

03

SEO and Publishing

Odoo 19 Enterprise - Website

Optimise your pages for search engines and control what is published.

1 Page SEO settings

Website (page) Properties

Each page has SEO settings accessible via Properties (gear icon). Set: Page Title (shown in browser tab and search results), Meta Description (150-character summary shown in search results), URL (clean slug e.g. /about-us rather than /web/page/aboutus). Optimise these for your target keywords. Changes take effect on the next Google crawl.

SEO FIELDS

Page Title *	Shown in browser tab and Google search results. Keep under 60 characters.
Meta Description	Search result snippet. Keep under 150 characters. Include main keyword.
URL	Page address. Use hyphens between words, all lowercase.
Index	Tell search engines to index this page (default). Untick for private or utility pages.

2 Publish and unpublish pages

Pages are unpublished by default - visible only to logged-in Odoo users. Toggle the Published button (top-right when in edit mode) to make a page publicly visible. Unpublish to take a page offline without deleting it. Unpublished pages show in the website menu only for Odoo admin users.