Page metadata | WeWeb Documentation

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| URL source | <https://docs.weweb.io/pages/page-metadata.html> |
| Date de scraping | 2025-04-08T15:55:09.590872+00:00 |

## Page metadata ​

Page metadata is the information that is used by search engines to display your page in search results. Search engines use metadata to understand your pages. Without proper metadata, search engines would have to guess what your page is about - leading to confusing or unhelpful search results.

### Images

<https://docs.weweb.io/assets/page-metadata1.CdDkxmi-.png>

## Google and search engines ​

### Images

<https://docs.weweb.io/assets/page-metadata2.CXWWisCp.png>

## Title Tag ​

The Title Tag helps Google understand your page's main topic and determines how your page appears in search results. It's the first thing both Google and users see, serving as the clickable headline in search results. This also determines the title displayed in the browser tab.

## Meta description ​

The meta description provides a brief summary of your page content that appears beneath the title in search results. While not directly used for ranking, it acts as a "pitch" to users, helping them decide whether to click on your result. A compelling meta description that accurately previews your page content can significantly increase click-through rates from search results.

## Meta keywords ​

Meta keywords are searchable terms you can add to your page. While they don't affect rankings on major search engines like Google, they can help with internal site search and are sometimes used by specialized industry tools. For best SEO results, focus instead on creating good titles, descriptions, and content with naturally integrated keywords.

## Hide page ​

If you check this option to hide the page in Google and other search engines, the page will not be indexed by search engines.

## Favicon ​

This is the icon that will be displayed in the browser tab.

## Technical specifications: ​

Must be square (1:1 aspect ratio) Minimum size: 8×8 pixels Recommended size: At least 48×48 pixels Any valid favicon format is accepted URL must be stable (avoid frequent changes)

## Open graph (Social metadata) ​

## Open Graph image ​

This is the image that will be displayed when you share the page on social media. It should be in a specific format, such as aspect ratio: 1.91:1 and minimum dimensions: 1200x630 pixels. For further details, click here .

## Open Graph Title ​

This is the title that will be displayed when you share the page on social media. More info on how to set it up here .

## Open Graph Description ​

This is the description that will be displayed when you share the page on social media. More info on how to set it up here .

## Structured data ​

Structured data is like a special label system for your website that helps search engines (like Google) better understand what's on your pages. Think of it as giving Google a clear set of instructions about your content - whether it's a product page, an article, a recipe, or just your company information.  
Search engines use structured data to create rich descriptions that display extra details like ratings, images, or prices, ultimately increasing the chances of users clicking on your site.  
In WeWeb, structured data can be added through the page metadata settings. The format should be JSON-LD, which might look intimidating but it's just a standardized way to write information.  
Here's what you need to know:  
It must be valid JSON-LD format The content should match what's actually visible on your page  
For example, if you're adding structured data for your company page, you might include:  
Your company name Address Contact information Type of business Logo

### Code

Langage: unknown

{  
 "@context": "https://schema.org",  
 "name": "Sweet Dreams Bakery",  
 "address": {  
 "@type": "PostalAddress",  
 "streetAddress": "123 Main Street",  
 "addressLocality": "San Francisco",  
 "addressRegion": "CA",  
 "postalCode": "94105",  
 "addressCountry": "US"  
 },  
 "telephone": "+1-555-123-4567",  
 "email": "hello@sweetdreamsbakery.com",  
 "@type": "Bakery",  
 "image": "https://sweetdreamsbakery.com/logo.png"  
}