

Understanding Seo Metadata Fields and Page Coverage

August 25, 2026

Opening the SEO admin area and understanding what it controls

In Sherkety ERP & Website Platform, open the admin area by signing in through the **Login** screen, then use the admin navigation to go to the **SEO** section. This is the screen used to manage search-facing page information for the public website. If you already worked through [Updating Search Facing Page Information in Admin](#), this screen is where those page records are maintained in one place instead of editing visible page text.

The **SEO** area controls information that search engines and sharing tools read about a page. Depending on the page record you open, you may see fields for the page title used in search results, the short summary shown under that title, canonical address settings, indexing controls, and social sharing values. These settings affect how a public page is presented outside the visible page body. They do not replace the headings, paragraphs, cards, or call-to-action buttons that visitors see on the page itself.

That difference matters when you decide where to make a change:

- Use **Content** when you want to change visible website text, section wording, or page layout content.
- Use **SEO** when you want to change search-facing details such as the browser title, search snippet text, or indexing behavior.

Access is role-based in the admin area. **Content Editors** typically update page-level metadata for individual public pages. **Administrators** usually handle broader decisions, such as which pages should have dedicated SEO records, whether defaults should be reused across multiple pages, and whether certain pages should be indexed at all.

[SCREENSHOT: Admin navigation with SEO highlighted in the left menu]

If you cannot open the **SEO** screen, your account may not include access to that admin section. In that case, compare your permissions with the guidance in [Understanding Role Visibility and Access Restrictions](#).

Editing the metadata fields available for each page

Once you are in **SEO**, start from the page list and select the page you want to update. The list is used to manage public website pages, so choose the exact record that matches the live page you intend to change. Open that record to view its metadata form.

Most SEO forms in Sherkety ERP & Website Platform are organized around a small set of search-facing fields. The exact fields can vary by page, but you may see options like these:

Field	What you enter	What it affects
SEO Title	A search-friendly page title	Browser tab title and search result title
Meta Description	A short summary of the page	Search result snippet text
Canonical URL	The preferred page address	Helps search engines treat one address as primary
Robots or indexing setting	Whether the page should be indexed or followed	Search engine crawling behavior
Social Preview Image	An image used when the page is shared	Link previews on social platforms

Type directly into each field, then click **Save** to store your changes. If the admin screen shows validation messages, resolve those before leaving the page. For example, you may see warnings when a title or description is too long, missing, or not suitable for the field. If a field is optional, you can usually leave it blank, but the page may then rely on a default value instead of a custom one.

Empty fields do not always mean “nothing will be shown.” In many cases, Sherkety ERP & Website Platform may fall back to existing page information, such as the page title or another shared default. Because of that, review blank fields carefully. If you want a page to have a unique search result appearance, enter a dedicated value rather than relying on inherited content.

[SCREENSHOT: SEO page record open with title, description, canonical, and robots fields visible]

Understanding which public pages have SEO coverage

The **SEO** section in Sherkety ERP & Website Platform is meant for public-facing pages, not every screen in the product. In practice, SEO coverage usually applies to pages that visitors can reach from the website navigation, footer links, service menus, and ERP product pages. That includes the homepage, service and informational pages, company type guidance pages, ERP landing pages, and other public marketing pages.

From the available page routes, you can expect search-facing coverage to matter most for pages such as:

- The **homepage**
- The **ERP System** landing page
- Public **company types** pages, including company type detail pages
- Public ERP app pages such as **Accounting, Sales & CRM, HR, Purchasing, and Reporting**
- Other public website content managed through the website and content areas

You can usually tell whether a page has dedicated SEO coverage by checking whether it appears as its own record in the **SEO** list. If it has a record, you can open it and maintain its metadata directly. If it does not appear there, the page may be using shared defaults or may not be intended for search optimization as a standalone page.

Some pages are intentionally outside normal SEO management. Admin-only screens such as **Dashboard, Content, Users, Settings, SEO, Services, and Pricing** are protected work areas, not public pages. The **Login** screen and tools such as the **Migration Tool** also are not pages you would normally optimize for public search visibility.

This distinction helps prevent wasted effort. Focus your SEO updates on pages that represent Sherkety ERP & Website Platform to visitors. For pages that are utility-focused, restricted, or temporary, search-facing settings may be limited, inherited, or intentionally unavailable.

[SCREENSHOT: SEO page list showing multiple public page records]

Managing shared defaults and page-specific overrides

SEO settings in Sherkety ERP & Website Platform are not always entered from scratch for every page. Some values may come from shared defaults, while others are

set directly on a page record. Understanding that difference helps you avoid duplicate titles, repeated descriptions, and conflicting canonical settings.

Use shared defaults when several pages should follow the same pattern. This is most useful for broad settings that should stay consistent across the website, such as a common naming style, standard fallback description structure, or a default indexing approach for pages without custom entries. Administrators usually manage these broader decisions because they affect coverage across multiple public pages.

Use page-specific values when a page needs its own search result wording. For example, a homepage, ERP app page, or company type detail page often needs a title and description that match its exact purpose. In the **SEO** screen, opening a page record and entering a custom **SEO Title** or **Meta Description** lets that page override the broader default.

A practical workflow looks like this:

1. Open the page record in **SEO**.
2. Check whether the current values are inherited, blank, or already customized.
3. Keep the inherited value if the page follows the shared pattern and does not need unique search messaging.
4. Enter a custom title, description, canonical setting, or indexing value if the page serves a distinct audience or topic.
5. Click **Save**, then review the live page.

When deciding between defaults and overrides, consistency matters. Similar pages should follow the same naming style, while unique pages should have clearly differentiated titles and descriptions. This is especially important if several pages discuss related services or ERP modules. If you need help aligning page wording before editing, review [Keeping Search Snippets Consistent Across Pages](#).

Checking how metadata changes appear on the live site

After you update a record in the **SEO** screen, click **Save** and then open the matching public page in Sherkety ERP & Website Platform. This check confirms that you changed the correct page and that the saved values are appearing where expected.

Start with the most visible result: the browser tab title. If you updated the **SEO Title**, the title shown in the tab should reflect your change. Next, compare the page you opened with the record you edited. This is especially important for pages that look

similar, belong to the same section, or share a common layout. A title change appearing on the wrong page usually means the wrong SEO record was edited.

You should also verify the hidden metadata attached to the page. In your browser, view the page source and look for the title, description, canonical, and robots entries. Compare those values with what you entered in the **SEO** form:

- **Title** should match the **SEO Title**
- **Description** should match the **Meta Description**
- **Canonical** should match the preferred page address you saved
- **Robots** should match the indexing choice you selected

If the page still shows older values, wait briefly and refresh the page again. In some cases, updated metadata may not appear immediately if the public page is using cached content or if publishing changes take a short time to become visible. If the admin form saved successfully but the live page still does not reflect the update, re-open the SEO record and confirm the values were stored correctly.

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

For a broader review process before publishing a batch of changes, continue with [Reviewing SEO Updates Before and After Publication](#), then move on to the next guide: [Reviewing Seo Changes for Consistency Before Publication](#).

SEO metadata field reference by covered page type

The table below summarizes the public page types visible from the available website structure in Sherkey ERP & Website Platform and how to think about their SEO coverage. Use it as a quick reference when deciding whether to expect a dedicated record in the **SEO** screen.

Covered page type	Typical SEO fields	Field availability	Notes
Homepage	SEO Title, Meta Description, Canonical URL, Robots, Social Preview Image	Usually a dedicated record with the fullest set of fields	High-priority page for custom metadata
Standard public content pages	SEO Title, Meta Description, Canonical URL, Robots	Usually available per page	Includes informational and service-related pages

Covered page type	Typical SEO fields	Field availability	Notes
ERP landing pages	SEO Title, Meta Description, Canonical URL, Robots, sometimes Social Preview Image	Usually available per page	Includes ERP System and app overview pages
Company types listing page	SEO Title, Meta Description, Canonical URL, Robots	Usually available as a dedicated page record	Useful for broad category-style search visibility
Company type detail pages	SEO Title, Meta Description, Canonical URL, Robots	May be managed individually or follow a shared pattern	Check whether each detail page appears separately in SEO
ERP app detail pages	SEO Title, Meta Description, Canonical URL, Robots	Usually available per page	Includes Accounting, Sales & CRM, HR, Purchasing, Reporting
Admin and utility pages	Limited or unavailable	Generally excluded	Includes Login and all admin screens

A few points help when using this table:

- **Required** fields are usually the ones needed to present a clear search result, especially **SEO Title** and sometimes **Meta Description**.
- **Optional** fields often include **Canonical URL**, **Robots**, and **Social Preview Image**, depending on the page.
- **Inherited** behavior is common when a page does not have its own custom record or when certain fields are left blank.
- **Unavailable** means the page is not intended for direct search optimization in the admin area.

For dynamic-looking public pages, such as detail pages under **Company Types**, check whether each page has its own entry in **SEO** or whether the section follows a shared default pattern.

Overview

- Use the **SEO** section in Sherkety ERP & Website Platform to manage search-facing information for public website pages.
- Keep SEO work separate from visible content editing. Use **Content** for on-page text and layouts, and **SEO** for titles, descriptions, canonical settings, indexing controls, and sharing details where available.

- Focus on public pages such as the homepage, ERP landing pages, company type pages, and ERP app pages.
- Do not expect normal SEO coverage for protected admin screens, the **Login** page, or internal tools.
- Check whether a page has its own SEO record before editing. If it does not, it may rely on shared defaults instead of page-specific values.
- Use page-level overrides only when a page needs unique search messaging. Otherwise, keep inherited values to maintain consistency across related pages.
- After saving, verify the change on the live page by checking the browser tab title and the page source metadata.

If you need a refresher on entering and updating individual records, return to [Maintaining Page SEO Details in Admin](#) or [Managing Page Metadata in the SEO Admin](#).

Prerequisites

- You must be able to sign in to the admin area of Sherkety ERP & Website Platform.
- Your account should include access to the **SEO** section. This is commonly available to **Content Editors** and **Administrators**.
- You should know which public page you want to update before opening the SEO list.
- It helps to have already reviewed [Updating Search Facing Page Information in Admin](#), since that guide covers the basic update flow.
- If you are deciding whether a page should use a shared pattern or a custom title and description, review [Keeping Search Snippets Consistent Across Pages](#) before making broad edits.
- For pages with visible content changes as well as metadata changes, be ready to switch between the **Content** and **SEO** sections so you update the correct part of the website.