

SEO GUIDE

IMPROVE THE VISIBILITY OF YOUR ONLINE STORE IN SEARCH
ENGINES USING THE SEO MODULE OF LOGICOMMERCE

V.2.1



LET'S GET IT STARTED

The new version of the SEO module allows you to personalize configurations even further which will influence (both directly and indirectly) your ranking in the main search engines. You can personalize all of the elements of your store yourself, or produce a general profile so that the system automatically generates keywords and descriptions.

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DEFINITIONS



SEO (Search Engine Optimization) Optimization of positioning and ranking for organic search

SEO involves various actions carried out in order for web pages to achieve better positioning in the different search engines.

The objective of the SEO module is to place your virtual store in the top positions in search engines. The correct use of this tool allows you to position all the products in your online store. Therefore we recommend that you follow the instructions in this manual and set aside some time to optimize your store using the functions of the **SEO module**.

We have carried out tests on stores already in operation and the results have been mostly favourable. Our SEO module is giving us an important competitive advantage with respect to other stores, as well as representing an important saving on advertising in the medium term.

Keywords Concepts that define products

In order to get the best performance out of your store, it is important to know how search engines react with your potential purchasers. To do this you need to research which are the most common terms that people search for when they define your products in search engines.

Google has an application (Google Keyword Planner) which lets you know which words your potential customers are likely to use. In order to access this, you must open an account in Google Adwords. By using this, you will know which words are your keywords, the ones you would like to position, the ones you will put your efforts in. In addition to this tool, there are others tools where you need to pay to execute one of the most important SEO tasks.

It is very difficult for a new online store to try to position itself using a single word or with search keywords being used by a lot of the competition. It is better to look for chains of 2, 3 or 4 words specialising in a particular concept. This is what we call a long tail. Being specific and using long tails also help to get the exact target you are expecting.

For example, for a page selling gourmet products it would be difficult to quickly appear in the top ten using simply "gourmet products" as a search query. However, using a chain such as "online store for gourmet products" may improve the odds considerably.

That keyword may be searched for less people, but it would give you more chances to have more visits, because people would see that is exactly what they were looking for. Over time, and when your store is well-positioned, we can begin to grapple with less limited words. It is important to bear in mind that the majority of users do their searches in plural.

POSITIONING YOUR PRODUCTS

It has been proved that the chances of a successful sale increase when the customer directly accesses the product page from the results of a search engine. To make our products appear in search engine results, we must work on six basic elements: URL, Keywords, Title, Text associated to images, Metadescription and Alternative Texts for images. We must find a keyword, or a series of keywords, which meaningfully define our product and coherently place it within various SEO components. That will tell the search engine our product is about that particular keyword, and the search engine will like our transparency, it will like finding the content so clear, so it will like us.

URL SEO

>>

We can personalize the URL of our products in LogiCommerce to create a user-friendly URL. For search engines, we must put all of the words in lowercase and use a hyphen where there should be a space. Imagine we have a product called "Italian spaghetti" in the category "Italian pasta". The URL of this product should be defined like this:

For example: www.examplestore.com/italian-pasta/italian-spaghetti

Keywords

>>

Words defined as Keywords will not be visible to the visitors of the webpage, but will be seen by the main search engines. This allows us to emphasize important words and use complimentary words related to the product.

Here we should place keywords associated with the product, but also add variations on these keywords and more general concepts. Remember too that many users make spelling mistakes in their searches. We can add these in this field.

For example: www.examplestore.com/italian-pasta/italian-spaghetti

Title

>>

This is the title we give to a product and is only shown when we do a search in a search engine. It is important that the title of the product has the same keyword as the SEO URL.

For example: [Italian Spaghetti | Example Store](#)

Alternative text to images (ALT)

>>

Web browsers offer an alternative text when there are no images, or for the visually impaired where there are. Google cannot see images, but it can index content it sees in the form of text. Here we recommend that you repeat the main keyword, in this case "Italian spaghetti" **ALT:** *Italian spaghetti*

Metadescription

>>

This is the description that search engines show when doing a search. It is limited to a certain number of characters. You can describe the product using the keyword that defines it, creating meaningful sentences.

For example: *"Fresh Italian spaghetti ready to be cooked al dente. Real hand-made elaboration, like they do in the true Italian cuisine".*

Alternative text to images

>>

LogiCommerce 8.5 allows you to define ALT content for all the images of a product. If you only have one image, this field will not be available. Here you can create alternative texts to an image.

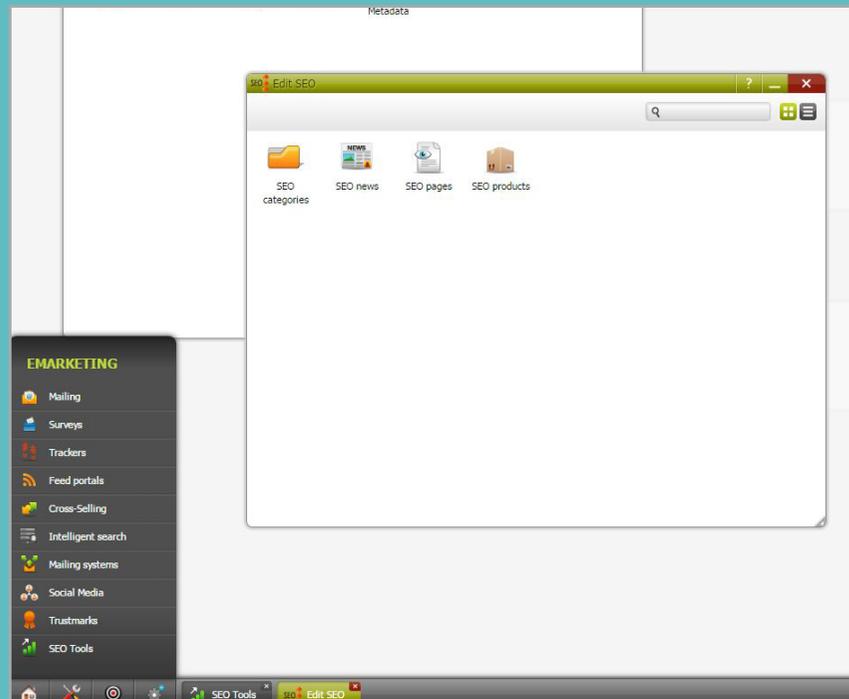
SEO TOOLS



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In the **eMarketing** menu of LogiCommerce 8.5(e), we find the **SEO Tools** section. There we have various sections that allow us to improve the ranking of our ecommerce. We will outline what these are throughout this document.

Each of the tools offered in LogiCommerce is designed so that, in a simple way, you can work on what is best for your business. Below we detail the options offered by the SEO Module that can be applied to the concepts previously described to improve the positioning of your ecommerce.

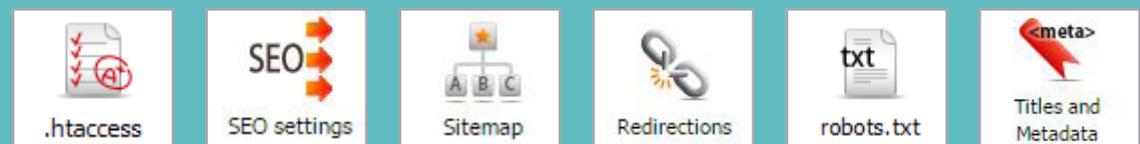


ACCESSING THE SEO MODULE

As SEO actions are part of **eMarketing strategies**, you can access SEO Tools via the icon:



Within **SEO tools**, you will find the following options:

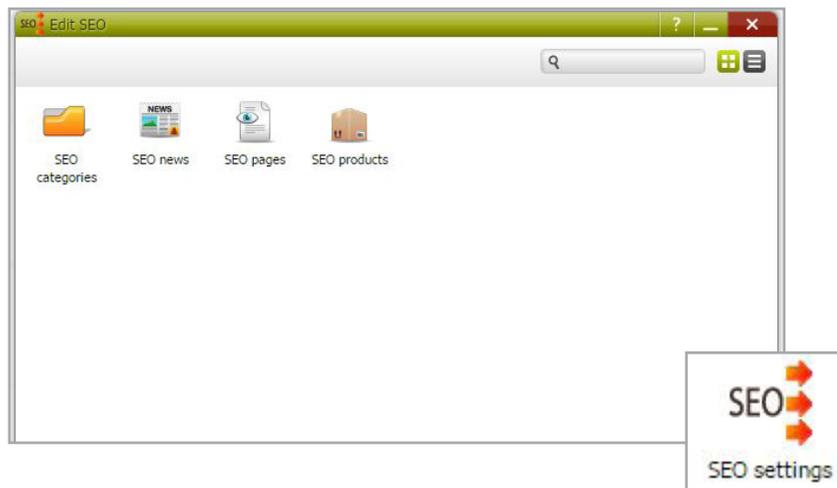


SEO TOOLS

The first elements we need to concentrate on to improve the positioning of our ecommerce are related to the information we are sending to different search engines.

SEO EDITING

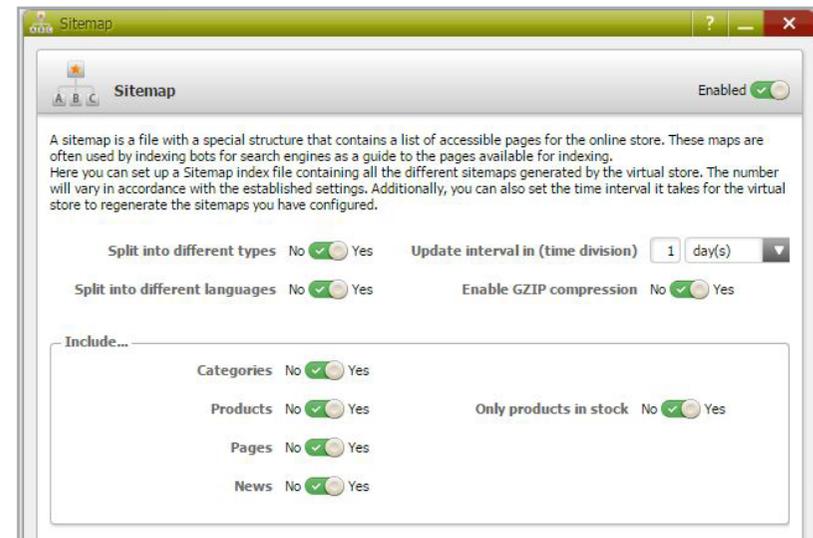
This allows you to batch assign some parameters such as the URL, Title, Metadescription and Keywords within the various sections of your store such as categories, products, pages or news.



SITE MAP

This is a list of pages from your ecommerce that facilitates tracking and indexing in search engines such as Google, Yahoo and Bing, among others.

It is recommended that you leave its default configuration, because any modification of this might leave you invisible to search engines.

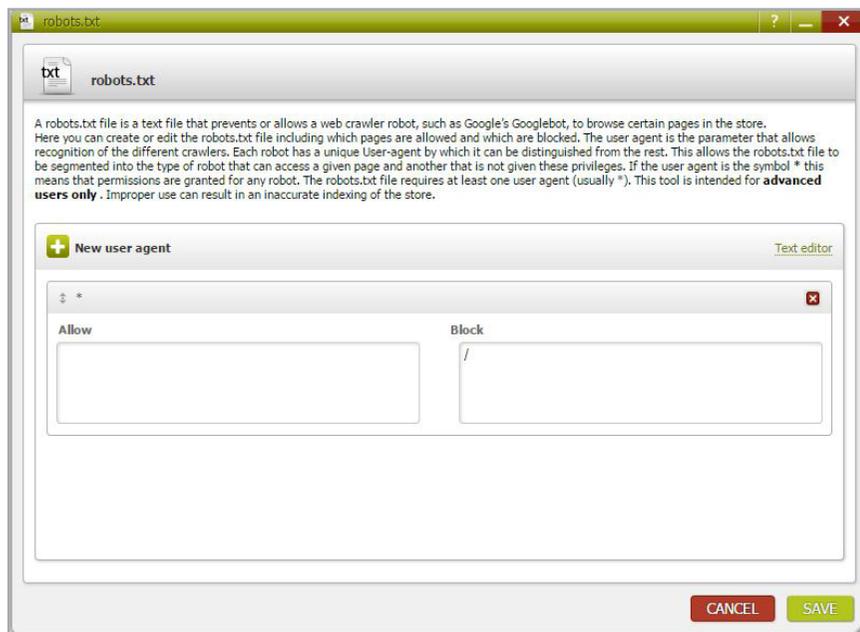


SEO TOOLS

ROBOTS

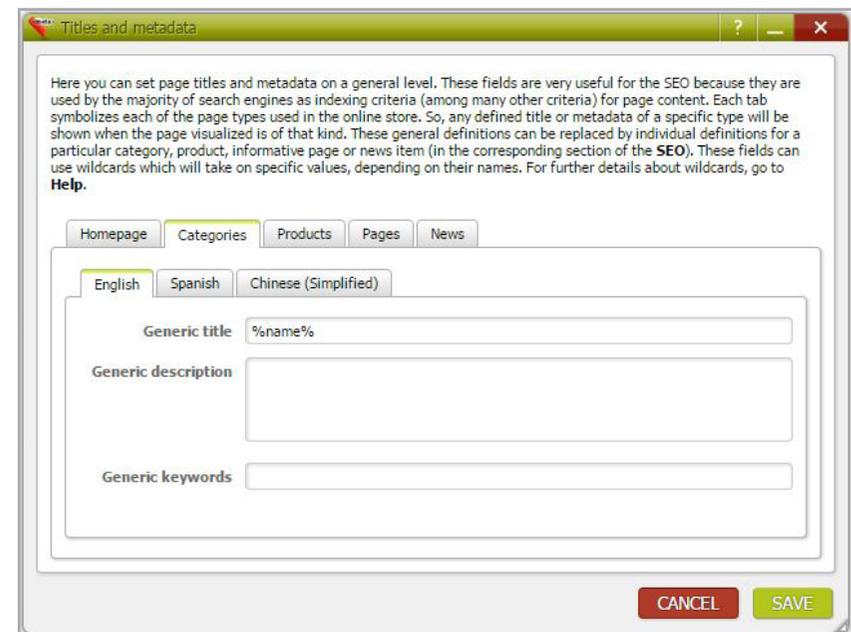
This file allows you to edit access and configure permissions for robots from the different search engines. It is recommended that you leave the default configuration for the store if you do not have advanced knowledge of SEO.

You could totally remove access for search engine robots if this was not configured correctly.



TITLES AND METADATA

This window allows you to define the SEO fields (title, description and keywords) of your home page and it lets you batch configure the SEO fields of categories, products, pages and news. To have the correct text for each category or product, there are wildcards that can be converted into certain values. This is a process that we will describe later.



GENERAL OPTIMIZATION OF YOUR ECOMMERCE STORE



TITLES AND METADATA FOR YOUR ECOMMERCE: HOME

Homepage



In this section you define the generic title to be shown on the homepage. This text is very important, since it is the calling card for your ecommerce in search engines.

One tool that will be of great importance in positioning your ecommerce will be the Title and Metadata window. In this section we will work on the homepage, categories, products, pages and news.

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Home Title



Within the SEO terms, this is known as the Title. This is the place you should put your best keywords for your page, but in a sentence. At the end you should put the name of your store.

For example: *"Gourmet Store for Italian Pasta | Online Store Example"*

Metadescription



This is a text that is not shown on your website, but it is necessary so that Google can index it. In some cases, Google chooses to show this in the search results if it considers that the content of the page is not clarifying enough.

For example: *"Online gourmet store specialized in Italian pasta. Handmade pasta, created with Mediterranean ingredients. Spaghetti, lasagne, tortellini and other stuffed pasta, as in true Italian cooking"*

Keywords



Here we introduce keywords that will be placed in the metadata for the homepage and other sections if we have not defined particular keywords.

For example: *"Fresh pasta, Italian pasta, fresh ravioli, Mediterranean cuisine, gourmet pasta, stuffed pasta, handmade pasta, gourmet store."*

TITLES AND METADATA FOR YOUR ECOMMERCE: CATEGORY

Category pages

>>

In this section we define the generic text that will appear in all other categories in your ecommerce.

Title

>>

This field affects the Title of all the pages in this category. So it is important to use the wildcard codes in order to create meaningful sentences that can be related to the title of each category.

Metadescription

>>

This is a text that is not shown on your website, but it is necessary to have the site indexed in Google. It must be an explanatory text, but it must also be consistent with each of the categories, so you must use the wildcard code %category% so that the category name appears in the Metadescription.

Keywords

>>

Here we introduce the keywords that will be placed in the metatags for all categories. It is better to use keywords that encompass the general content of your ecommerce.

For example, imagine we have a store called OnlineStore, having a series of categories where we wish to place generic text. You can create a sentence like this:

- Buy %category% and other products at the best prices in OnlineStore.com

Using the wildcard codes, the system automatically generates a title such as the following:

- Buy natural supplements and other products at the best prices in OnlineStore.com

TITLES AND METADATA FOR YOUR E-STORE: PRODUCT

Product pages

>>

In this section we define the generic text that will appear for all the products in your ecommerce. Just like using categories, you need to create a text with a meaning for all the products. To do so, you can use wildcard codes so that each of them is personalized.

Wildcard codes

>>

Here we can use the following variables so that the title of your products appears automatically. The corresponding values are:

%product% to refer to the name of the product.

%category% to refer to the name of the category.

%ecommerce% to refer to the name of the business.

For example, imagine we have a store called OnlineStore, having a series of products to which we wish to add generic text. We can create a sentence like this:

- Buy %product% and other %category% at the best prices in %ecommerce%

And the system will automatically generate a title for the product such as the following:

- Buy multivitamins and other natural supplements at the best prices in OnlineStore.com

SPECIFIC OPTIMIZATION OF PRODUCTS

4

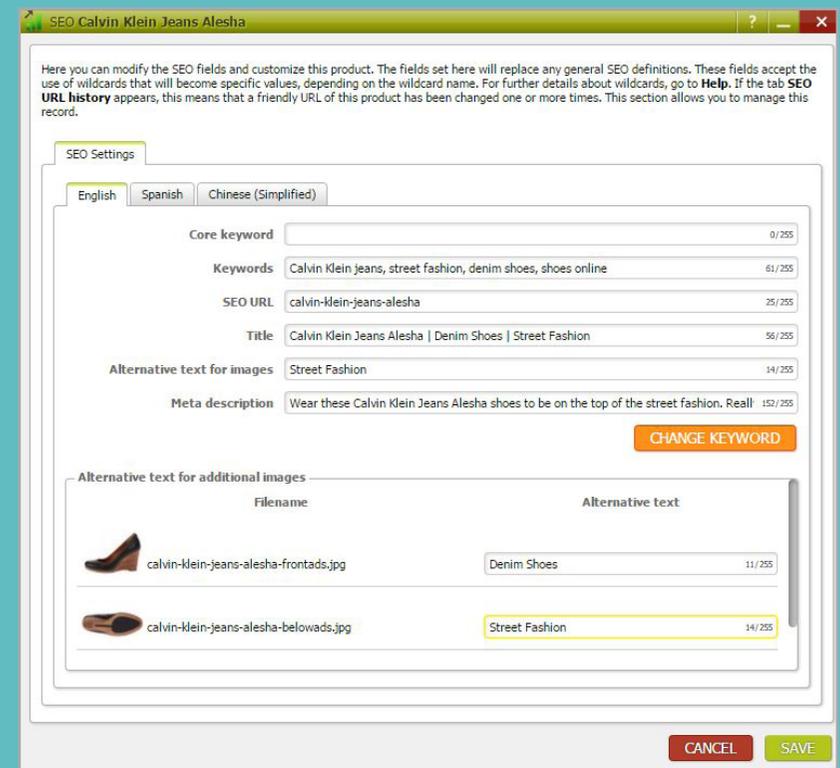
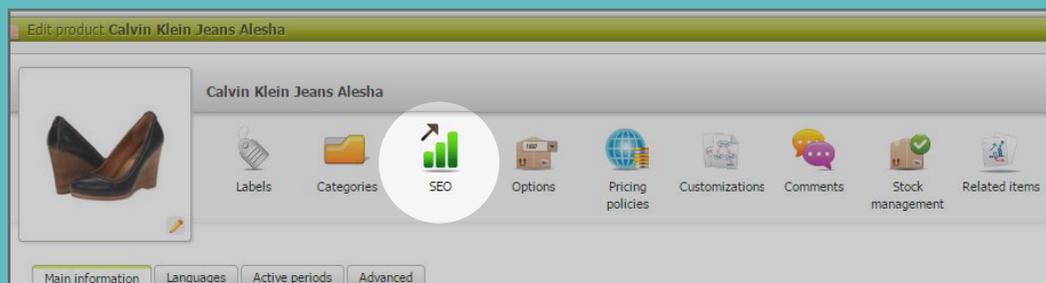


Even if you have optimized the different elements of your ecommerce in general, it is always very useful to improve the information that you have on each item individually. To modify the SEO information for each product, there is a window in each product file.

In this window you can personalize the SEO fields. Regarding to SEO configuration, you can configure the following fields:

- The main keyword (core keyword)
- Keywords
- URL SEO
- Title
- Alternative text to images
- Meta description

You must bear in mind that the fields that are defined here will substitute the SEO definitions executed at a general level.



MAIN KEYWORD (CORE KEYWORD)

SEO Settings

English Spanish Chinese (Simplified)

Core keyword calvin klein jeans alesha 25 / 255

Keywords 0 / 255

SEO URL calvin-klein-jeans-alesha 25 / 255

Title calvin klein jeans alesha 25 / 255

Alternative text for images calvin klein jeans alesha 1 / 255

SEO Calvin Klein Jeans Alesha

Here you can modify the SEO fields and customize this product. The fields set here will replace any general SEO definitions. These fields accept the use of wildcards that will become specific values, depending on the wildcard name. For further details about wildcards, go to **Help**. If the tab **SEO URL history** appears, this means that a friendly URL of this product has been changed one or more times. This section allows you to manage this record.

SEO Settings

English Spanish Chinese (Simplified)

Core keyword 0 / 255

Keywords Calvin Klein jeans, street fashion, shoes online, jeans shoes 61 / 255

SEO URL calvin-klein-jeans-alesha 25 / 255

Title Calvin Klein Jeans Alesha | Shoes and Bags | Street Fashion 59 / 255

Alternative text for images Street Fashion 14 / 255

Meta description Wear these Calvin Klein Jeans Alesha shoes to be on the top of the street fashion. Reall 152 / 255

CHANGE KEYWORD

The **core keyword** is used to automate the SEO process of a product. If we introduce a value (a word, or various words) and click on the button "Change Keyword" we will add just the content of this field to the URL SEO, to the title and to the alternative text. However, as the best way to position your products is to personalize their information, we recommend that you fill in each field in the SEO configuration.

URL

>>

It is made of keywords or a descriptive phrase for the product that will be used as a user-friendly URL to improve indexing in search engines as well as to facilitate browsing for users. The URL should be written in lower case and any blank spaces should be substituted by a hyphen (-).

Alternative text for images

>>

Here we can personalize the alternative text for the main image (and additional images where no individual configuration is opted for) using keywords. This is the text that is shown when is not possible to access the image and it is this that is "read" by search engine robots so that they can interpret what the image refers to.

For example: "Fresh Ravioli | Example Store", "Fresh Pasta | Example Store".

Metatag description

>>

These are individual descriptions of a product that are placed in the metatags of a page. This text substitutes the automatically generated one in the general configuration, if that has been filled in.

Alternative text to additional images

>>

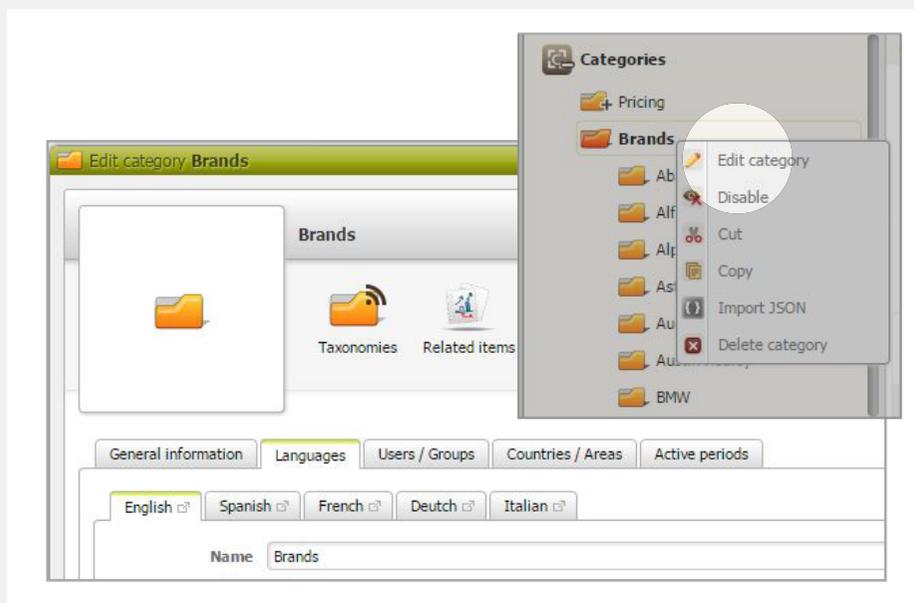
For each additional image you can create an individual alternative text instead of using the generic term we have defined previously. It is recommended that the alternative texts for each image are different.

SPECIFIC OPTIMIZATION FOR CATEGORIES



As said in product optimization, although you have optimized the different elements of your ecommerce in general, it is always useful to improve the information that you have on each item individually. To modify the SEO information for each category, like products, there is a window in each category file.

To edit the SEO of a category, you must access them via the **Catalog >** right-click above **Category > Edit**.



URL SEO

>>

Just as in the product section, you can generate a user-friendly URL which will redirect to a particular category. You should enter text substituting any spaces for hyphens (-), and it should preferably be in lower case.

For example: www.examplestore.com/fresh-pasta

Category Title

>>

This is the specific title for the category.

For example: [Fresh Pasta | Example Online Store](#)

Meta description

>>

These are specific descriptions of a category that are placed in the metatags of a page.

For example: ["Online gourmet store specialized in fresh pasta. Handmade pasta created with 100% fresh ingredients. Gourmet Italian food ready to prepare at home."](#)

Keywords

>>

These are specific keywords for each category that are introduced in the keywords metatags.

For example: ["Fresh pasta, Italian pasta, Mediterranean cuisine, gourmet pasta, handmade pasta, gourmet store."](#)

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SPECIFIC OPTIMIZATION OF NEWS



If you use the news module in LogiCommerce you will also be able to configure the SEO for each item of news. In the languages tab in the news section you will find the following SEO fields:

The screenshot shows the 'Edit news' interface for 'Noticia de Prueba Nº 1'. The 'SEO' tab is selected, and the following fields are visible:

Internal name	Noticia de Prueba Nº 1	22 / 255	Template ID	
Internal comment	Pequeña revisión de lorem ipsum		Publication date	02/04/2015
			Thumbnail	news/lorem-ipsum-small-logo.jpg
			Large image	news/lorem-ipsum-logo.png
Languages: English, Spanish , Chinese (Simplified)				
SEO URL	april-newsletter		16 / 255	
Title	April newsletter		16 / 255	
Meta description	The last fashion news, this is, what is in and what is out today in the fashion world.		86 / 255	
Keywords	fashion news, fashion world, online fashion news, fashion		57 / 255	

6

URL SEO

>>

Just as in the product, category and page content sections, you can generate a user-friendly URL which will redirect to a particular news item. It should preferably be written in lower case and any blank spaces should be substituted by a hyphen (-).

Title of a window

>>

It is the specific title for a news item. In the general configuration, if you have selected a generic title for the store, this will appear just behind the title that we are about to configure here.

Metatag descriptions

>>

These are specific descriptions of a news item that are placed in the metatags of a page. This text substitutes the automatically generated one in the general configuration, if that has been filled in.

Keywords

>>

These are specific keywords for each news item that are introduced in the keywords metatags. In some designs, the keywords are shown at the foot of the page.

SPECIFIC OPTIMIZATION FOR A BLOG



If you use the Blog in LogiCommerce you will also be able to configure the SEO for the home page of the blog and for each different post. On the Blog page you will find the following SEO fields:

7

URL SEO

>>

Just like in the products and other sections we can generate a user-friendly URL. It should be written in lower case and any blank spaces should be substituted by a hyphen (-).

Title of a window

>>

This is the specific title for the blog. It is important that the keywords used in the rest of the ecommerce are also reflected in the Blog.

Metatag descriptions

>>

These are specific descriptions of the Blog that are placed in the metatags of a page. This text substitutes the automatically generated one in the general configuration, if that has been filled in.

Keywords

>>

These are specific keywords for the Blog that are introduced in the keywords metatags.

The screenshot shows the 'New page' configuration window in LogiCommerce. The 'SEO' tab is selected, and the page is named 'Blog'. The configuration includes the following fields and options:

- Internal ID:** 0/255
- Internal name:** Blog (4/100)
- Template ID:** [Dropdown menu]
- Page type:** Normal
- Languages:** English (selected), Spanish, French, Deutch, Italian
- SEO URL:** blog (4/255)
- Title:** Blog (4/255)
- Meta description:** [Empty field] (0/255)
- Keywords:** [Empty field] (0/255)
- Follow link:** No (checked), Yes
- Indexable:** No (checked), Yes

At the bottom right, there are 'CANCEL' and 'SAVE' buttons.

LINKBUILDING STRATEGIES

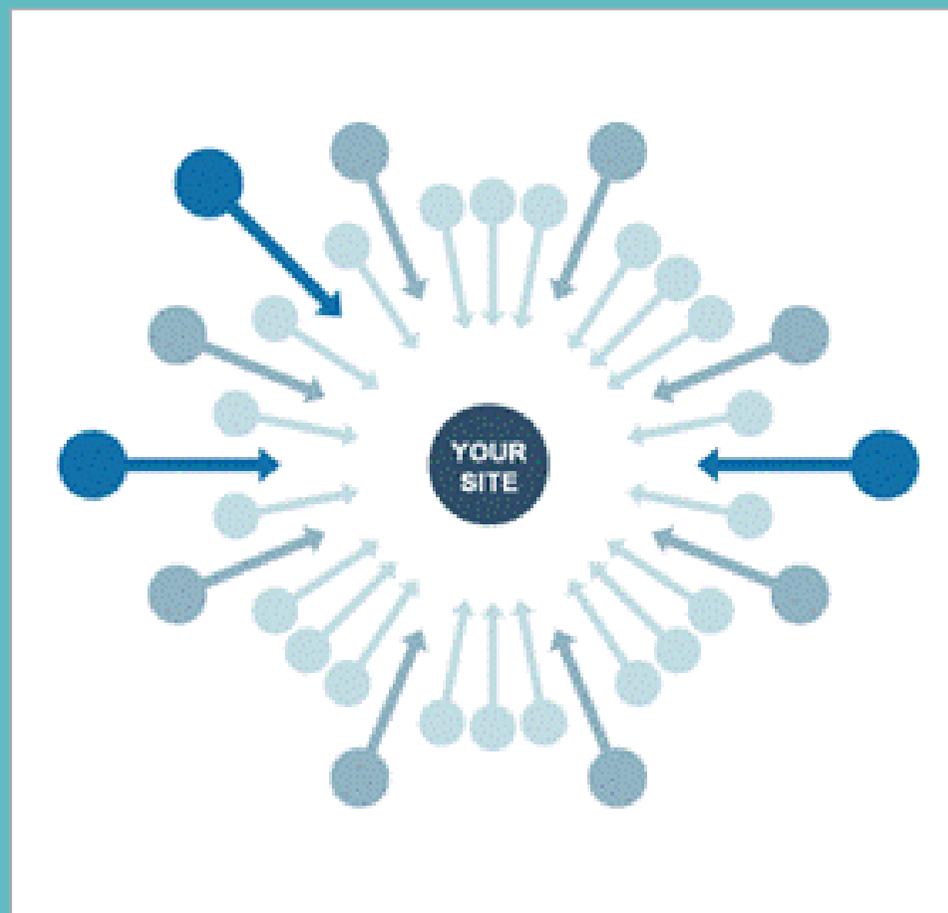


8

Positioning in the main search engines is a task that takes time and demands patience, particularly in the first months.

To get your store to the top of the ranking, it is very important to obtain links from other web pages and that they point to your main page. Generalist directories are virtually worthless. We need to get links from pages whose content has a certain connection with ours. It is interesting that these pages that are not direct sales pages introduce direct links of products that people might like or directly match the products to the pages.

We should detect all the pages that are important in our sector and use them as reference points. Above all, it would be very useful if we could obtain links from these pages to our store, for this would be telling Google, in a different way, about the importance of our business.



SUMMARY AND FINAL DETAILS



9

WHAT HAVE WE SEEN?

Executing the different actions that we have demonstrated in this SEO guide, you will have the option to work with all the **On Page SEO** elements to improve the ranking of your store.

Working on these elements must be a constant task and, ideally, all the pages on your online store should have the necessary resources to maximize their visibility and to get an optimal position in search engines, which, after all, represent the doors to the store for new customers.



Remember that you also have our **Online Marketing** service for your store, where we can work for you in terms of SEO and SEM strategies and other techniques designed to attract potential customers to your online store. Don't hesitate to ask us for more information about this.



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