

EVC Metatag

User Manual

Every page on your site needs its own title, description and keywords, and a clean <head> without WordPress's fingerprints. Doing that by hand means editing functions.php and risking the white screen of death.

EVC Metatag does both jobs from a form in your admin area. Fill in three short fields for a page, click Save, and the tags are on the page. No theme edits, no code.

Version 1.12.0

What this plugin does

Two jobs, in one small plugin.

Cleans the <head>. A default WordPress theme prints a pile of things search engines do not need: the WordPress version, RSD and Windows Live Writer links, shortlinks, prev/next post links, the emoji script, oEmbed discovery, a REST API link. Each one is a checkbox you can leave on or turn off.

Writes the basics for every page. A single screen lists every page and post with three fields: SEO title, meta description, keywords. Fill in what matters, save, and EVC Metatag prints them in the <head> and replaces the theme's <title> for that page only.

Everything is capped. A title has 60 characters of room before search engines cut it off. A description has about 155 characters. The form enforces those limits and trims anything longer, so a page can never end up with a paragraph where a description belongs.

Your entries sit in your own database. The plugin's only outside call is a single question to evcapps.ca, at most once every six hours, and only while the site is unregistered, asking whether a licence is already on file for the admin address. Nothing about your pages is sent.

Free edition and paid edition

There are two packages, and the line between them is one sentence: everything that writes a tag onto a single page is free, and everything that works on the whole site is the paid edition. The paid edition is bought once, and there is no subscription and nothing renews. The price is not printed in this manual: it is shown on the checkout page before anything is typed, so what you pay is always today's price.

Both are readable PHP and both install the same way. The free edition simply does not contain the paid half: the screens for it are still there, faded, with four sample rows and one card in front, so you can see what each one does before you decide. Nothing on those screens can be pressed and nothing behind them runs.

| Free edition | Paid edition | |------|----------| | SEO title, description and keywords on every page and post | Google Search Console and Bing Webmaster verification | | Share images, Open Graph, Twitter cards, canonical tags | sitemap.xml, built on request | | Structured data: the page says what it is | robots.txt, editable in place | | Auto-fill from the page's own words, one page or all of them | The no-index switches for the pages WordPress invents | | The <head> cleanup | llms.txt for the answer engines | | Reading your own pages: what links to what, and which pages nothing links to | Visiting the addresses your pages point at, to find the ones that are broken | | | The audit: pages with no description, and pages competing for one result | | | Custom CSS: one stylesheet printed in the <head> of every page |

While the site is unregistered, a strip sits at the top of both screens saying what is in the paid edition. It goes away the moment a key is entered; nothing else changes.

Registering. Open EVC Metatag → Register. If a licence is already on file for your admin email, the plugin finds it and registers itself: there is nothing to paste. If not, the screen offers the checkout. A key

looks like EVC-M-XXXX-XXXX-XXXX; it is checked on your own site, so a wrong key is refused immediately rather than after a round trip.

Moving from the free edition to the paid one. Install the paid package over the free one: Plugins → Add New → Upload Plugin, choose it, and WordPress offers Replace current with uploaded. Then paste the same key on Register. Every title, description, keyword, setting and entry you have written stays exactly where it is, because all of it lives in the database and not in the files.

The screens, and their tabs

One row of tabs runs across the top of every screen, the same row WordPress uses on its own settings pages: Pages & Posts · Links · Basics · Business details · Search engines · WordPress pages · robots.txt · Head cleanup · Custom CSS · Register. Click a tab and the screen changes. Nothing is hidden behind a menu, and nothing needs JavaScript.

Pages & Posts: the work screen. It shows three columns at a time: Words (title, description, keywords), Sharing (share image and page type) and Advanced (the page's own title switch, and no-index). Switching those keeps whatever you have typed; nothing is saved until you press Save changes.

Links: what links to what on your own site, and which of the addresses your pages point at no longer answer. Basics: the limits and the tags every page gets. Business details: who runs the site, for structured data. Search engines: verification codes, sitemap, llms.txt. WordPress pages: the archives WordPress invents. robots.txt, Head cleanup and Custom CSS are what they say: what the site tells crawlers, what is taken out of the head, and what is added to it.

The Search engines, WordPress pages, robots.txt and Custom CSS tabs are the paid part. Until a key is entered they open on their own shape in grey: the real columns, four sample rows, and one card over them with I have a key. Nothing on them can be pressed, and nothing behind them is running. Register is the last tab, and it is where a key goes: paste it, press Save, and the paid half switches on. That screen also says which copy you are running, what is free and what the paid edition adds, and holds the Buy button.

Install

1. In WordPress, go to Plugins → Add New → Upload Plugin.
2. Choose evc-metatag.zip and click Install Now.
3. Click Activate.
4. A new EVC Metatag item appears in the admin sidebar, marked with the EVC logo.

That is the whole install. Nothing to configure before it works: the head cleanup is on by default, and the Pages screen is ready to fill in.

The two packages, and why neither needs anything from your host

- The free edition: evc-metatag.zip. Readable PHP. Titles, descriptions, keywords, share

images, the social and canonical tags, structured data, auto-fill, the head cleanup and the link reading of your own pages. The site-wide screens are there, faded, with the card on them.

- The paid edition: the package that comes with your key. The same plugin with the site-wide

half in it, so those screens are live the moment the key is pasted on Register.

There is no encoded file, no bytecode and no expiry in either one. That means there is nothing to switch on at your host, no extension to ask for, and no package that can stop working after a while. If a screen ever says the plugin is short of a file, that is a zip that did not finish arriving, not a host setting: install it again over the top.

Neither package needs a key to install, activate or use: the free edition works on its own, and the paid edition works the moment the key is in.

First run: fill in your most important pages

Do these five pages first. They are what search engines see most.

- The homepage. Open EVC Metatag → Settings and fill in the site-wide description. It is used on the homepage and anywhere a page has no description of its own.
- Your main sales page. Give it a title that says what you sell, and a description that says why someone should click.
- Your pricing page. Title it clearly, for example Pricing | Your Site. The description should list what is included, briefly.
- Your About page. This one earns trust in search results, so write it like a person would.
- Your contact page. Same idea: plain, short, useful.

Leave the rest for later. Pages with no entries keep the theme's own title and get nothing else, which is exactly how the site behaved before you installed the plugin.

The Pages & Posts screen

A share image per page. Each row has a Share image column with a Choose button. Pick a picture from the media library and that is what Facebook, LinkedIn and X show when the page is shared; clear puts it back. Left alone, the page's featured image is used, and failing that the site-wide default from Settings. The picture is only used when Open Graph is switched on.

The manual button. Opens the manual at evcapps.ca/evc-download/metatag-manual/, which is how every download from Elite Venture Capitol is served: the download is counted, and the PDF can be replaced without reinstalling the plugin. A copy of the manual also ships inside the plugin.

The line above the list. One sentence about the whole site: All 11 pages have a description, and no two

read the same, or the gaps in plain words: 2 pages have no description, 1 page repeats a title, with Show the empty ones beside them. Two pages saying the same thing are two pages competing for one result, and a search engine answers that by showing the one it trusts and ignoring the other; it is the usual reason a page is "indexed but never shown". That explanation only appears when there is a repeat to explain it. The rows below name the culprit: Same description as: Car Repair. Compared on the words, so capitals and extra spaces do not count as a difference. The check covers up to 500 pages.

The limits row. Title 60 characters, description 155 and 25 words, keywords 8 terms, and a note that longer entries are trimmed on save. It is there so the counters under each field have something to be measured against.

Files are not in this list. Pictures, PDFs and zips live in the Media Library and have no page of their own to describe: an attachment page follows the page the file is attached to, and the sitemap leaves them out. The list covers pages, posts and any custom type you ticked in Settings.

Missing only. The link beside the search box hides every row that already has a title and a description, so the list becomes a to-do list.

The three buttons above the table. Save changes saves what is on the screen. Fill empty fields on this page fills the rows in front of you. Fill them on every page does the whole site, up to 500 pages at a time. All three use each page's own words and write nothing over a field you have written, including one you deliberately left short. The notice afterwards says how many pages were checked and how many were filled.

EVC Metatag → Pages & Posts lists every page, post, draft, pending and private item in the site. Forty per screen, alphabetical, with a search box at the top and page links at the bottom.

Each row shows the page title, its type, and links to edit or view it. Beside that are the three fields and a no-index checkbox.

SEO Title. Replaces the theme's <title> for that page. Keep it to what the page is about plus, if you like, the site name. The site-wide suffix in Settings is added automatically when it fits.

Meta Description. The two lines under the title in a search result. This is your only chance to say why the page is worth clicking, so write for a person, not a robot. Plain sentences work best.

Keywords. A comma-separated list, for example local ai, private assistant, offline chat. Google ignores this tag. Bing and smaller engines still read it, and it costs nothing to fill in. Keep terms short: a keyword is not a sentence, and the plugin trims any term longer than four words.

No-index. Tick this on a page you do not want in search results at all, such as a thank-you page, a test page, or a members-only page.

An empty field is not the same as an empty string. If you leave all three blank for a page, the plugin stores nothing for it, which is why the screen can say a page is incomplete without breaking anything.

At the bottom of the field group, a counter shows where you stand: 42 / 60 characters. It turns amber when you are close to the limit and red once you have gone past it. Save anyway if you like, the server trims it and tells you how many fields it had to cut.

The Links screen

A page nobody links to is a page a search engine has little reason to rank. The tags on it can be perfect and it will still sit at the back, because nothing on the site says it matters. That is what this screen is for.

It reads the words in your published pages and posts, follows every link it finds, and works out two things: which pages your own site links to, and which pages it never mentions.

Pages nothing links to. A table of them, with the pages that should link to them beside it. The suggestion is not clever: it compares the words in the two titles. If one page is called Used Cars and another About Used Cars, the second one linking to the first is obvious to anybody, and that is the level of judgement being used. Where no page shares a word with the orphan, the screen says so and leaves it to you rather than inventing a suggestion.

There is an Edit button on each row so the fix is two clicks away, and a View page button if you want to read it again first. The plugin never edits a page for you. It does not add a link anywhere, ever.

Pages that link out a great deal. A page carrying twelve or more links passes less of its own weight through each one. Not a fault, just worth knowing: if one of those pages is one you want ranked, trim it.

Every page. One row per page: how many of your pages link to it, and how many links it carries itself. A page with nothing on the left is the problem the screen is about.

The broken links

Below that, the plugin visits every address your pages point at and tells you which ones do not answer. Pages on your own site are checked without leaving the server: if the page is there, the link is fine. Files and everything outside your site are actually fetched, six at a time, with a progress line, because fifty addresses in one request is how a shop's hosting account times out.

The result is kept. Tomorrow the answer is still on the screen, with the date it was checked, and Check them again replaces it.

A 404 is broken and there is no arguing with it. Anything else that goes wrong is listed under Could not tell instead, with what happened: that site refuses to answer us, that page asks for a password, that site asked us to slow down, no answer within 8 seconds. Those are not proof the link is wrong, and the plugin will not tell you to delete a working link because another site's firewall did not like us. Look at those with your own eyes.

Two honest limits. It reads the content of pages and posts, not menus or widgets, so a link in a footer menu is invisible to it. And it cannot see inside a page that needs a login: a members-only link will be reported as asking for a password, which is the truth.

Reading your own pages is free and always has been. Visiting the addresses your pages point at is the paid half: every one of those is a request to somebody else's server, and it is in the paid edition.

The limits, and why they exist

Search results and social previews only have room for so much. Text past the cut is replaced with an ellipsis, so a long title looks like a sentence that ran out of road.

- Title: 60 characters. Around 580 pixels of screen. Past that Google shortens it for you.
- Description: 155 characters, 25 words. Past that it is cut off mid-sentence in most results.
- Keywords: 8 terms. Each term capped at four words.
- One keyword per comma. Fifty words separated by commas is not a keyword list.

All four are adjustable in Settings → Limits if you want a longer or shorter house style. The defaults are what the major search engines actually display.

Auto-fill

Every empty field has a suggestion underneath it, shown as placeholder text: a description built from the page's first whole sentence, keywords built from its tags, categories and title words.

Two ways to use it.

Per page: look at the placeholder, and if it reads well, type something close to it. The suggestion is there as a starting point.

Whole screen: click Fill empty fields on this page. Every blank field on the current screen is filled from its page's own content. Fields you have already written are left exactly as they are, and any typing you have not saved yet is kept, not thrown away. For the whole site, click Fill them on every page instead.

Auto-fill reads the page's own words. It does not call out to an AI service and it does not invent claims about your business.

Settings reference

Limits. The four caps described above, plus the title suffix. The suffix is appended to every SEO title when it fits inside the limit, for example | Your Site. Leave it empty if you would rather write each title in full.

Site-wide. The homepage and fallback description, a default social share image URL, and three switches:

- Open Graph tags. Facebook, LinkedIn, WhatsApp and iMessage previews.
- Twitter / X card tags. Large-image cards on X.
- Canonical link. Tells search engines the one true address of a page. This plugin's canonical replaces WordPress's own, so it is never printed twice.

Ask Google for large image previews. Prints max-image-preview: large, which decides whether a result gets a full-width picture or a thumbnail the size of a postage stamp. On by default. Pages marked no-index are unaffected, since they are not shown at all.

Google Search Console verification code. Open <https://search.google.com/search-console/about>,

add your site, then Search Console → Settings → Ownership verification → HTML tag. It shows a line like <meta name="google-site-verification" content="AbC123..." />; paste only the part inside the quotes. The tag is printed on the home page, which is where it is looked for. Without it Search Console still shows errors, but not the report that tells you which words your pages are found for.

Bing Webmaster verification code. Open <https://www.bing.com/webmasters> and paste the msvalidate.01 value. Bing also feeds DuckDuckGo and several answer engines, so it is worth the two minutes even if nobody you know uses Bing.

sitemap.xml. A switch, on by default. Turned on, your site answers at https://yoursite.com/sitemap.xml with every published page and post, each with the date it last changed. Pages you have marked no-index are left out, because a page that says "do not index me" should not appear in a list of things to index. robots.txt also gets a line pointing at the sitemap, which is how most crawlers find it in the first place. Under the switch the address sits in a box of its own, with Copy address next to it: copy it, then paste it into Google Search Console (Sitemaps, on the left) and Bing Webmaster Tools (also Sitemaps). Both screens have a button that opens them, so it is two pastes and done. Submit it once. Both engines will keep coming back on their own, and the file is rebuilt each time they ask, so there is nothing to keep submitting. Open it shows the file itself.

Nothing is saved to disk: the file is built when a search engine asks for it, so it is never out of date and never lists a page you deleted. Past 2,000 pages it splits itself into several files behind an index, which is what the standard says to do. Turn the switch off and the address returns "not found" again.

Pages WordPress makes on its own. A five-page site does not have five addresses. WordPress also publishes an attachment page for every image, an archive for every tag, an archive for every month, an author archive, and endless search result pages. Left alone, these are the reason a small site looks to a search engine like a big pile of thin pages. Each one has a checkbox:

- Attachment pages. Not pages at all. A visitor who clicks an image wants the picture, so this sends them to the page the picture belongs to. If the image belongs to nothing, they land on your home page.
- Tag archives, Date archives, Author archives, Search results. These get noindex: they still work for anyone who lands on them, they just stop asking to be listed in search results.

Author archives are off by default, because on a single-author site the author archive is often a reasonable page. Turn it on if yours is not.

robots.txt. Untick Use my own robots.txt and WordPress answers with its normal file. Tick it and the text in the box is what your site serves, with the sitemap line added for you. Two things worth knowing:

- Anything that is not a rule or a comment is thrown away when you save, and so is any HTML. A robots.txt serves plain text to every crawler, and a stray tag in it would be handed over verbatim.
- If the text contains Disallow: / on a line of its own, the page warns you plainly. That single line asks every search engine to stay away from your entire site, and it is the most common way a site silently disappears.
- A site with Search engine visibility switched off in Settings → Reading is served WordPress's block regardless. Privacy wins over this box.

Pages to manage. Which post types appear on the Pages screen. Pages and posts are on by default. Turn on other public types if your theme or a plugin adds them, such as products or portfolio items.

Remove from the <head>. Each item is its own checkbox:

- WordPress version tag. Answers "which WordPress is this" for anyone who looks, which is information best not handed out.
- RSD / EditURI link. Blog-editing discovery from an era before most of your visitors were online.
- Windows Live Writer manifest. Same era.
- Shortlink. A compact URL that almost nothing uses.
- Adjacent post links. Tells the world your previous and next post.
- Emoji script and styles. WordPress ships a script to turn emoji into images. Modern browsers do not need it.
- oEmbed discovery and wp-embed.js. Used when another site embeds your post. Safe to remove on most sites.
- REST API link tag. A hint, not the API itself. Removing the tag does not disable the API.
- Block editor CSS. Off by default. Only turn it on if no page on the site was built with blocks, because block-built pages lose their layout without it.

Turn an item off if a plugin of yours depends on it. Nothing here is destructive: untick, save, and it comes back.

Custom CSS. The box described in its own section below, for the rules a theme's options page used to hold. Off until you tick it.

What lands in the head

For a page with all three fields filled in, plus Open Graph and canonical turned on, the plugin prints something like this:

```
<!-- EVC Metatag 1.0.0 -->
<meta name="description" content="Licence activation takes one minute. Paste your key and you are done." />
<meta name="keywords" content="licence activation, residenceai, software key" />
<link rel="canonical" href="https://example.com/licence/" />
<meta property="og:site_name" content="Your Site" />
<meta property="og:type" content="page" />
<meta property="og:title" content="Licence Activation | Your Site" />
<meta property="og:description" content="Licence activation takes one minute. Paste your key and you are done."
/>
<meta property="og:url" content="https://example.com/licence/" />
<meta property="og:image" content="https://example.com/share.jpg" />
<meta property="og:image:width" content="1200" />
<meta property="og:image:height" content="630" />
<meta property="og:image:alt" content="Licence Activation | Your Site" />
<meta name="twitter:card" content="summary_large_image" />
<meta name="twitter:image" content="https://example.com/share.jpg" />
```

Alongside those, an indexable page carries max-image-preview: large in its robots tag, and the home page carries the verification codes from Settings. A picture's width and height are printed only when it

lives in your own media library, because the plugin will not make a page wait on another server to measure an image.

Pages with nothing filled in print nothing extra. The theme's <title> stays, which means you can roll this out one page at a time.

The page title

WordPress does not print a page's title above its content. The theme does. On a page whose own content already opens with a heading, that is the same words twice, and the larger of the two is usually the one in the wrong place.

Head cleanup → The page title decides what the theme prints:

- Leave it alone: every page shows the theme's title, exactly as before.
- Hide it only where the page already has its own heading: recommended. The theme's copy goes when the page's content contains a level-one heading, and stays when it does not, so no page is ever left without a heading at all.
- Never print it: for a site where every page carries its own heading.

A single page can be set either way by itself. On Pages & Posts, switch to the Advanced columns and use the small title box in the last column: as set follows the setting above, hide removes the theme's copy on that page, keep puts it back. The other way round matters too: one page that needs its title can keep it while the rest of the site loses theirs.

Two things this deliberately leaves alone:

- The browser tab and the search result title. Those are built separately and keep the page's own words, which is what a search engine should be reading.
- Menu labels, a widget's list of pages, and the admin lists. Only the title the theme prints for the page being viewed is removed.

A theme that prints the title outside the normal page loop (a few page builders do) ignores this filter and has its own switch for it in its settings.

Custom CSS

EVC Metatag → Custom CSS is one box. Paste a stylesheet, tick Add this CSS to every page, press Save. It is printed in the <head> of every page, in a <style> element of its own, at the very end of the head, after your theme's own stylesheets and after every plugin that queues its CSS. That position is the point: a selector of the same strength as the theme's wins, without !important on every line.

What the box does, and does not do:

- It prints exactly what you typed. Nothing is minified, reordered, completed or tidy. A stylesheet that works in a browser works here; one that does not stays visibly broken instead of being quietly changed into something you did not write.

- It cannot break the page's markup. If your CSS contains a closing </style>, an opening <style>, a <script>, an <iframe>, <object> or <embed>, a PHP opener, a CDATA marker or an HTML comment marker, that piece is removed when you save and the screen tells you what was removed. Everything else is kept, quotes, brackets, !important and @media included.
- Braces are counted. Under the box a line says how many characters there are, how many rule blocks, and whether the braces balance. It counts as you type. If they do not balance, the line turns amber and says which way: two more { than } means a rule is never closed, and every rule after it stops working in the browser. That is the single most common way a pasted stylesheet half-works, and it is invisible unless something counts for you.
- Two things are named as warnings. A property with nothing after the colon (.a { color: ; }) does nothing, because a value is missing. expression() ran code in old versions of Internet Explorer and is understood by nothing current. Neither stops the save; they are pointed out.
- There is a ceiling of 120,000 characters. That is a theme file's worth. Past it the end is not saved and the screen says how many characters were dropped.

Two things worth knowing before you rely on it. A theme rule marked !important still beats a plain rule, so the theme's own !important cannot be overridden without matching it. And a rule that exists only inside the theme's mobile stylesheet usually needs the same @media query to be replaced:

```
@media (max-width: 782px) {
  .site-header { position: static; }
}
```

Nothing here replaces a child theme for a redesign. It is for the handful of rules that used to live in a theme's custom CSS box: a button colour, a font size, a header that sticks while you scroll, a footer that stops repeating itself on every page. The Manual button, the site itself and the plugin's own screens are untouched by it.

Copy the CSS puts the whole box on the clipboard. Download as a .css file saves it as site-custom.css, with the site name and the date in a comment at the top. Both take the text exactly as it stands in the box, including anything you have typed but not saved yet, and both work on a free or lapsed copy too, because the stylesheet is yours and being unregistered is no reason to lose it.

That pair is the point of putting the box here in the first place. A theme's own custom CSS field lives and dies with the theme: switch themes and it is gone, along with every rule you wrote against the old one. This box belongs to the site, so it survives the switch. What it cannot do is make the old selectors fit the new theme, which is why the download exists: take the sheet with you, keep it in a child theme, and rewrite the handful of rules the new theme moved.

Keep a copy of anything you paste in. A stylesheet is the one control on this screen that can hide a button or break a layout, and no plugin can undo that for you.

Checks before you go live

Five minutes of checking saves a week of confusion.

- Open a page and use View Page Source. Search for description and confirm your words are there once, not twice.
- Confirm the page title in the browser tab reads the way you wrote it.
- If your theme or a plugin already prints meta descriptions, turn that off. Two description tags confuse search engines. This applies to Yoast, Rank Math and All in One SEO.
- Paste a page URL into the Facebook Sharing Debugger and X's Card Validator to see your social preview.
- Check the homepage in a private window: it should look the same as before, with no visible change.

The sitemap answers. Open https://yoursite.com/sitemap.xml in a browser. If you see a short file listing only your homepage, your web root still holds an old static sitemap.xml: the server serves that file before WordPress ever runs, so delete it and the plugin's live one takes over. You should see XML, not a 404 and not your theme wrapped around it. If it 404s, go to Settings → Permalinks and press Save (that rewrites the rules the sitemap needs), then try again. Then paste the address from the box under the switch into Google Search Console → Sitemaps → Add a new sitemap, and the same into Bing Webmaster Tools → Sitemaps. Copy address does the copying; the two buttons next to it open both consoles.

Troubleshooting

The title in the browser tab did not change. That page has no SEO title saved, so the theme's title is still in charge. Fill it in on the Pages screen.

Two description tags in the source. Another plugin is printing one. Turn the duplicate feature off in whichever plugin you prefer.

Pages built with blocks lost their styling. Turn the block editor CSS checkbox back off in Settings. It should not have been on.

My description got a word chopped off with an ellipsis. It went past the character or word limit and was trimmed on save. The notice after saving tells you how many fields were cut.

The Pages screen does not list a custom post type. Turn that post type on under Settings → Pages to manage.

A page still shows up in Google after ticking no-index. No-index stops future indexing. Removing an existing result takes a request in Google Search Console, and a few weeks.

The plugin says it is short of a file. One of the plugin's own files did not arrive, or arrived cut off. Nothing you wrote is lost: your titles, descriptions, keywords and settings are stored in the database, not in the missing file. Install the plugin again over the top: Plugins, Add New, Upload Plugin, choose evc-metatag.zip, then Replace current with uploaded. The notice names the file it is missing, and it

also lists what is in the includes folder, which is how you tell a file that never arrived from a folder that only half arrived. If it happens a second time, delete the plugin and upload it again rather than replacing it. When the file stopped half way the notice repeats what PHP said about it; if installing again does not clear it, that line is the one to send.

Data and uninstall

Entries are stored in two WordPress options: evc_metatag_meta for the per-page fields and evc_metatag_settings for your settings.

- Deactivate the plugin and nothing is lost. Reactivate and your entries are all there.
- Delete the plugin from the Plugins screen and both options are removed, along with the plugin folder. Deleting is the only way to clear the data.
- On a multisite network, deletion cleans every site in the network.

Version history

1.12.0: one source, two folders. The repository now builds free/evc-metatag and paid/evc-metatag from the one plugin folder with a single command, and the free folder simply does not contain the paid half: those functions are cut out and left as empty shells, so nothing behind a paid screen can run even if a form is posted straight at it. The paid screens themselves are still there, drawn in grey with the real columns and four sample rows and one card over them, because a buyer should see what he is getting. The encoder is gone from the process entirely: no ionCube, no bytecode, no expiry, nothing to enable at your host, and the manual's ionCube section is now this section. A key pasted into the free edition is accepted and told the truth: the modules are in the paid package, and installing it over this copy keeps every setting.

1.11.2: no price is printed anywhere in this manual or on the plugin's screens. What you pay is shown on the checkout page, so it is always today's price. Every button still goes to the same place. 543 assertions.

1.11.1: if a package arrives without one of its files, or with it cut short, the plugin says which file, how big the copy it can see is and how to put it right, instead of stopping on a blank screen with nothing to read. Nothing else changes. 536 assertions, plus a separate check that boots the plugin from a folder that really is short of the file.

1.11.0: the plugin's own work moved into a second file, includes/evc-metatag-engine.php, so the screens can be built as two editions from one source. Nothing changes on screen: same tabs, same entries, same key. A package that arrives without that file, or with it cut short, now says which file, how big the copy it can see is, and how to put it right, instead of stopping on a blank screen. 506 assertions.

1.10.0: the page title the theme prints, on Head cleanup: leave it alone, hide it only where the page already has its own heading, or never print it. Only the theme's copy is touched, so the browser tab, the search result title, menu labels and the admin lists stay as they were. One page can be set either way on its own, in the Advanced columns on Pages & Posts. Fixed in the same pass: Fill empty fields on

this page dropped the share image on every row it touched. 506 assertions.

1.9.1: Copy the CSS and Download as a .css file under the Custom CSS box, so the stylesheet can leave the site: onto the clipboard, or out as site-custom.css with the site name and the date in a comment at the top. Both work on a free or lapsed copy. If the browser will not give the page the clipboard, the copy falls back to the old way and says which of the two happened. 486 assertions.

1.9.0: A Custom CSS tab: one box for the stylesheet a theme's options page used to hold, printed in the <head> after the theme's own CSS, exactly as typed. Off until ticked. Braces that do not balance are reported with the count and which way they are wrong, an empty declaration and expression() are named, and a closing </style> or a <script> cannot get into it: that piece is removed on save and the screen says so. Saving now returns to the tab you saved from. Part of the full version, because a stylesheet on every page is site-wide by definition. 477 assertions.

1.8.1: Every second column on the Links screen carries a light fill, so a row of text can be followed across the table without losing your place. 428 assertions.

1.8.0: A Links tab. It reads your own pages and says which pages nothing links to, with the pages that should link to them beside each one, and it flags any page carrying twelve links or more. Then it visits every address your pages point at and lists the ones that are broken, six at a time with a progress line, keeping the answer with the date it was checked. A refusal, a password prompt or a timeout is listed as could not tell rather than called broken, because none of those proves a link is wrong. Reading your own pages is free; visiting the addresses is the paid half. 427 assertions.

1.7.7: One tab for the offers. A free copy now has a More from EVC tab: this plugin's own offer at the top, then the AI Builder, Checkout, Snippets, the Download Tracker and ResidenceAI, one line each and a button to its page. Same server, same office, same owner: EVC and ResidenceAI are one workshop, so they are on one shelf. It is a tab, not a banner, so nothing follows anyone around a screen. Enter the licence key and the tab and its screen are gone: a registered copy carries no advertising of any kind, while the Register screen stays for reading or changing the key. 373 assertions.

1.7.0: Free and full version, split so that one page at a time is free and the site-wide work is the paid part. Tabbed screens: Pages & Posts, Settings and Full version share one tab bar, Settings is six short tabs, and the Pages table shows three columns at a time. Both verification fields link to Google Search Console and Bing Webmaster Tools. A strip at the top of both screens while unregistered. 274 assertions.

1.6.0: Large image previews, Google and Bing verification codes, duplicate warnings on the Pages screen, and share cards that state the picture's size.

1.2.2

- WordPress's own /wp-sitemap.xml can be switched off (on by default), so the site publishes a single sitemap that respects the no-index switches.

1.2.1

- The Share image box no longer spills into the No-index column: it is a Choose button that opens the media library, with the file name underneath, and every control is sized to its own cell.

- Column widths add up to 100%.

1.2.0

- Thin pages: attachment pages redirect to their parent; tag, date, author and search archives can be no-indexed.
- Editable robots.txt with a safety warning and the sitemap line added for you.
- A share image per page, ahead of the featured image and the site default.
- Fill every empty field on the site in one click, plus a Missing only filter.
- Tests: 150 assertions.

1.1.0

- sitemap.xml, generated on request (a static sitemap.xml in the web root wins over it, so delete the file): every published page and post with its last-modified date, no-index pages excluded, split into an index past 2,000 URLs.
- robots.txt gains the Sitemap: line, so crawlers find it without being told.
- On/off switch in Settings with a link to the live file.
- Deactivating removes the rewrite rules it added.

1.0.0

- First release.
- Head cleanup with one checkbox per item.
- Pages & Posts screen: SEO title, meta description and keywords per page, with live counters and hard limits enforced on save.
- Auto-fill from the page's own content, without overwriting written fields.
- Open Graph, Twitter cards, canonical, and per-page no-index.
- Branded admin screens.