

Branding and Optimization

Allows users to control what name displays in the browser bar as well as the little icon (“favicon”) that appears in the address bar. Users can also use Meta Tags to improve their site’s search engine optimization (SEO).

Browser Customizations Tab

Enter whatever text you want to display in the browser’s title bar where it says ‘Override Browser Title Bar With:’

Use the Browse button to upload the “Favorite Icon”. The file type must be in the format .ico, and it must be 16 x 16 px. This file format can be saved using Photoshop if you have downloaded the correct plug-in.

Meta Tags Tab

Creating Meta Tags

1. Click on New.
2. Select the tag name (type) from the drop-down menu.
3. Meta Tag Content box – enter words that are associated to your site. These are words that if a user searched on a search engine, should cause your site to come up on the search.
4. Save.