

Set SEO and social sharing options in the classic editor

Classic template editor

Decide how your help center appears in search results and when someone shares a link to it: its title, description and preview image. You'll also choose how the links in your articles are treated by search engines.

Who can do this: Owners and Admins · **Plans:** All plans

Set your title and description

1. In the left menu, click **Template editor**, then click **General**.
2. Scroll to **SEO** and fill in **Meta Title**, **Meta Description** and, if you like, **Meta Keywords** (separated by commas).
3. Under **Open Graph**, fill in **Title (og:title)** and **Description (og:description)**, and add an image under **Image (og:image)** with **Select File** or an image address.
4. Click **Publish**.

Your changes save to a draft automatically, and search engines and visitors see them after you click **Publish**. See [Save, preview and publish in the classic editor](#).

Setting	Where it's used
Meta Title	The title of your home page in search results and browser tabs. Other pages show their own title followed by it, for example an article's title and then your Meta Title. Left empty, it's your Brand Name followed by "Help Center".
Meta Description	The summary that search engines can show under your home page's title. Pages without a description of their own, such as search results, use it too.
Meta Keywords	Keywords added to every page. Search engines give them little weight.
Title (og:title) and Description (og:description)	The title and text of the preview card when someone shares your home page on social media or in a chat app. Left empty, the Meta Title and Meta Description are used.
Image (og:image)	The picture on that preview card. It's used for every page of your help center, except articles that have a social image of their own.

Each article and category has its own title and description. For articles, set them in the article editor. See [Set an article's search title, description and URL](#).

All of these texts can be translated, so each language of your help center gets its own title and description. See "Write text in other languages" in [Get started with the classic template editor](#).

Choose how article links are treated

Click **Article** and scroll to **SEO**:

- **Nofollow links**, on by default, marks the links you add to articles as nofollow, which tells search engines not to pass your site's authority to the pages you link to.
- **Dofollow Domain Whitelist** lists the websites whose links stay normal links, such as your own website. Type a domain, for example example.com, and click **Add Domain**. Click the x on a domain to take it off the list.
- **Prefer H1 tag for the article title**, off by default, makes the article's title the page's main heading (an h1) instead of a second-level heading.

The article editor uses **Nofollow links** and the whitelist when you add links to articles, and it picks up a change as soon as your draft saves, without **Publish**.

In the new template editor, every article title is the page's main heading, and the SEO settings sit under **Brand**. See [Move your help center to the new template editor](#).

Troubleshooting

Search results still show my old title. Check that you published. Search engines update their results when they next visit your help center, which can take a while.

"Please enter a valid domain name" or **"Domain already exists in whitelist"**. Type the domain only, without https:// or a path, and only once.

A shared link shows the wrong picture. Check that you published the new image. Social networks keep a copy of a link's preview for a while, so a new image can take time to appear there.

Related articles

- [Customize category and article pages in the classic editor](#)
- [SEO settings for your help center](#)
- [Help center SEO: get your articles found](#)
- [Save, preview and publish in the classic editor](#)