

Details About the Fields Required When Creating a Blog Category

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	Name The display name of your blog category.	e.g. Technology *
	URL Path The URL-friendly version of the category name.	/technology *
	SEO Description A brief description for SEO that helps search engines understand the category.	Explore the latest insights, trends, and tutorials in technology. *
	Meta Title The title displayed in search engine results (recommended: 50–60 characters).	Technology Your Blog Name *

 All fields marked with an asterisk * are required.

Introduction

When you click **Create** in your blog's **Categories** section, a popup asks for five pieces of information. Each field serves a different purpose—on-page copy, URL structure, or search/social metadata. This article explains **where each value appears** on systeme.io so you fill the form once with intent, not guesswork.

For the step-by-step workflow, see [How to create a blog category](#). This page expands [Details about the fields required when creating a blog category](#).

Where You See These Fields

To create a category, navigate to the **Categories** section on your blog, then click **Create**. A popup appears with the fields below. After you save, you can revisit them via the category **three dots** → **Settings**.

1. Name

Name: Enter a name for your category. This displays automatically on the **category page**—for example a heading such as “Category: Tips” or your chosen label. Visitors see this as the primary title of the archive, not the browser-only SEO title unless they match.

Use a clear, readable label (e.g. *Marketing Tips*, *Product Updates*). It also helps you pick categories when you [assign posts](#).

2. Path (URL Path)

Path: The URL path is **automatically generated** based on the category name, with dashes separating words. You can **modify this path** if you wish; it **does not need to match the category name exactly**.

Example: name *Email Marketing* might suggest /email-marketing. Short, hyphenated paths are easier to share and remember. Avoid clashing with [static page paths](#) or post slugs on the same blog.

3. Description

Description: Enter a description for your category. **This text is displayed on the category page**—intro copy above or beside the list of posts in that category. It helps readers understand what content belongs here; it is separate from the meta **SEO description** unless you write similar text in both fields.

4. SEO Title

SEO title: This title appears in **browser tabs** and when the category page is **shared on social media**. Keep it concise and keyword-aware (often under ~60 characters) so tab titles and link previews don’t truncate awkwardly on [systeme.io](#).

5. SEO Description

SEO description: This description appears in **search engine results** and **social media previews**. Write a factual summary of what readers will find in this category; it does not replace the on-page **Description** field but complements it for Google, Bing, and Open Graph-style cards.

Save and Next Steps

Click **Save** (or **Save and create the blog category**) to store the category. Assign it to posts in the post Create/Edit popup. Link the archive from your [blog menu](#) using the category URL path or Blog link options.

Quick Reference Table

Field	Primary use
Name	Visible category page title/label
Path	URL slug for the category archive
Description	On-page intro on category archive
SEO title	Browser tab + social share title
SEO description	Search snippets + social preview text

Troubleshooting

Google shows wrong title

Update **SEO title**; allow time for re-crawl; Name alone does not control SERP title.

Ugly share preview

Fill **SEO description**; empty meta may fall back to first on-page text.

Category URL changed but links break

Path edits break old URLs—update menu and internal links.

[Contact systeme.io support](#) with category path.

Frequently Asked Questions

Does the URL path have to match the category name?

No—auto-generated path is editable.

Where does the Description field appear?

On the public category page for visitors.

What is the difference between Name and SEO title?

Name = on-page label; SEO title = tabs and share cards.

Related Resources

- [Details about the fields required when creating a blog category](#)
- [How to create a blog category](#)
- [How to create a blog post](#)
- [How to configure your blog's post list page](#)

[See `systeme.io` plans](#) and organize categories with clean SEO from day one.

Last updated: July 11, 2026 · Based on *Details about the fields required when creating a blog category*