

Search Engine Optimization (SEO)

Overview

To help your website rank higher in search engines like Google, Backstage gives you a tool for managing your meta tags. These tags tell search engine crawlers what your page is about, making it easier for them to index your content correctly.

With this tool, you can:

- Add a page title for every page on your website.
- Create custom meta tags that match each page's content.
- Save commonly used meta tags as templates for faster setup.

Add meta tags for SEO

Follow these steps to add meta tags that help search engines understand your website:

1. Go to **Web > Page Elements > Meta Tags**.
2. Choose where you want to add your meta tags:
 - Select **Website** to set meta tags for your whole site, or
 - Select a specific page in the Navigation tree to set meta tags just for that page.
3. Enter the main information, such as the page title and a short description. More fields are available for additional SEO details.
 - Use the [...] button next to the Name field, to open a list of predefined meta tags. Then enter the matching value in the **Value** field. You can add or remove input lines using the plus and minus icons.
4. If your website uses multiple languages, add the meta tags in each language.

Search Engine Optimization

View ▾

Templates ▾

Website

02 Second Website ▾

Navigation Menu

Tree 1 ▾

English (USA) ▾

Website

Home

Offer

Web-Kollektionen

Logout

Registration

Edit Selected Navigation Element

ⓘ

You are editing the fallback meta tags for this website. The following meta tags are used if there are no specific information are set in the individual Page Elements.

Name: 02 Second Website

English (USA)

Title: picturemaxx | MAM/DAM | DAM Solutions

Description: picturemaxx delivers powerful Digital Asset Management (DAM) and Media Asset Management (MAM) solutions that help brands centralize, organize, and distribute their digital content with ease. With smart metadata, fast search

Keywords: Solutions CMS Content Management System Software Imagebank Database Cloud Platform Digital Asset Management Solution Brand Management Media Asset Management CMS ECM Enterprise Content Management

Name	Value	Type ?	Duplicates ?
▼ robots	.. index, follow	Name	☐ + -
▲ author	.. picturemaxx AG	Name	☐ + -

Search Engine Optimization window: Configure meta tags

Note

If you don't add settings for a specific website, the system automatically uses the global default values.

Meta tags

Backstage provides several meta tags you can use to set up your search engine optimization (SEO). Below, you'll find simple explanations for the most common ones.

For more detailed and up-to-date information, you can visit trusted online sources such as:

- <https://www.google.com/webmasters/>
- <https://www.bing.com/toolbox/webmaster>

...or consult relevant SEO literature.

Title

The title appears in the title bar of your website and is also used when a visitor saves your site as a bookmark.

It should be at least 20 characters (including spaces) and no more than 70 characters.

Description

Search engines may show this text in their search results.

Keep it under 150 characters so it doesn't get cut off.

Robots

This tag tells search engines how they should index your page. Valid values include:

INDEX	Allow search engines to include the current webpage.
NOINDEX	Do not allow search engines to include the current webpage.
FOLLOW	Allow search engines to follow the links on the current webpage.
NOFOLLOW	Do not allow search engines to follow the links on the current webpage.
NOODP	Allow the current webpage to be included in web directories (e.g., the "Open Directory Project").

Combinations of robots tags are also possible, for example:

Combination	Effect	Possible Use
INDEX, FOLLOW	Allows the page to appear in search results and lets search engines crawl linked pages.	Offers / Product pages
INDEX, NOFOLLOW	Appears in search results but does not pass ranking to linked pages.	References / Testimonials
NOINDEX, NOFOLLOW, NOODP	Page is excluded from search results and web directories.	Imprint, Terms & Conditions
NOINDEX, FOLLOW	Page does not appear in search results, but linked pages can still be crawled.	Sitemap

Note

If you don't specify anything else, search engine crawlers will automatically assume the values INDEX and FOLLOW.

Tip**Avoid spam**

Use unique, clear, and relevant information for every webpage that accurately describes its content. Adding too many tags or descriptions can harm how your site appears in search results and may negatively affect your ranking.

Manage meta tag templates

You can save text that you use often in meta tags as templates. This helps you fill in your SEO fields faster.

Create meta tag templates

1. Go to **Web > Page Elements > Meta Tags**.
2. Type the text you want to save as a template.
3. Select **Templates > Save as Template**.
4. Give your template a clear and unique name.
5. Click **Save Template**.

You can then easily choose your template at any time from the **Templates** menu.

Search Engine Optimization

View ▾

▼ Website

01 Website ▾

▼ Navigation Menu

Tree 1 ▾

English (USA) ▾

Website

Home

Museum

Archive

Templates ▾

Save Template

Test Template

Information Element

You are editing the fallback meta tags for this website. The following meta tags are used if there are no specific information are set in the individual Page Elements.

Name: 01 Website

English (USA)

Title:

picturemaxx | MAM/DAM | DAM Solutions

Description:

Search Engine Optimization window: Save meta tags as template

Delete meta tag templates

1. Go to **Web > Templates > Meta Tags**.
2. In the table overview, select the meta tag templates you no longer need, then choose **Edit > Delete**.

Note

You can search, filter, and sort the table using the built-in tools. For more details, check the [Advanced Table Views](#) FAQ.

Tip

SEO Beyond Your Website

Your website's ranking depends on many factors, not just meta tags. Links from relevant, high-ranking websites can help improve your position.

For best results, follow advice from search engines, trusted online guides, or ask a specialized agency.