

Shopify SEO Guide To Perfect Title Tags And Meta Descriptions

⌚ June 5, 2015 and updated on Feb 06, 2019 ⚡ Joshua Uebergang 🗣 47 Comments

If you have poorly optimised Shopify title tags and meta descriptions, you may see an increase of thirty percent in organic search visitors by following this Shopify SEO guide. I've seen it before for Shopify clients. That may mean a *thirty percent increase in sales from basic on-page SEO*.

A title tag is the blue text you see in Google while a meta description is the black text that describes the page:

[Erin Louise | Women's Clothing & Fashion | Need. Want. Love.](#)

www.erinlouise.com.au/

Achieve that perfect look with Erin Louise. New styles are available every Thursday, and enjoy free express shipping if your order exceeds \$50!

You can influence what gets displayed in search results with HTML code on the website that looks like:

```
<title>Your title is here</title>
<meta name="description" content="Your description is here" />
```

Get these right on the important pages of your Shopify store and you will profit. I make no mention of meta keywords because it has no positive affect on SEO. If you use a plugin like [SEO Meta Manager](#), do not enter meta keywords as it could hurt your rankings. Plugins like these that allow you to edit meta information in Shopify are pointless if you follow this guide, unless you have a large number of SKUs that you will not write.

What if you fail to write great titles and descriptions or even ignore this guide?

Google is likely to pick the text to display which often sucks compared to what you could write. This is not to say if you write great titles and descriptions that Google will not sometimes change them—what I'm saying is if you fail to, Google is more likely than not to create its own titles and meta descriptions for you.

Depending on your niche and organic presence, anywhere from 10-90% of your visitors first encounter your store in search. An altered search results display means you do not control your marketing message. Even worse, the store under-performs in SEO and your listing gets a low click-through rate.

Good title tags and meta descriptions are core to better rankings and increased clicks from search results. This guide teaches you how to setup, write, and optimise title tags and meta descriptions for your Shopify store.

It All Begins With Search Query Analysis

You start with a search query analysis because it determines what search queries you want to rank for. It determines what you write, who are your competitors, and the SEO of everything else you do. It's vital to do well.

I say "do well", not "get right" because there are many ways to write a perfect title or meta description for the page—provided you meet the criteria revealed in this guide.

The best place to begin search query analysis or what you might think of as "keyword research", is not a keyword tool. Look at the page you are optimising then ask yourself:

“ If someone was to discover only this page on the Internet then walk away happy, what would they look for? ”

Write down all your answers. You should have multiple answers for one page. It is easy to discover in ecommerce.

- An online store called "Jill's Fashion Store" answers the searches "jills fashion store", "online fashion store", or possibly

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Search ...



women's fashion store:

- A collection page of leather jackets could answer the searches "leather jackets", "motorcycle leather jackets", or "leather jackets for men". For "motorcycle leather jackets" to apply, every product in the collection should be motorcycle-focused otherwise the shoppers may leave frustrated.
- A product page selling the Vintage Digital Gold Databank watch made by Casio could answer, "vintage digital gold databank", "gold casio watch", or "vintage digital watch". The "casio watch" search is not answered by the product page because the page is too specific. Someone searching "casio watch" is unsure of what they want and should receive a page from another website with a list of casio watches and information about the brand.

You want to solve a searcher's problem better than other websites. Fail to do this and SEO becomes more challenging as Google's algorithms can (or will) detect that your competitor who better answers the search query should out-rank you. You may be able to boost SEO by improving the page to better serve visitors.

Once you have a list of keywords to optimise the page for, type them in the [Google Keyword Planner tool](#) to check if people use these search terms:

| Ad group ideas | | Keyword ideas | | Download | Add all (58) | |
|-------------------------|---------------------|-----------------------|-------------|---------------|----------------|-------------|
| Ad group (by relevance) | Keywords | Avg. monthly searches | Competition | Suggested bid | Ad impr. share | Add to plan |
| Casio Mens (28) | casio gold watc... | 9,090 | High | A\$0.68 | — | » |
| Casio Women (18) | casio gold watc... | 4,040 | High | A\$0.47 | — | » |
| Digital Gold (19) | casio gold digit... | 5,450 | High | A\$0.77 | — | » |
| Women Gold (17) | gold watches for... | 16,280 | High | A\$2.05 | — | » |

There are thousands of searches around "gold Casio watches". That's a lot. I recommend you narrow to lessen competition by seeing other keyword suggestions. If I click-through the ad group ideas, I came across one that perfectly answers the product page:

| | | | | | |
|-----------------------|----|------|---------|---|---|
| casio watch gold mens | 50 | High | A\$0.50 | — | » |
|-----------------------|----|------|---------|---|---|

The "Low", "Medium", and "High" under competition is just for Google Ads. You don't need to pay much attention to it, but high competition means advertisers are spending money (a good hint they are making money on the searches) while low competition means less advertisers competing for user attention and more distribution of clicks to organic search results.

Search your potential term in Google. Look at the organic results, not the ad results. The top three organic results for this example are:

Men's watches | Casio, Michael Kors & Marc Jacobs ... - Asos
www.asos.com/Men/Watches/Cat/pgcategory.aspx?cid=5034 ▾ ASOS.com
You've got no excuses with our edit of watches from Casio and Hugo Boss. Keep it classic with leather straps and chronograph designs or go for gold with metal ...
[Men's watches - Designer Watches - Leather Watches - Emporio Armani](#)

Classic Watches | Mens & Womens Classic Watches | Casio
www.shopcasio.com/category/watches-classic-watches ▾
Items 1 - 12 of 66 ... functionality from our line of Casio classic watches for men and ... Black(21); Brown(2); Gold(5); Green(1); Red(1); Silver(17); White(7) ...

Casio Collection - Timepieces - Products - CASIO
www.casio.co.uk/products/timepieces/casio-collection/ ▾ Casio ▾
MTP-S100PD-1BVER. Casio Collection Men's watch with black dial analogue display, water resistant up to 100m and solar power func.
A168WEGC-5EF - LA670WEGA-1EF - A168WG-9EF - A163WA-1QES

Do you see "casio", "watch", "gold", or "mens" in the titles and descriptions of these pages? Hardly. That's one indication of low competition.

A more advanced strategy to evaluate competition is to do backlink analysis using [Ahrefs.com](#). A high number of backlinks to the page or homepage of these top ranking websites means higher competition. An even more advanced keyword method to discover what you should optimise for is to use [Google Ads](#) because the platform lets you near-instantly see what search terms in organic search will bring you clicks and sales.

One simple judgement of competition is to look at websites ranking high. Asos is an online store, but they are huge. Casio.co.uk is a little worrying because they are an official brand. Competition is likely to exist.

You want to balance search volume and competition. In a perfect world you optimize for high search volume (1000+ searches) and low competition, but there are too many sites in today's ecommerce for that to be true. Just go for keywords with some search volume and moderate to low competition.

Now you know what to go after, let's optimize your store.

How To Edit Your Shopify Title Tags And Meta Descriptions

First you need to check if your theme is compatible with the built-in SEO features of Shopify on the homepage, collection pages, product pages, and general pages. You want all these pages to be SEO-optimized to maximize search visibility. Each presents a chance to capture organic traffic.

For the homepage, go to:

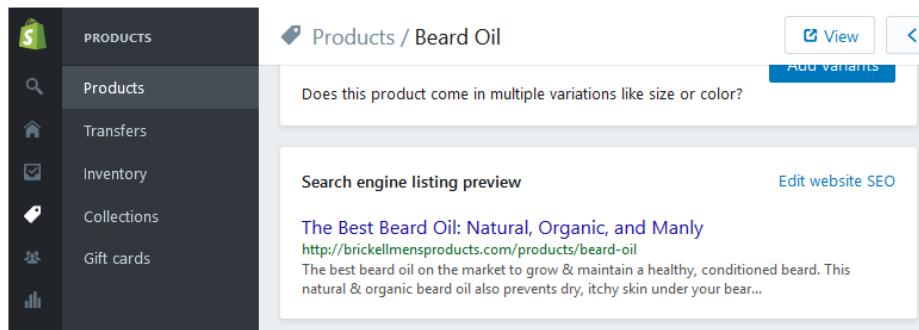
1. Online Store > Preferences
2. Enter a homepage title and meta description
3. View the source code of the page to see if each updated exactly how you want. If it didn't, you need to edit the template

For general pages, go to:

1. Online Store > Pages
2. Select a page
3. Enter a page title and meta description
4. View the source code of the page to see if each updated exactly how you want. If it didn't, you need to edit the template

For all products, go to:

1. Products
2. Select a product
3. Click on "Edit website SEO" seen at the bottom of the below screenshot:



4. Enter a page title and meta description
5. View the source code of the product page to see if each updated exactly how you want. If it didn't, you need to edit the template

For collections, go to:

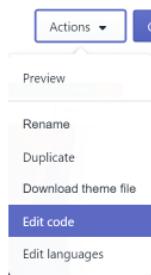
1. Products > Collections
2. Select a collection
3. Click on "Edit website SEO"
4. Enter a page title and meta description
5. View the source code of the collections page to see if each updated exactly how you want. If it didn't, you need to edit the template

If your updates appear on the homepage, pages, collections, and products you're fortunate to have a Shopify theme built with the option to customize these SEO factors. Jump to the next section on how to write a SEO-friendly title.

How To Edit The Title Tags In Your Shopify Template

If the SEO text is not displaying how you want as per the previous section, you need to edit the template. *Warning:* do not edit your store's template unless you know HTML and can easily undo your changes. Otherwise spend a few dollars on hiring a freelancer from UpWork and spend your time doing other valuable tasks. To make the edit:

1. In the admin section, go to Online Store > Themes
2. Click "Actions" on your live theme then select "Edit Code":



3. Click on the "theme.liquid" file on the left side. This is where you can edit the Shopify theme's title tags and meta descriptions.

4. Find the text between <title> and </title> then replace it with:

```
<title>{{ page_title }}{% if current_tags %} &ndash; tagged "{{ current_tags | join: ', ' }}"%{  
endif }%{ if current_page != 1 %} &ndash; Page {{ current_page }}%{ endif }%{ unless  
page_title contains shop.name %} &ndash; {{ shop.name }}%{ endunless %}</title>
```

I recommend all Shopify designers use this in their templates because it allows you to control exactly how the title tags display on all pages in the store and provides fall back. When no title tag is entered:

- The homepage uses the store's name
- A general page uses the name of the page then dash and store name
- A product page uses the name of the product then dash and store name
- A collections page uses the name of the collection then dash and store name

The configuration also:

- Supports naming best practices for pagination
- Works with tags if your template uses filters
- Does not add a dash and store name at the end of the homepage title tag if the store name is included somewhere

The store name is good to have for ecommerce in all pages when you have a strong brand presence. If you are a small store and do not have many people search your brand, begin with excluding the store name from your title tag—the store name takes up character space to dilute keyword value. Use this instead:

```
<title>{{ page_title }}{% if current_tags %} &ndash; tagged "{{ current_tags | join: ', ' }}"%{  
endif }%{ if current_page != 1 %} &ndash; Page {{ current_page }}%{ endif %}</title>
```

Google may auto-insert the website's name into the title. Test it for your store. It is one strategic reason to have a short name unlike "Independent Living Centres".

How To Edit The Meta Description Tag In Your Shopify Theme

This is a lot easier to get right in your template and is often already setup.

1. Go to your theme.liquid template
2. Find the line that begins with <meta name="description" then replace it with:

```
<meta name="description" content="{{ page_description | escape }}" />
```

3. If your file does not have this, copy-and-paste the text after the closing title tag (</title>)

Congratulations. Your Shopify store's title tags and meta descriptions are now ready to be optimised. Let's continue to do your on-page SEO right to boost visitors and sales.

How To Write An SEO-Friendly Title

Title tags are the second most important on-page factor to help SEO. The most important is great value delivered in content, images, user-experience—stuff that makes your store fantastic.

If you ignore this process, Google picks what it thinks is best:

[mens fashion online - SurfStitch - Clothing | Footwear | Surf ...](#)

www.surfstitch.com/home/mens-clothing ▾

Shop a diverse range of men's clothing online at SurfStitch, Australia's number one online store for men's surf and men's fashion. With a huge range of men's ...

This page had no meta description and a poorly written title tag of:

```
<title>SurfStitch - Clothing | Footwear | Surf | Street - Shop Online!</title>
```

Here's the seven-step process for a perfect title. It should:

1. Contain your keywords from the search query analysis and keyword research you did earlier
2. Be between 50-55 characters (sometimes you can get away with 35-60 characters). Too few and you miss opportunities.
Too many and the title gets cut
3. Be understandable
4. Present the answer to the person's search query
5. Match the content on the page. This should happen when the title contains your keywords
6. Be unique to other pages on your site
7. Be attractive or interesting in some way to make people want to click. Interesting is often ticked off when other steps are done

Some perfect examples:

- Yo-Yos – Duncan & Yomega | Toys"R"Us
- Best Chef Knives – Six Recommendations | KitchenKnifeGuru
- The Tissue Box Cover Store, Over 50 styles!

Go ahead and write a few title tags for your pages. Start with your keywords. Run through the other six steps once you have a title written down. It's better to edit than to have nothing.

Shopify provide a nice preview of your meta description and title tag when editing a product or collection. You can also use Portent's SERP preview tool to test the display of your SEO work.

How To Write A SEO-Friendly Meta Description

Google in 2009 said the meta description tag is [not used in their ranking](#). What it does affect is user attention and click-through rate, which influences rankings.

A description is easier to write than a title. The process is the same but with more character space. Aim for 145-160 characters.

Shopify makes counting character length simple by telling you the number characters in the title and description:

| | |
|---|---|
| Page title | 6 |
| Popular Athletic Supplements Athelite Nutrition | |
| Meta description | 3 |
| Athelite Nutrition is scientifically formulated for the athlete who needs to comply with anti-doping legislation. Specialist in whey protein supplementation. | |

You include your keywords in the meta description so the text is bold in search results and stands out. Structure the description around your keywords. Put them down first then write around it by thinking of the intent behind the search query.

To fix a brain freeze, search your targeted keywords in Google to see what other sites do. Write something different. Amateur SEOers tell you to copy the top ranking website, but this is ineffective because me-too is poor marketing and most stores do not follow the seven-step writing process to produce the perfect title and meta description.

Advanced On-Page Optimisation Strategies

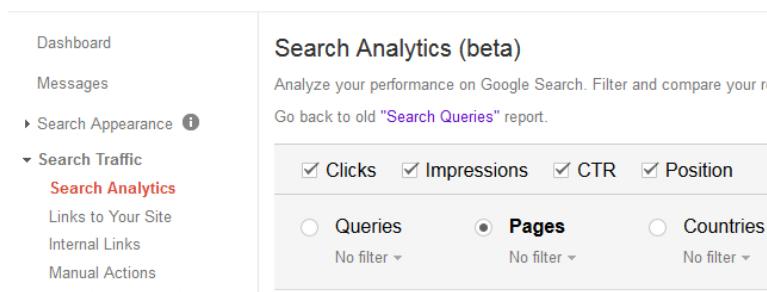
If you stop your on-page SEO with a one-off setup of title tags and meta descriptions, you miss making a few simple changes that can boost rankings and CTR. Google may be displaying different text to what you wrote. Let's check:

1. Allow two weeks for Google to re-crawl your site. This is enough time for Google to pick up the changes for most stores.
2. Discover what information Google changes in their search results. Use RankTank's [meta and rich snippet testing tool](#). Enter your website address in the spreadsheet. The tool will compare what you have in the HTML code of all pages against the snippet for each page when displayed in search results.
3. Rewrite titles and meta descriptions for pages that get changed in ways you're unhappy with. Work your way through the spreadsheet.

My second favorite SEO strategy for meta optimisation is to use Google Search Console to spot easy wins in SEO. You want to identify pages that have a high ranking and low CTR, or have high impressions and low ranking.

1. Allow two weeks for Google to re-crawl your site if you've made recent changes to the titles or meta description.
2. Log into Google Webmaster Tools then go to the "Search Analytics" section.
3. Click the "Clicks", "Impressions", "CTR", and "Position" check boxes.
4. Select the "Pages" radio icon because what you are about to do needs to be evaluated on a page-by-page basis:

Search Console



5. Sort the pages with the most impressions at the top by clicking the "Impressions" column. For pages with high impressions (relative to your other pages), an average position above 20, and a low CTR (<5%), see if the meta description misses any of the seven steps. Consider a rewrite of the meta description to improve the CTR. [Phrase Research](#) is a tool where you can upload your Google Search Console search analytics data to quickly identify your best CTR opportunities. The tool looks at the average clicks for other search queries in the search position analysed.
6. Bonus tip: drill down to a specific page then click the "Queries" radio box to view queries for that page. Check if those keywords are included in your SEO on that page.
7. Second bonus tip: further optimise pages that have low rankings and high impressions. How could you make the page more completely answer the search queries it ranks for?
8. Super advanced bonus tip: split-test SERP results using [SERP Turkey](#) and Amazon Mechanical Turk.

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Joshua Uebergang

<https://www.digitaldarts.com.au/about>

Joshua Uebergang is founder and Head of Strategy at [Digital Darts](#). He helps Shopify stores get more of the right visitors and convert them into sales. At 6'9", yes, he plays basketball. Get extra tips and tricks from him to build your ecommerce store by entering your email below.

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2 Comments

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David

January 13, 2016 3:21 am

Hey Josua,

Do you know how to add metakeywords in products page?

I see I can put product tags but it isn't what I'm looking for.

Hope you can help me.

Thanks in advance

@davidnathr

[Reply](#)



Joshua Uebergang

February 23, 2016 5:21 pm

Re-read the guide David. Meta keywords are a waste of time and may even hurt your SEO.

[Reply](#)



Help

February 10, 2016 9:52 am

Didn't change anything...help?

My meta description on search results of my website didn't change at all...

[Reply](#)



Joshua Uebergang

February 23, 2016 5:24 pm

Google Bot needs to crawl the page first then index what is updated. Search results can only update this way.

[Reply](#)



Vishal

March 3, 2016 6:21 pm

Hi Joshua,

Can you help how can i submit the trending search pages of my website to google?

For example.

<https://www.variation.in/search?q=designer+sarees>

[Reply](#)



Joshua Uebergang

March 3, 2016 10:23 pm

Don't. Google have said they do not want to crawl pages with substantially duplicate content like internal search results.

Most stores' search results are essentially doorway pages.

[Reply](#)



Minimini

April 7, 2016 7:05 am

```
 {{ page_title }}% if current_tags % - tagged "{{ current_tags | join:',' }}"% endif %}{% if current_page != 1 %} - Page {{ current_page }}% endif %}{% unless page_title contains shop.name %} - {{ shop.name }}% endunless %}
```

I like this code above, and I like how the shop name title is on the end of the page titles, but for the home page on google the {shop name} : {home page title} comes up in this sequence, and wanted to know how to just have the {home page title } appear without the shop name in front, I dont mind it being tagged after the home page, but I dont want it before the home page title.

Please help! thanks!

[Reply](#)



Benjamin

April 25, 2016 1:58 pm

Hey Joshua, thanks for the article. I'm currently creating collections to match categories that existed on my old site. However, we also have filters in place on shopify. Any ideas on how to sync collection and filter URLs and meta tags?

[Reply](#)



Joshua Uebergang

June 13, 2016 6:48 pm

Sorry, missed your comments Benjamin. Did you get this solved? If not, provide some example URLs and what you mean by "sync".

[Reply](#)



Frank Underwood

May 19, 2016 3:15 pm

No mention of h1 tags... not much seo juice in this article!

[Reply](#)



Joshua Uebergang

May 23, 2016 12:13 pm

Because the guide has nothing to do h1 tags, which is covered in the expert guide to Shopify SEO:

<https://www.digitaldarts.com.au/the-expert-guide-to-shopify-seo>

[Reply](#)



Neon Buffalo

August 1, 2017 4:40 am

Hi Joshua,

I know I'm late to comment on this, but do you have any advice or guides for doing custom H1's for each page? My current theme sets the H1 as the page title by default, which makes for a very awkward looking H1. I looked at your Expert Guide to Shopify SEO, but didn't see anything related to this. I have been trying to figure this out for weeks now. Thanks in advance.

[Reply](#)



Joshua Uebergang

August 1, 2017 5:11 am

Just hire someone. It's a simple web design fix that If you find that challenging, you shouldn't be doing it.

[Reply](#)



Fred

October 24, 2017 10:50 pm

You should only have one H1 tag per page anyway, so... you should probably make your title whatever you want your H1 tag to be, ie. what the page is about (duh). Not sure why you would be doing "custom H1 tags" on any page.

Reply



Neon Buffalo

April 25, 2018 6:54 am

I didn't say anything about doing more than one H1 per page. Right now Shopify just uses the title of the page (for instance, the name of the category, so on an ecomm site about hardware, it just says "Electrical", and nothing else. That isn't ideal, especially for SEO. To change this, you would need... a custom H1 tag.



Dan

July 26, 2018 1:09 pm

Do people that make snarky comments like (duh) when someone is trying to learn really deserve to comment here? I feel sorry for your wife and children FRED, What a dk.



Leigh

June 26, 2016 8:58 am

Hi Josh nice article but how do you address a situation like this.. Shoe store with a structure that divides collections using gender, style, brand and this is done via tags. So for example you have a shoe with a tag with Womens, Birkenstock, Sandals.

Now we're working with the powertools filter menu as we have hundreds of products so a typical URL would be = shopname/collections/mens/birkenstock/sandals. Now my challenge is the page name and description for this URL by default in shopify is from 'mens'. This gives no reference to what the content / page is actually really displaying which are Mens Birkenstock Sandal products.

Is there a way you can create like dynamic page names in shopify so I'm not stuck with the title of the leading collection?

Hopefully that makes sense?

Reply



Brad

June 27, 2016 5:40 pm

Hi Leigh, Brad from Power Tools here. We have a helper here that dynamically generates a block of text that you can use in your titles and headers. This may require professional installation, depending on how comfortable you are editing your theme.

https://www.shopifypowertools.com/asset_installers/_natural_language_collection_titles?path=filter_menu

Note that not all themes need this and it is not always worth replacing default text provided by your theme, so I don't recommend it as a 'one size fits all' type of solution, but it does sound like an appropriate solution in your case. If you need further help, please contact our support.

Reply



Alberto

November 5, 2016 3:54 am

Hi Josua;

How can I declare my website as a spanish website instead of an english website?

I'm looking at the Woorank diagnostics webpage, and my website appears as an English declared website, but it is detected in spanish. I'm afraid this will affect my searches as google will not show my website to spanish users. How can I fix this on a Shopify webpage? I have translated it, but I think it has to be done in the Meta Tags and URL.

Reply



Joshua Uebergang

November 14, 2016 6:31 pm

See the section on my expert SEO guide that covers international targeting and the hreflang tag:

<https://www.digitalarts.com.au/the-expert-guide-to-shopify-seo>

Reply



Okito

November 25, 2016 8:36 pm

Hi Joshua,

How can you help me to add products to my site. What do you think about my theme?

Thanks

Okito

Reply



Tahira Hussain

January 27, 2017 10:37 am

Thanks Josh I am following your directions:)

Reply



Eric

April 5, 2017 2:13 pm

Hi Joshua,

Could you please help me with updating meta title tags on tagged pages?

Currently, meta title tag is displaying like – "Order Online from Kids' Pyjamas & Sleepwear Summer Collection – Tagged "Girls-Pyjamas-Summer-2017" – My little Shop"

Please tell me a way how can I customize title tags of these tagged pages?

Waiting for your reply on this!

Thanks

Reply



graham

May 9, 2017 12:05 pm

I am guessing there is not a plugin for all this for those of us whose degree didn't come from MIT. All I want at the moment is for the picture I choose to come up in Facebook when I or someone else shares 1 picture. Spent the last 2 hours trying to get it to happen

Reply



Joshua Uebergang

May 10, 2017 3:03 pm

No way is there a plugin or application that gets close to doing all this.

Reply



Alexandria

May 17, 2017 6:27 pm

Hi Josh,

I am trying to figure out the opposite of this article – how to hide certain pages (like a Thank you page after someone leaves a review) from showing up on Google search. I use Shopify. I've read in some places to edit the metadata, but I am just seeing that option for specific pages. Do you have any experience with this?

Reply



Bradley Webb

March 4, 2018 5:59 pm

I think this is the most excellent Shopify SEO guide available online. I pasted some of the code into my store to control how this appears in Google. Thank you for your help!

Reply



aditi mohan

March 16, 2018 2:22 am

Hi Joshua,

What is the difference between below,

1. Product name
2. Product Description
3. Meta title tag
4. Meta Description

are the meta info derived from basic product name and product description or they are the totally different entity. please advise.

Reply



Joshua Uebergang

March 16, 2018 10:39 am

Hi Aditi,

In Shopify, if you don't have a title tag entered, Shopify will use the product name in that field. Same thing goes for the product description and meta description. The title and meta description fields give you more control over the snippet shown in search results.

Reply



Kinh hàng hiệu

July 3, 2018 3:53 am

Hi Joshua,

I got report from WMT, it said my shopify web got meta description duplicate.

These two links are duplicate.

sunwear.vn/collections/mat-kinh-rayban/products/rb3025-181

sunwear.vn/products/rb3025-181

link rel="canonical" was already put in, how WMT still catch the duplicate?

Thanks for your help.

Reply



Joshua Uebergang

July 9, 2018 6:06 pm

Hi Kinh,

It's possible Google hasn't crawled the latest versions of both pages. Even so, I would ignore the warning.

Reply



Ashish Sharma

August 6, 2018 8:14 pm

Can you tell me how can I add meta tags to my all collections page?

[/collections/all](#)

Reply



Roboto Denial

August 31, 2018 5:08 pm

This is really very helpful information.

Thank you

<https://www.omnichannelcommerce.biz/>

Reply



مهندس

January 10, 2019 8:12 pm

Useful. Not only for Shopify. I recommend that to my boss maybe he teaches me on SEO products.

Reply



David Botham

February 15, 2019 2:44 am

Hi Joshua,

thanks for the article.

Reply



RANJAN JENA

March 30, 2019 6:23 am

thanks joshua for sharing this detailed mail on meta title. it was easy to understand and can be implemented well.

Reply



Erik

April 22, 2019 10:44 am

Hello Joshua, I updated my websites Meta Title & Meta Description under "Preferences". I Also verify my website with Google Search Console. I already set up my google analytics. For some reason, when I try to search my website on google search: it does not show the meta description that I have customized. Instead it shows this, "CloutIndustry

<https://cloutindustry.com/>

CloutIndustry. Coming Soon. Be the first to know when we launch. Promotions, new products and sales. Directly to your inbox. Email. Subscribe. Spread the ...

I customize my meta title and description promptly and it still does not show correctly on google search. This is how I want it to look like this when I search my website on google -->

CloutIndustry | High Fashion Streetwear Clothes & Accessories (Meta Title)

CloutIndustry offers a wide selection of premium high fashion streetwear clothes & accessories for every occasion. Visit our online store today. (Meta Description)

Can you please tell me why its not showing on google search the correct way?

Thanks.

Reply



Joshua Uebergang

April 22, 2019 11:14 am

Hi Erik,

When searching your page in Google, click on the little green arrow next to the URL then on "Cached". This will access the cache Google has of the page. In your case, the homepage was last crawled by Google on 14 Mar 2019 10:30:34 GMT. So Google has not yet crawled your updated title and meta description. The best way to get good crawling going is gather quality inbound links. As a short-term fix, you can also submit the URL for crawling in Google Search Console.

Sidenote: you'll be interested to know when clicking on your domain from gmail, I receive a warning message from Google that your domain is suspicious: This link leads to an untrusted site. Are you sure you want to proceed to cloutindustry.com?

Reply



Yassine Elkarmoudi

July 28, 2019 4:22 am

Thanks pal, it worked for my store.

Reply



Erika

November 1, 2019 4:58 am

Hi Joshua!

Thank you so much for all your information and answering questions! For a complete newbie, this article has been the most helpful I've come across and I actually was able to learn and accomplish a new task. With that, I've noticed that my title tag has changed on search engines like yahoo, duck duck go, and bing, but it won't change in Google. Google has crawled my sight in the last month, but it only lists our store name. The title tag has been changed for 4 months now. Any insights? Thank you again!

Reply



Joshua Uebergang

November 1, 2019 10:54 am

Good to hear Erika. Check the last time the page was crawled by looking at the page's data in Google Search Console. It's not enough to know the website was crawled as not all pages may be. Secondly, as mentioned, Google will change the title to what it sees fit in SERP and it's continuing to do so. Review what it's changing it to and see you can deduce any lessons from it.

Reply



Erika

November 2, 2019 10:44 am

Thank you so much for the reply! I'll definitely be trying what you've recommended!!

[Reply](#)



Joshua

January 7, 2020 8:32 am

Great tips for sure, I am having trouble with a duplicate meta issue. Do you know how I can change the meta description and title of this page: <http://saltysscales.com/collections/all>

[Reply](#)



Joshua Uebergang

January 13, 2020 11:39 am

Yes, you can edit the meta description and title of the all collections page. You first need to take control of the collection by creating it manually. You then edit the title and meta description for the collection like any other. Shopify have [directions to do so](#).

[Reply](#)



Michael P

February 19, 2020 6:22 pm

Okay, but how to create OG Tags so that when I paste my link into facebook, it shows the metadata(tites, tags, etc.) and a nice preview picture?

[Reply](#)



Joshua Uebergang

February 20, 2020 5:42 am

Here you go Michael: <https://shopify.github.io/liquid-code-examples/example/open-graph-tags>

[Reply](#)

[On-page SEO Tips for Ecommerce Sites | Dragonfly Digital Marketing](#)

March 23, 2020 5:33 am

[...] want to ensure your products are ranking highly in SERPs, it's time to think about adding more unique title tags for your product pages. This on-page ecommerce SEO tactic will help search engines easily identify your page and deliver [...]

[Reply](#)

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