

# How To Add SEO To Your StarterSite

Since you have now [activated your StarterSite website](#) and have also [published your single-page website on your domain](#), you can now add SEO information to your website.

Search engine optimization (SEO) is a method of helping your website be found in search engine results. When web users search for websites, they enter identifying information and keywords to look for helpful websites. Search engines like Google or Bing then use that information to match it to websites that qualify as reputable sources of information. Adding SEO elements to your StarterSite website helps search engines find you. Therefore, your website appears higher in search results and receives increased traffic.

While there are many elements to SEO, the basics include using meta-tags to help communicate with search engines. Meta tags live in your HTML code where search engines can easily crawl through them. In this article, you will add SEO information to your StarterSite website.

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

**Step #2.** Click the domain associated with your StarterSite website.

**Step #3.** Click the link **Manage your StarterSite Settings** to be taken to the StarterSite customization page.

### 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.** Find the **Advanced Settings** beneath the social media section. Click **Advanced Settings** to view SEO options.

Beneath the title SEO Meta Tags, there are three form fields for you to enter SEO information, including:

- Page Title
- Keywords
- Meta Description

### SEO Meta Tags

Page Title ⓘ :

Keywords ⓘ :

Meta Description ⓘ :

**Step #5.** Enter your website title in the first available field. Your StarterSite website title will most likely be your brand or business name. For example, if you own a flower shop called Ellie's then your website title will be Ellie's Flowers.

**Step #6.** Enter any keywords that you would like to use to identify your website in the Keywords form field. In our earlier example, Ellie's Flowers would include the keywords 'fresh flowers' beautiful bouquets' 'roses' 'daisy' 'weddings' and 'special events'.

**Step #7.** Enter a short description of your business in the Meta Description form field. For example, Ellie's Flowers would enter 'Local, family-run florist specializes in special event bouquets, weddings, and everyday use fresh flowers.'

**Step #8.** The Analytics section is located below the SEO Meta Tags section. Enter your Google Analytics tracking ID in the form field provided if you would like to track your website visits with Google Analytics.

### 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 are finished adding the SEO information, preview your changes and press Publish your StarterSite. You have now added SEO to your StarterSite website.