Customizing your product titles in the product pages

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In this feature, you can:

- Provide more information about your products to search engines.
- Specify which fields and format should be used when rendering your product titles.

To access this feature, do the following:

- 1. Login to your WebStore Manager.
- 2. Go to **Marketing** > **SEO**.
- 3. Scroll to Product Title Builder.

Editing the product title builder

By default, the product title is rendered in an H1 tag in the corresponding HTML code:

<h1 class="heading-product">Jeep, Cherokee</h1>

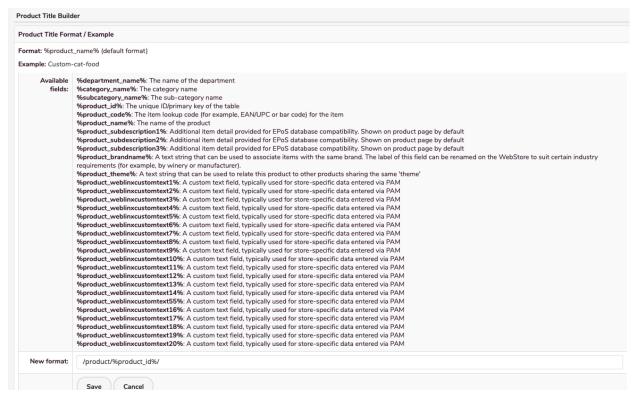
- The content of the tag is always the product name, (E.g., Jeep, Cherokee.)
- In order to change that behaviour we can edit the **Product Title Builder**.
- By clicking on it, you are given the opportunity to specify the format and fields that should be used when building the product title.
- The product title can be accessed from the following NitroScript statement:

{ns:printProductTitle}

• An example of a good product title specified in the product page template should look like:

<h1 class="heading-product">{ns:printProductTitle}{printProdFlags(product)}</h1>

• It is depicted in the following screenshot:



- The format is similar to the one that you are already using for other types of URLs.
- In the following example, we use the product category name in conjunction with its own name in the title
- It is depicted in the following screenshot:

