

SEO ON PORTALS

This document contains information about the Search Engine Optimization (SEO) functionality in TRIMIT B2C Webshop

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CONTENTS

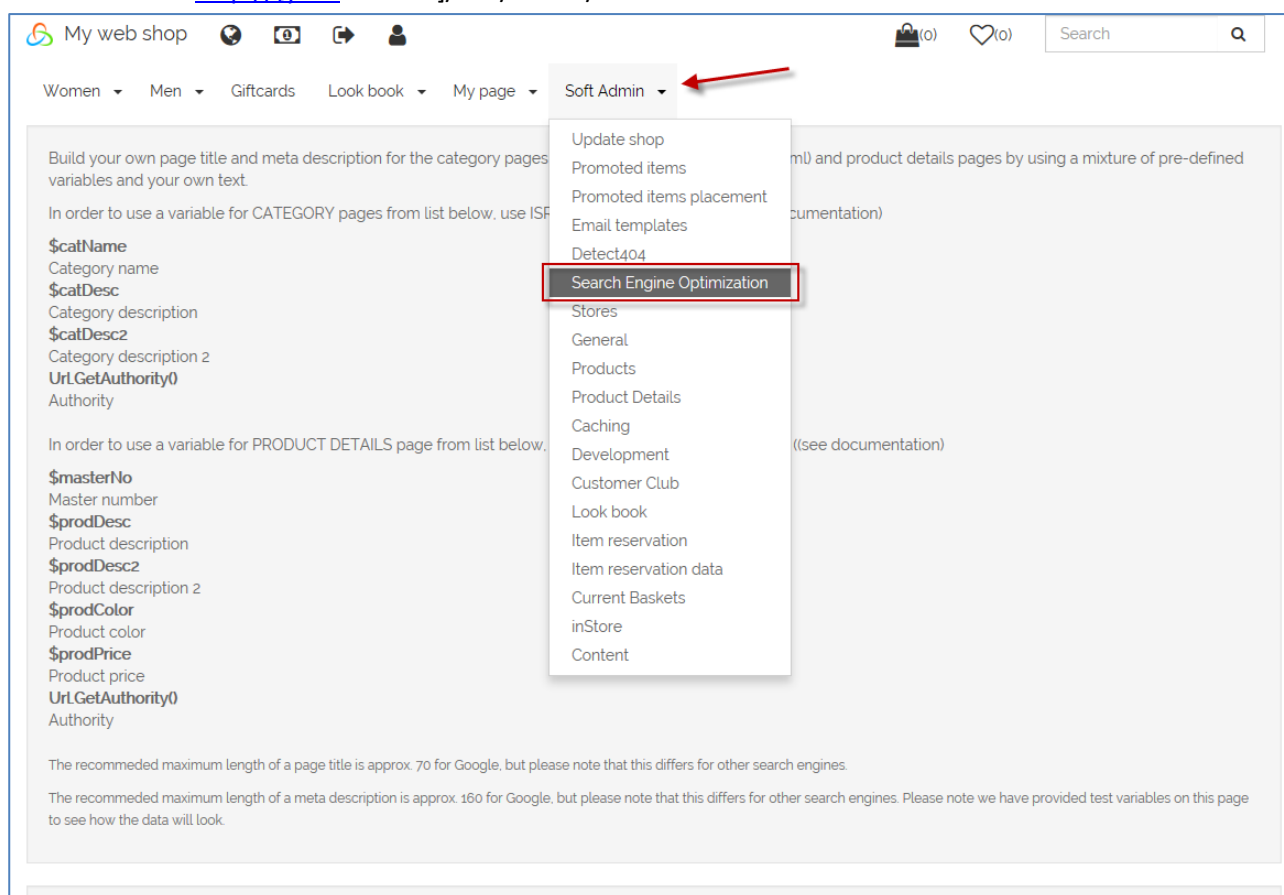
Introduction	1
SEO in Soft Admin	1
Page title category.....	2
Page title product.....	3
Meta description category	3
Meta description product	4
H1 and H2 tags	4
Image alt tag.....	6
Link/Anchor text (Breadcrumbs)	7
Open graph support	8
Sitemap	9
Further reading	9

INTRODUCTION

With Search Engine Optimization (SEO) functionality in TRIMIT B2C Webshop functionality it is possible to build customized page titles and meta descriptions for the category pages ([your domain]/shop/products.html) and product details pages by using a mixture of pre-defined variables and customized text.

SEO IN SOFT ADMIN

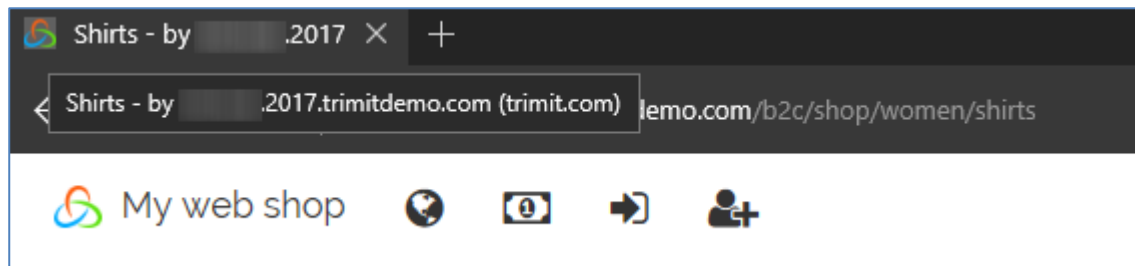
In order to open SEO functionality it is needed to log in to the B2C Webshop as administrator and then follow the URL: [http://\[your domain\]/b2c/admin/seo.html](http://[your domain]/b2c/admin/seo.html)



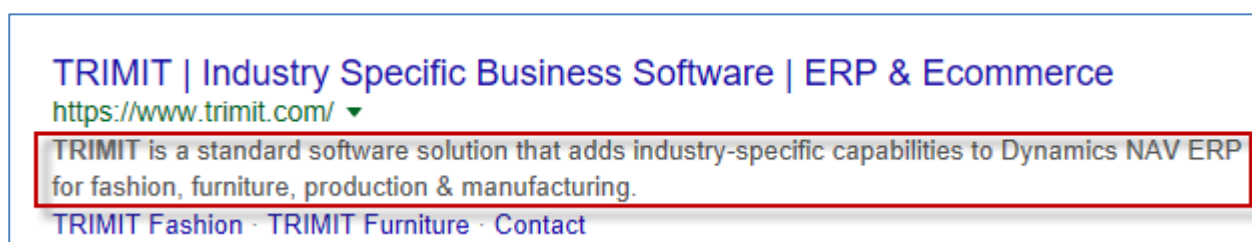
There is a short description of the setup on the **Search Engine Optimization** page in Soft Admin. The SEO functionality can be enabled for each activated language on the portal. English language is one of the default Modelyn languages and is always enabled. In order to fill up a SEO expression for a specific language it is necessary to copy the expression from the English version and paste it in the expression field for the needed language and press **Update**.

SEO in soft admin manages two areas: page titles and meta descriptions.

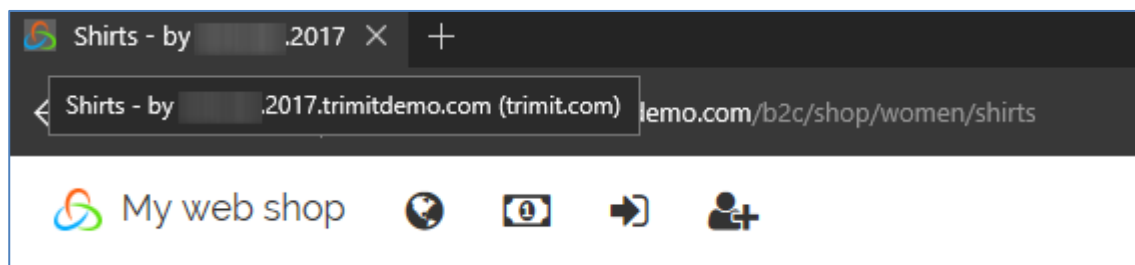
The page title is displayed on the B2C Webshop tab in the browser (when mouse hovers under the browser tab then it is possible to view an extended page title).



The meta description is used by Google and other search services to display short website description in the search results.



PAGE TITLE CATEGORY

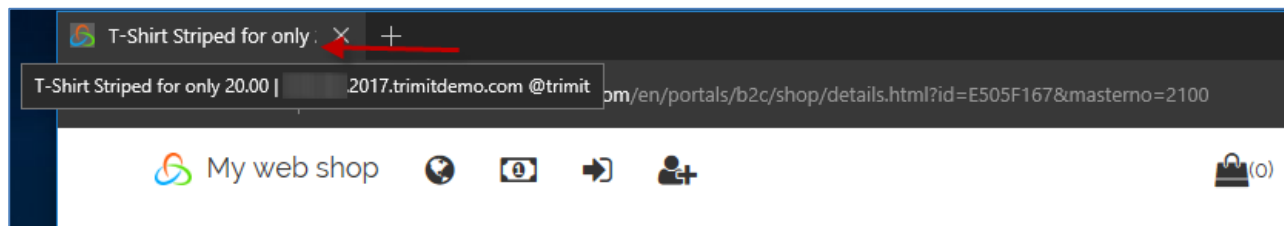


To adjust the category page title, it is needed to go to SEO section in the soft admin and make changes in **Page title category** area. The default expression is already inserted for English language. Click **Update** when finished:

Language	Value
dansk	[:\$catName] - af {Url.GetAuthority0} (TRIMIT) Jumpers - af .2017.trimitdemo.com (TRIMIT)
English	[:\$catName] - by {Url.GetAuthority0} (trimit.com) Jumpers - by .2017.trimitdemo.com (trimit.com)

Update

PAGE TITLE PRODUCT



To adjust the product page title, it is needed to go to SEO section in the soft admin and make changes in **Page title product** area. The default expression is already inserted for English language. Click **Update** when finished:

Language	Value
dansk	[{\$masterDesc}] [String.If(string-length(\$itemColorDesc) > 0, concat(' ', \$itemColorDesc), '')] [{\$url.GetAuthority0}] dk
English	[{\$masterDesc}] [String.If(string-length(\$itemColorDesc) > 0, concat(' ', \$itemColorDesc), '')] for only [{\$prodPrice}] [{\$url.GetAuthority0}] @trimit

Update

META DESCRIPTION CATEGORY

To adjust the category meta description it is needed to go to SEO section in the soft admin and make changes in **Meta description category** area. The default expression is already inserted for English language. Click **Update** when finished:

Language	Value
dansk	[{\$catName}] - af [{\$url.GetAuthority0}]: [{\$catDesc}] med [{\$catDesc2}]. Bringing you all the finest quality garments
English	[{\$catName}] - by [{\$url.GetAuthority0}]: [{\$catDesc}] [{\$catDesc2}]. Bringing you all the best quality garments

Update

META DESCRIPTION PRODUCT

To adjust the product meta description it is needed to go to SEO section in the soft admin and make changes in **Meta description product** area. The default expression is already inserted for English language. Click **Update** when finished:

Meta description product	
Language	Value
dansk	[{\$prodDesc}] {\$prodMasterNo}[String.If(string-length(\$prodColor) > 0, ' i ', '')][{\$prodColor} af {Url.GetAuthority0}) - [String.If(string-length(\$prodDesc2' v-neck 10394 i dark beige af .2017.trimitdemo.com - soft lambswool Hurtig levering
English	[{\$prodDesc}] {\$prodMasterNo}[String.If(string-length(\$prodColor) > 0, ' in ', '')][{\$prodColor} for {.\$prodPrice} by {Url.GetAuthority0}) - [String.If(string-l v-neck 10394 in dark beige for 199.00 by .2017.trimitdemo.com - soft lambswool. Quality products and fast delivery

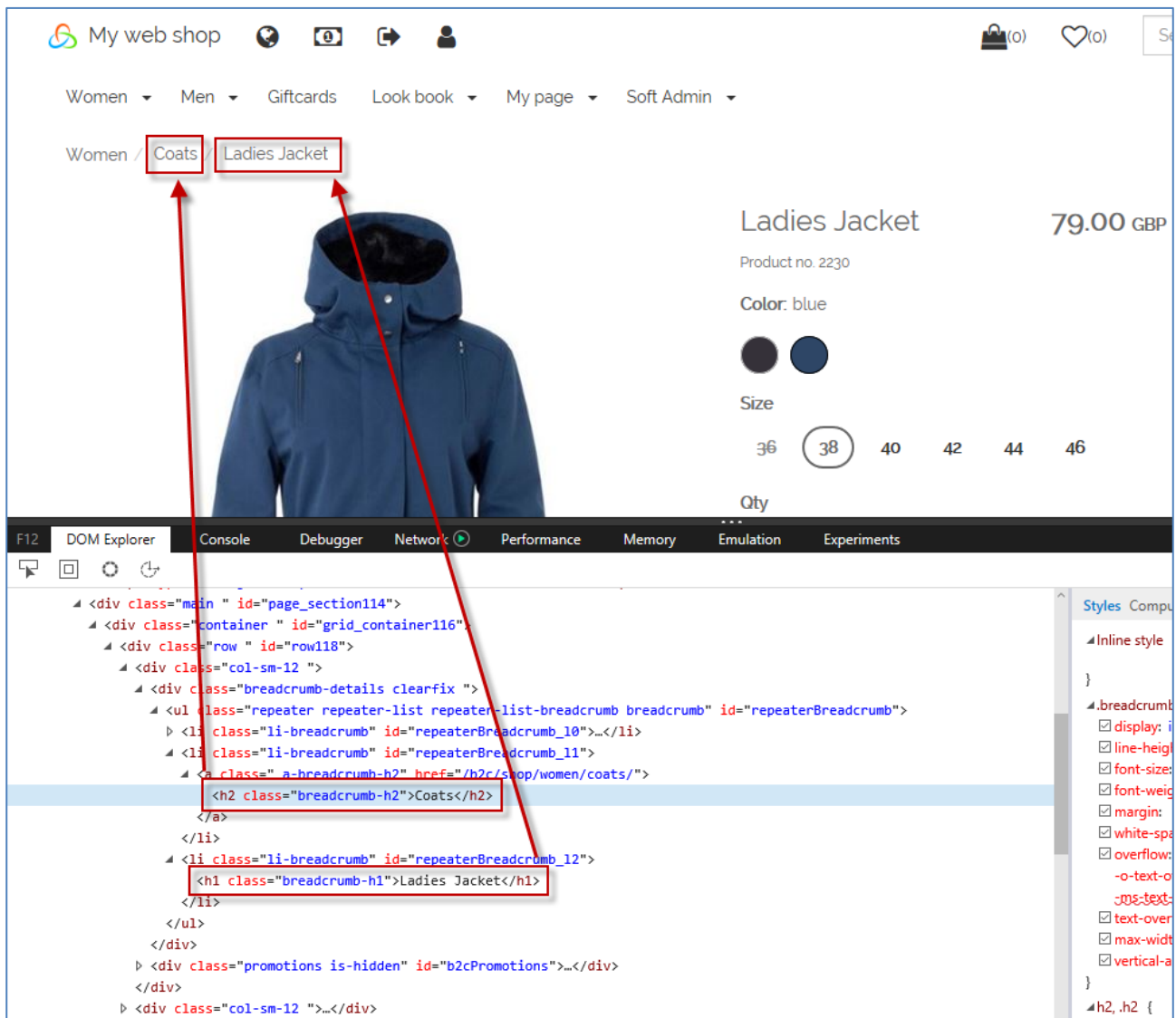
H1 AND H2 TAGS

The HTML source of the category and product pages can include the following tags correspondingly: h1 and h2. These tags represent values on category and product pages which described below.

On the category page:

H1 tag – category name

H2 tag – parent category (if exists)



The screenshot shows a web browser interface for 'My web shop'. The breadcrumb trail is 'Women / Coats / Ladies Jacket'. The product is a 'Ladies Jacket' priced at '79.00 GBP'. The DOM Explorer at the bottom shows the following structure:

```

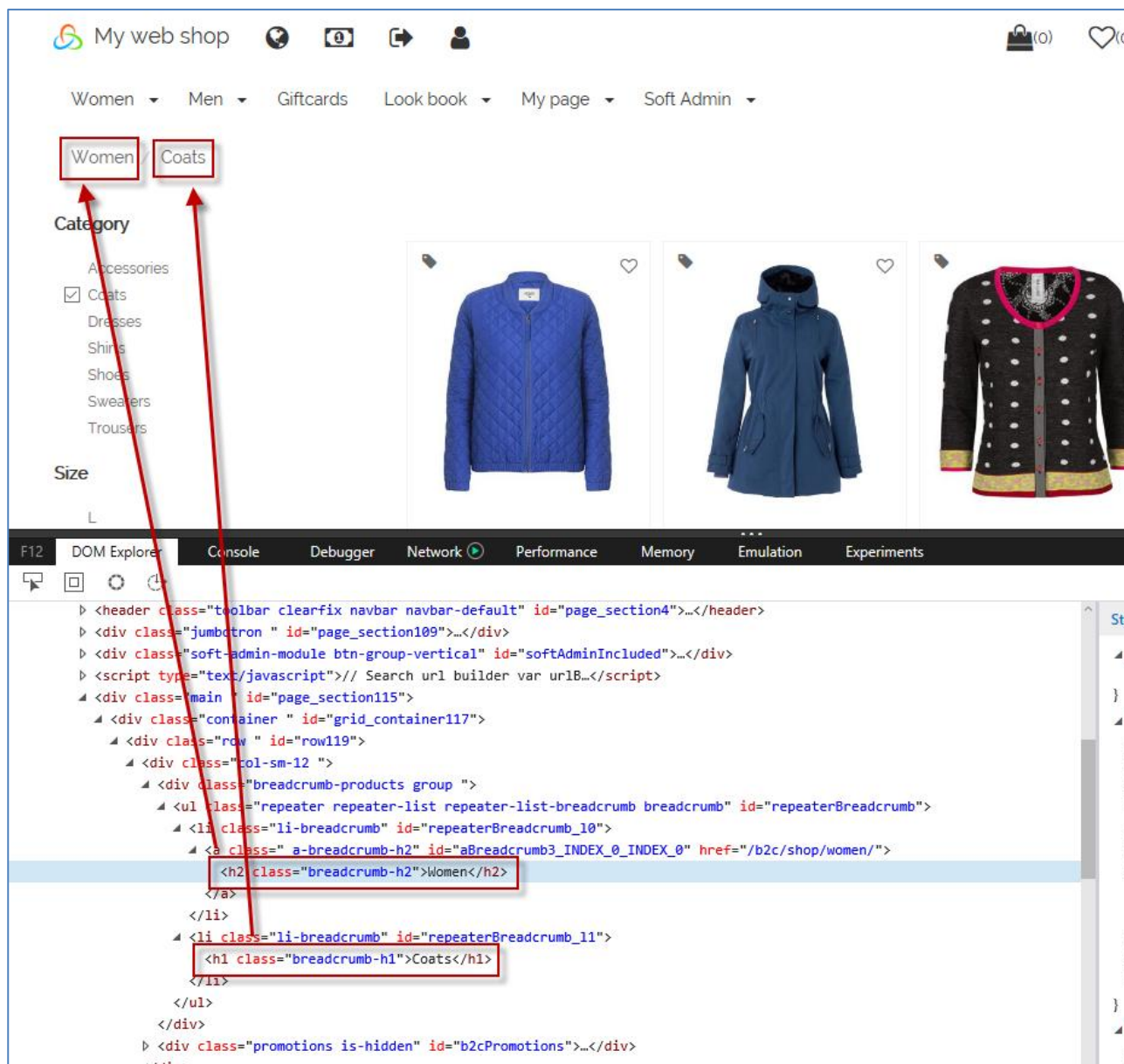
<div class="main" id="page_section114">
  <div class="container" id="grid_container116">
    <div class="row" id="row118">
      <div class="col-sm-12">
        <div class="breadcrumb-details clearfix">
          <ul class="repeater repeater-list repeater-list-breadcrumb breadcrumb" id="repeaterBreadcrumb">
            <li class="li-breadcrumb" id="repeaterBreadcrumb_10">...</li>
            <li class="li-breadcrumb" id="repeaterBreadcrumb_11">
              <a class="a-breadcrumb-h2" href="/shop/women/coats/">
                <h2 class="breadcrumb-h2">Coats</h2>
              </a>
            </li>
            <li class="li-breadcrumb" id="repeaterBreadcrumb_12">
              <h1 class="breadcrumb-h1">Ladies Jacket</h1>
            </li>
          </ul>
        </div>
      </div>
    </div>
  </div>
</div>

```

On the product details page:

H1 tag – product name / description

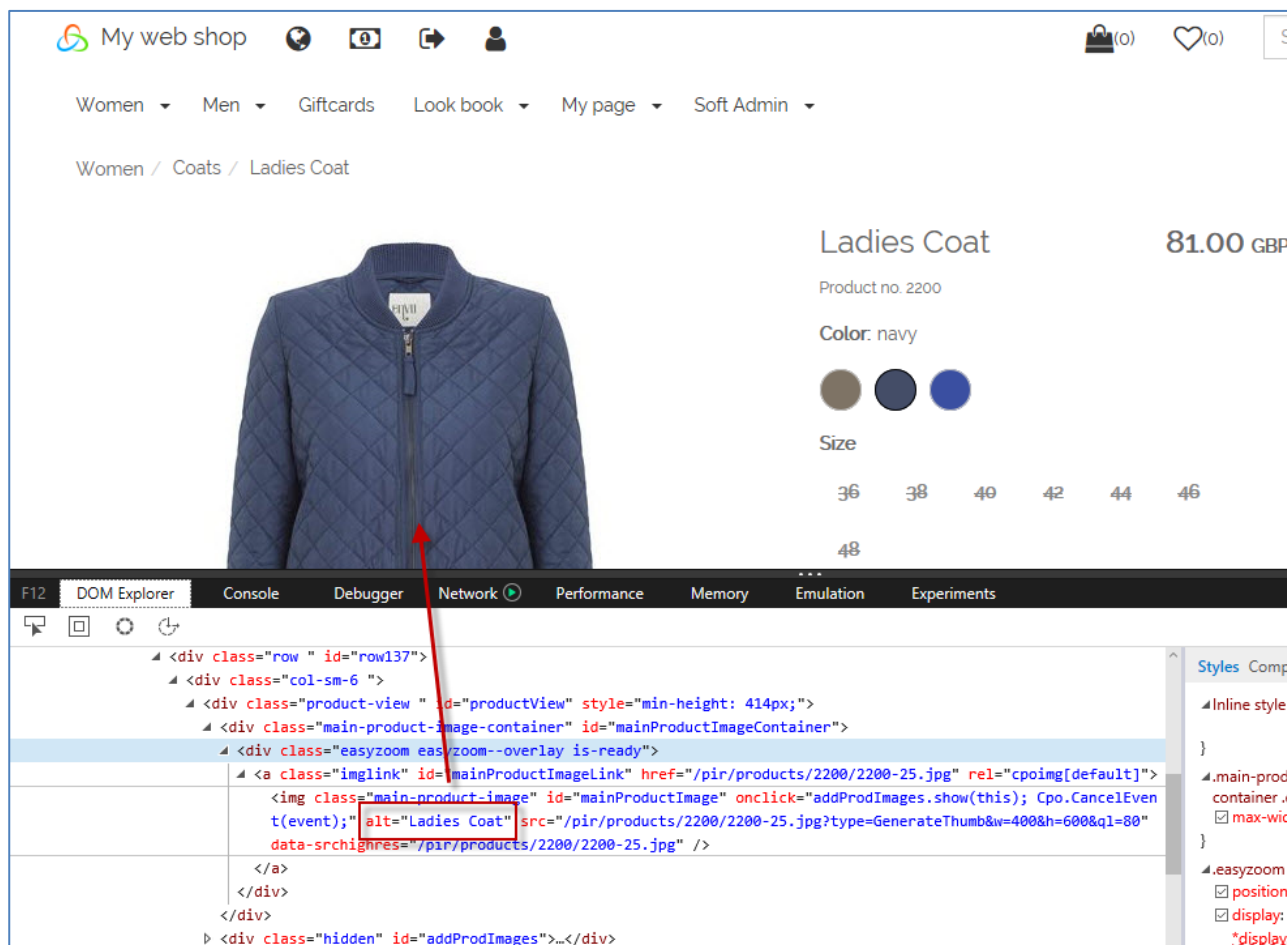
H2 tag – parent category name (taken from breadcrumb)



Read more information in Further reading section of this document.

IMAGE ALT TAG

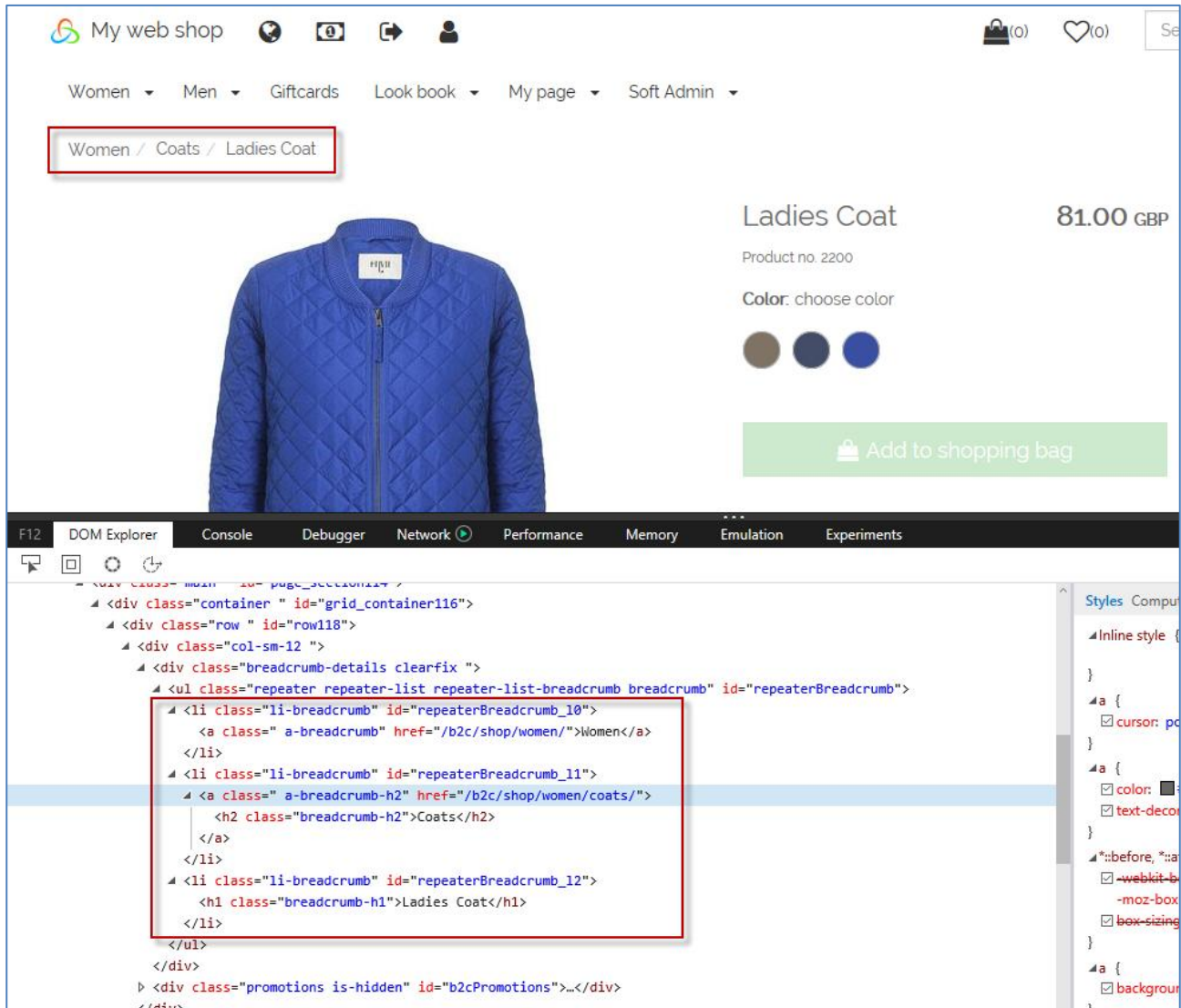
There is a possibility to use alternative image description on portal pages. The “alt” tag in the webpage source reflects the description of the product name and is used when product image is, for any reason, not visible for user. In some browsers hovering mouse over the image reflects the content of the “alt” tag.



Read more information in Further reading section of this document.

LINK/ANCHOR TEXT (BREADCRUMBS)

Breadcrumbs are used to point where exactly on page a user is located. Here is a Modelyn breadcrumb example and its source.



Read more information in Further reading section of this document.

OPEN GRAPH SUPPORT

Facebook has a functionality to share or like third-party websites. This can be done by using Open Graph meta tags in the web sites <head> part.

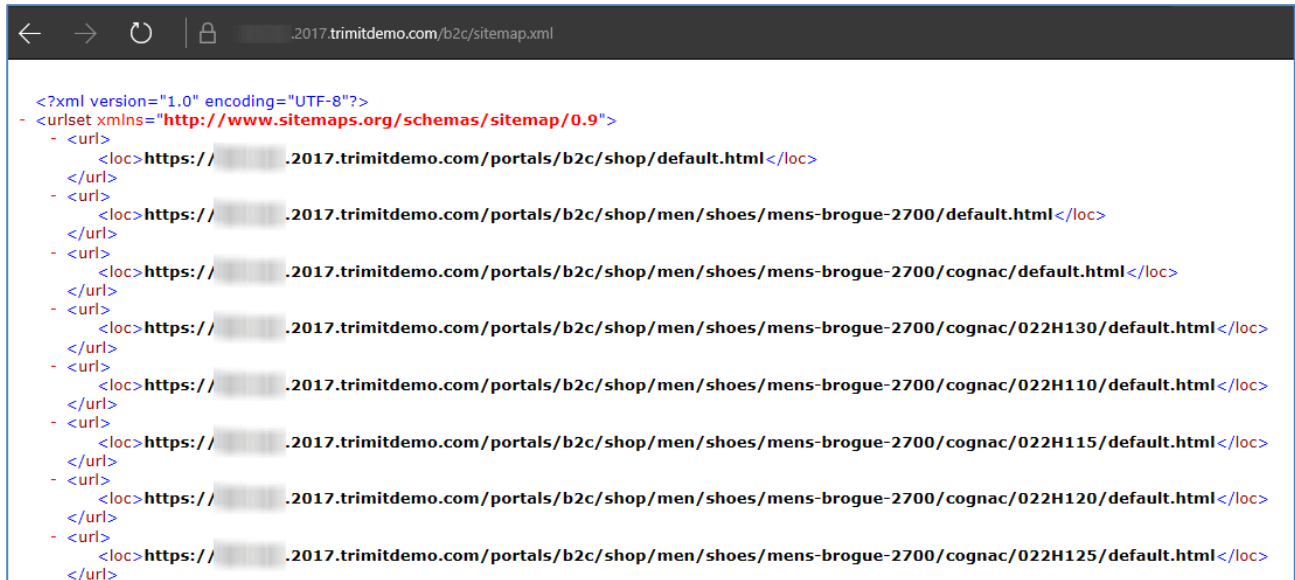
When using this functionality be aware that:

1. When Facebook scrapes the page, they are unaware of the language and currency (the language comes from the user, otherwise it defaults to browser default and the currency comes from the basket which is user session)
2. Once the page has been cached by Facebook, then if you change the price, you would not get that new price as Facebook would use the cached version

Thus, we recommend to not show the product price. This would also provide the user with a reason to click on the link (the reason being to discover the price) and then you have that customer as a visitor to the site with the possibility of a conversion.

SITEMAP

TRIMIT B2C solution has a XML sitemap which contains all virtual URLs (for all activated languages) which are saved in custom data in Modelyn.



```
<?xml version="1.0" encoding="UTF-8"?>
- <urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9">
  - <url>
    <loc>https://[redacted].2017.trimitdemo.com/portals/b2c/shop/default.html</loc>
  </url>
  - <url>
    <loc>https://[redacted].2017.trimitdemo.com/portals/b2c/shop/men/shoes/mens-brogue-2700/default.html</loc>
  </url>
  - <url>
    <loc>https://[redacted].2017.trimitdemo.com/portals/b2c/shop/men/shoes/mens-brogue-2700/cognac/default.html</loc>
  </url>
  - <url>
    <loc>https://[redacted].2017.trimitdemo.com/portals/b2c/shop/men/shoes/mens-brogue-2700/cognac/022H130/default.html</loc>
  </url>
  - <url>
    <loc>https://[redacted].2017.trimitdemo.com/portals/b2c/shop/men/shoes/mens-brogue-2700/cognac/022H110/default.html</loc>
  </url>
  - <url>
    <loc>https://[redacted].2017.trimitdemo.com/portals/b2c/shop/men/shoes/mens-brogue-2700/cognac/022H115/default.html</loc>
  </url>
  - <url>
    <loc>https://[redacted].2017.trimitdemo.com/portals/b2c/shop/men/shoes/mens-brogue-2700/cognac/022H120/default.html</loc>
  </url>
  - <url>
    <loc>https://[redacted].2017.trimitdemo.com/portals/b2c/shop/men/shoes/mens-brogue-2700/cognac/022H125/default.html</loc>
  </url>
```

However, a sitemap is basically a guide for the search engine web crawlers, it is not a list of indexed pages. So, it is not guaranteed that all the items in the sitemap will be crawled and indexed.

Read more information in Further reading section of this document.

FURTHER READING

1. Search engine optimization:
http://en.wikipedia.org/wiki/Search_engine_optimization
2. Web page title and meta description:
<https://support.google.com/webmasters/answer/35624?hl=en>
3. Image alt/title tags
<http://www.searchenginejournal.com/image-alt-text-vs-image-title-whats-the-difference/6930/>
4. Link/anchor text (breadcrumbs)
<http://www.searchenginejournal.com/breadcrumbs/15022/>
[http://en.wikipedia.org/wiki/Breadcrumb_\(navigation\)](http://en.wikipedia.org/wiki/Breadcrumb_(navigation))
5. Duplicate content
<http://searchengineland.com/googles-matt-cutts-duplicate-content-wont-hurt-you-unless-it-is-spammy-167459>

<https://support.google.com/webmasters/answer/66359?hl=en>

6. XML sitemap

<https://support.google.com/webmasters/answer/156184?hl=en>

7. Canonicalization

<https://support.google.com/webmasters/answer/139066#2>