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Page titles and descriptions for Google in Sitejet Builder

WordPress & CMS

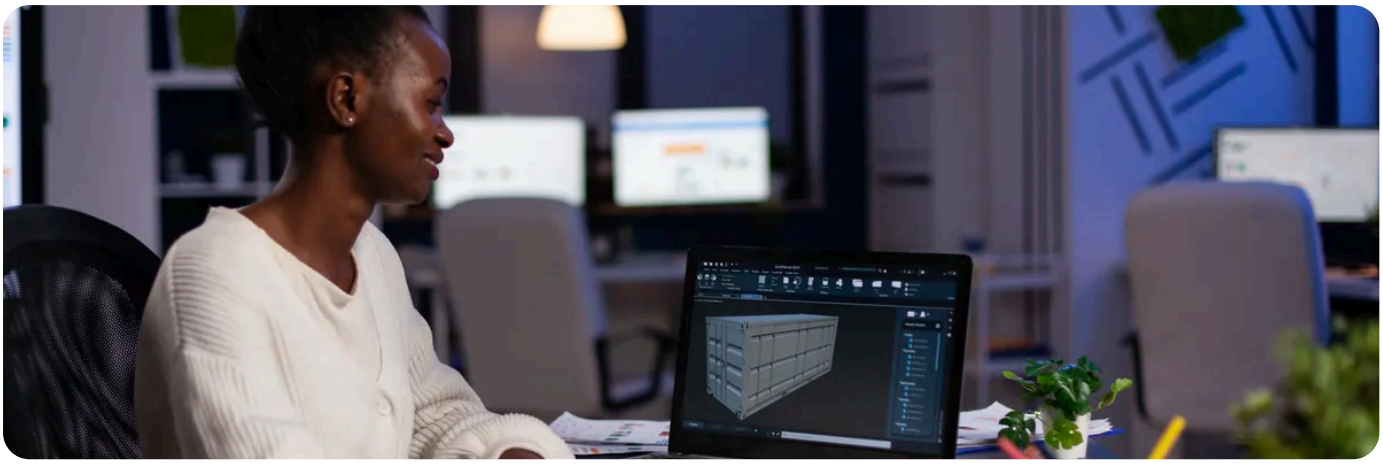
CODE	VERSION	COUNTRY · LANGUAGE
RLX-INT-KB-1276	v2026.09.28	International · English

MozOut International
RLX Holdings (Pty) Ltd. · Group RLX Holdings
Tax no. (SARS) 943 907 6234 · Registration no. (CIPC) 2025/667953/07

https://www.my.mozout.com/knowledgebase/1276

Page titles and descriptions for Google in Sitejet Builder

WordPress & CMS · Created on **September 16, 2026** · Updated on **September 28, 2026** · 2 min read



Sitejet Builder takes care of the technical side: the published site is light, adapts to phones and includes a site map (*sitemap.xml*). What only the owner can do well is write each page's title and description.

Where you write them

In the site settings and on each page (in the **Pages** area), the builder has fields for the search-engine title (*SEO title*), the description and the keywords.

Writing the title

1. A different title on every page.
2. What people search for first, your brand last: "Plumber in Maputo | Company Name".
3. Around 60 characters. Google cuts off the rest.

Writing the description

1. One or two sentences, around 150 characters.
2. Say what people will find and what they can do next (call, ask for a quote, visit).
3. Do not repeat the same description on every page.

Good to know:
Google does not always show your description - sometimes it picks a passage from the page. A good description makes yours more likely.

What about keywords?

The field exists, but Google does not use keywords hidden in the page to rank results. Instead of filling it in, put those words in the title, the description and the page text.

Images

Describe each image in its alternative text (*alt text*): it helps Google and people using screen readers. And prefer light images - heavy pages are slow on phones.

After publishing

1. Check that the site map opens at `https://yourbusiness.com/sitemap.xml`.
2. Register the site in Google Search Console and submit that address - the steps are in **being found on Google**.
3. Whenever you change titles or descriptions, publish again: only the published version counts.

NEED A HAND?

Want a second opinion on your site's titles? Send us the address.

Open a support ticket →

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