

How To Add SEO To Your StarterSite

Now that you have [activated your StarterSite instant website](#) and added the necessary information to [publish your single-page website](#) on your domain, you now have the option to add some helpful SEO information to your website.

Search engine optimisation (SEO) is a way to help your website be found within search results. When web users are searching out websites, they will enter identifying information, called keywords, into a search engine like Google or Bing. Adding SEO to your StarterSite helps you appear higher in the search results.

While SEO is a vast topic, the basics include providing information about your website through what are called meta-tags. These tags hang out in your HTML code and tell search engines what you are all about. In this article, you will learn how to add SEO information, by way of meta-tags to your StarterSite website.

Step #1. Log into your CHI account with your username and password.

Step #2. Find the domain associated with your StarterSite website.

Step #3. Click the button titled **Manage your StarterSite Settings**.

Manage your StarterSite Website

StarterSite is the perfect way to create your very own one-page website without hassle or complicated design work. Choose from one of our professionally designed templates, add some information about your business, and click publish, all in less than 5 minutes.

As you have activated your StarterSite, click below to make any changes to your existing StarterSite website.

[Manage your StarterSite Settings](#)

Step #4. Locate the Advanced Settings on your StarterSite page. It will appear beneath the social media section. Click Advanced Settings to view your SEO options.

Under the title SEO Meta Tags, there are three forms available for you to fill in:

- Page Title
- Keywords
- Meta Description

SEO Meta Tags

Page Title  :

Keywords  :

Meta Description  :

Step #5. In the first form available, enter your website title. Your title will most likely correspond with your business or brand. For example, if you own a bakery called Ellie's then your website title will be Ellie's Bakery.

Step #6. In the second form, enter any keywords that you would like to be associated with your website. Returning to our earlier example, Ellie's Bakery would include the keywords 'fresh baked' 'bakery' 'delicious' 'pies' and 'gluten-free'.

Step #7. In the third form field, enter a short description of your business. For example, Ellie's Bakery would enter 'Local, family-run bakery specialising in delicious sugar confections and gluten-free options.'

Step #8. Below the meta-tag fields, you will find an Analytics section. If you have a Google Analytics account, you can enter your tracking ID in the form provided.

Analytics

If you have a Google Analytics account then you can enter the tracking ID below so you can track how well your website is performing.

Enter your Google Analytics Tracking ID:

Once you have entered the Advanced Settings, preview your changes and press **Publish your StarterSite**. You have now completed adding SEO information to your StarterSite website.