

# Page Titles

Last Modified on 08/16/2022 8:14 pm PDT

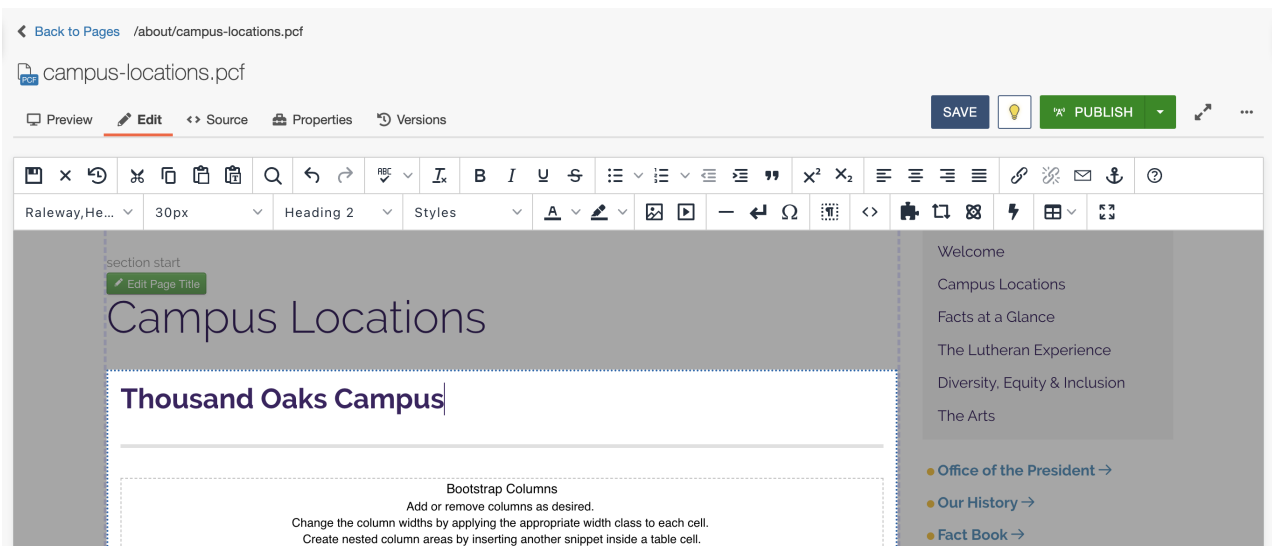
Just like the title of a good book, the title of a good webpage makes your story discoverable and memorable; because space is limited, every word matters. Unlike some books, however, webpage titles need to be direct and to-the-point, as they must convey the topic as clearly as possible.

In addition to the human eyes that see the title of your webpage, search engines (e.g., Google) heavily weigh page titles when producing search results for users who enter keywords about a topic. For this reason, Omni CMS presents multiple variations of the page title for you to edit, each intended for a different purpose.

## How to Edit a Page Title

### 1. Click the Properties Tab

While you are [Editing a Page](#), you may notice that the page title appears in the greyed-out section of the editor and cannot be selected, as seen in the example below.





To leave the editing interface and edit the page title, click the **Properties** tab at the top of the screen.

### 2. Find the Custom Settings

Beneath the **Properties** tab, scroll to the **Custom Settings** section for the fields named **Page Title**, **Page Description**, and **Page Keywords**. These are the three variations of the page title, as seen in the example below.

[Back to Pages](#) /about/campus-locations.pcf  
 campus-locations.pcf

Preview Edit Source **Properties** Versions
 
 SAVE  PUBLISH  ...

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**Title and Metadata**

Tags

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**Custom Settings**

Document Title   
Enter a page title for the web browser window.

Breadcrumb Name   
Enter a title for the breadcrumbs. This is not displayed for index pages.

Content Heading   
Enter a heading to appear below the breadcrumbs, above the page content.


### 3. Update Each Variation of the Page Title

Once you have located the three variations of the page title (i.e., [Document Title](#), [Breadcrumb Name](#), and [Content Heading](#)), it is time to begin thinking strategically. Refer to the below notes to properly update each variation of the page title.

- *Where it's used:* at the top of the browser tab (appended with "Cal Lutheran") and in search engines
- *How to write it:* add keywords to optimize it for search engine results
- *Example to consider:* "University Campus Locations"

- *Where it's used:* at the top of the page content in the breadcrumb navigation
- *How to write it:* abbreviate it for short lengths when possible
- *Example to consider:* "Locations"

- *Where it's used:* at the top of the page content in a large purple text style (i.e., Heading 1)
- *How to write it:* make it easy for humans to read and understand
- *Example to consider:* "Campus Locations"

 **PRO TIP:** When capitalizing any variation of the page title, follow the AP Stylebook to ensure that the title aligns with the university's [Voice](#). Use the [Title Case Converter](#) tool as a helpful reference!

#### 4. Save and Publish

To update the CalLutheran.edu website with your edits, click the **SAVE** button and **PUBLISH** button. Don't forget to view the published page on desktop AND mobile to ensure that everything is neat and tidy.

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