ERP & Website Platform, these problems usually appear when content and metadata are updated at different times or by different people. The page may look polished, but the search-facing details can still describe an older version.

Common mismatch patterns to look for include:

- The **SEO Title** or **Meta Description** mentions a service, feature, package, or offer that no longer appears anywhere in the visible page content.
- The metadata targets one audience, business type, or region, while the page heading and body copy clearly speak to another.
- The **Meta Description** promises something specific, such as pricing details, a comparison, or a downloadable resource, but the published page does not include it.
- The **Canonical URL** points to another page even though this page now has its own complete content and should stand as the main version.

- The page URL and breadcrumb wording still reflect the old topic after the page was repositioned for a new one.
- Internal links from other pages use one page name, while the current SEO title uses a different name.

When you find one of these issues, compare the mismatch against what a visitor would reasonably expect after reading the search result. If the search title promises one thing and the page delivers another, the problem is not just wording—it affects trust and page relevance.

[SCREENSHOT: example review showing metadata on one side and published heading/body content on the other]

This is also the point where you should check whether the page was reused from an older campaign, service description, or module page. Reused pages are the most likely to keep leftover wording in the slug, canonical field, or description even after the visible content has been refreshed.

Fixing common review issues before and after launch

When you find a problem, fix the issue based on where the mismatch appears rather than making random edits across every field. In Sherkety ERP & Website Platform, most SEO review problems fall into a few repeat patterns.

1. If the SEO changes were saved but do not appear on the live page, first confirm the page is actually published. Then reopen the same page in the admin and verify you edited the correct record. If the page is live but still shows older information, refresh the page and check the live version again before making more edits.
2. If the search-facing fields were updated for a new topic but the visible page still reflects the old one, revise the page heading, intro paragraph, and section headings so they support the same target phrase. Do not leave the metadata pointing to one topic while the body content promotes another.
3. If the live page shows a different canonical setting or search visibility instruction than expected, review the page's SEO settings again and compare them with the live output. This usually means the page is inheriting a broader default or another saved setting is overriding what you expected to publish.
4. If a URL change creates confusion, check every place where the old address may still appear. Review internal links, navigation items, breadcrumbs, and the

canonical field. Then open the published page again and confirm the final address is the one you want search engines and visitors to treat as primary.

A practical way to work is to fix one issue, save, publish if needed, and recheck the live page immediately. That keeps you from stacking multiple changes and losing track of which edit solved the problem. For field-level editing steps, continue with [Updating Search Facing Page Information in Admin](#).

Overview

This guide focuses on the review process for SEO edits in Sherkety ERP & Website Platform, especially when you need to confirm that saved metadata still matches the page visitors actually see. The review covers both sides of the page: the search-facing fields in the admin and the published page in the browser.

You will use this process when you update or verify:

- **SEO Title**
- **Meta Description**
- **Canonical URL**
- **Slug** or page address
- Visible page elements such as the main heading, intro text, and section headings

The goal is to catch problems before they affect a live page, and to verify published changes after they go live. This includes checking whether the page still targets the intended topic, whether the metadata promises content the page no longer contains, and whether the live page is showing the values you actually saved.

This guide does not repeat the field-by-field setup already covered in [Managing Page Metadata in the SEO Admin](#) or the maintenance approach in [Maintaining Page SEO Details in Admin](#). Instead, it helps you review edits as a complete page experience: title, description, URL, heading, and live output all working together.

Use this guide when:

- you are about to publish SEO changes
- a page was recently repurposed for a new topic
- visible content was edited and you need to confirm the metadata still fits
- the live page appears different from what you expected after saving changes

Prerequisites

Before you start this review in Sherkety ERP & Website Platform, make sure you have access to the admin areas needed to check both content and SEO details. You should also be able to open the published page in a browser so you can compare the live result with the saved values.

You will need:

- Access to the **SEO** area in the admin
- Access to the page's content editing area if the visible page text also changed
- Permission to view the published page on the website
- A clear understanding of the page's current topic, service, or module focus
- The intended search phrase or page purpose you want the page to support

It also helps if you already know:

- how page metadata is entered in the admin, covered in [Managing Page Metadata in the SEO Admin](#)
- how to keep wording consistent across related pages, covered in [Keeping Search Facing Content Consistent Across Pages](#)
- how to maintain SEO details over time, covered in [Maintaining Page SEO Details in Admin](#)

Before reviewing a live page, have the final page address ready so you can open the correct published version. If the page was recently renamed or moved, confirm which URL is supposed to be the primary one. This is especially important when checking the **Canonical URL** and **Slug** fields, since older addresses can remain in links or navigation after a page update.

If you are reviewing a draft, you can complete most of the checks from the admin first and then return to this guide again after publication for the live-page verification steps.