An important SEO consideration is the metadata of individual pages. To edit the metadata of a page:

1. Open the **Pages** application.
2. Select the corresponding page in the content tree.
3. Open the **Properties -> Metadata** tab.

You can set the following SEO-related properties:

Property	Description
Page title	The page title is displayed to users in the header of their browser (or tab) when the page is viewed. Many search engines use this title for the page in their search result lists. The system adds the content of the field into the *<title>* element in the HEAD section of the page's output.
Page description	A brief description of the page and its purpose. The description can be used for SEO purposes and when performing searches on the website. The system adds the content of the property as a description meta element in the HEAD section of the page's output. Some search engines index this tag.

> ✅ **Global metadata settings**
>
> You can configure a prefix for the page title and description for all pages. Use the corresponding settings in **Settings -> Content**. The settings allow you to set the prefixes and also the overall format of the page title.
>
> The default page title format is: *{%prefix%} - {%pagetitle_orelse_name%}*
>
> The title format consists of the prefix value, followed by the page title value. If the page title value is not set, the page name is used.
>
> **Macro expressions in metadata**
>
> Use [macro expressions](#) in format *{%FieldName%}* to dynamically insert values of page fields into metadata values.