

All-In-One-Designer SEO Handbook



Introduction

To increase the visibility of the e-store to potential buyers, there are some techniques that a website admin can implement through the admin panel to enhance its ranking in the search engine. In this book, we will discuss a set of tips necessary for optimizing the SEO (Search Engine Optimization) in Magento. This ensures that customers not only find your store on the first page of search engines but they also find the right pages too when they are searching for specific items. The systematic guide will make it very easy for you to understand and use SEO to reap maximum benefits for your website.

Why this e-book?

- ➔ The majority of search engines users are more likely to click on one of the top 5 suggestions in the results pages (SERPS), so to take advantage of this and gain visitors to your web site or customers to your online store you need to be in the top positions.
- ➔ SEO is not only about search engines but good SEO practices improve the user experience and usability of a web site.
- ➔ SEO is good for the social promotion of your web site. People who find your web site by searching Google or Yahoo are more likely to promote it on Facebook, Twitter, Google+ or other social media channels.
- ➔ SEO is important for the smooth running of a big web site. Web sites with more than one author can benefit from SEO in a direct and indirect way. Their direct benefit is increase in search engine traffic and their indirect benefit is having a common framework (checklists) to use before publishing content on the site.
- ➔ SEO can put you ahead of the competition. If two web sites are selling the same thing, the search engine optimized web site is more likely to have more customers and make more sales.

URL Rewrites

Why URL rewrites?

URL rewriters are used to extract the main idea of the web page content in its URL in order to clarify it for search engines and common people browsing your site. Converting SEO-unfriendly URLs into SEO-friendly URLs leads to higher rankings in search engines. Also such rewriting conveys clear and user friendly message for your customer.

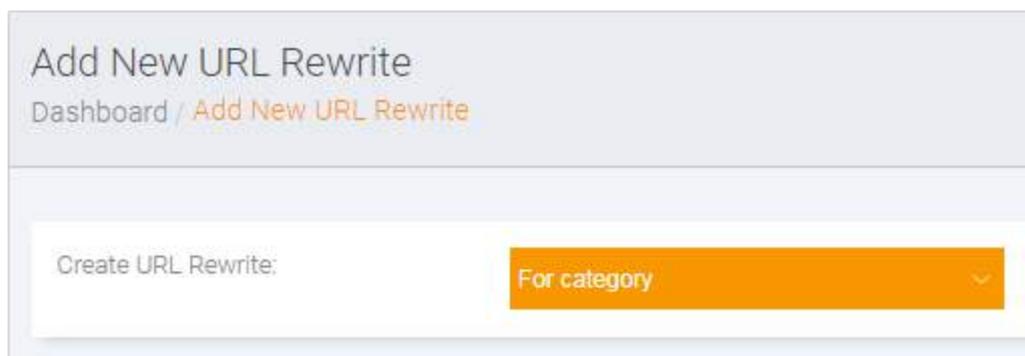
URL Rewrite Information	
Type *	Custom
Store *	French
ID Path *	62737700_1500991645
Request Path *	merchandize/caps/cap-463.html
Target Path *	merchandize/caps/cap-464.html
Redirect	Permanent (301)
Description	

How to set-up URL rewrites?

Just go to [Admin Panel > Catalog > URL Rewrite Management](#). Click on the Edit button or just on its row in the table. This will display several settings as shown in the image on the right.

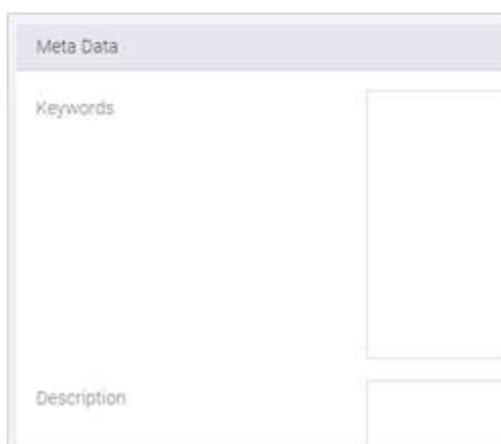
FIELD	DESCRIPTION
Type	Indicates the type of redirect to be made. The type cannot be changed after the redirect is created. Options include: Category, Product and Custom
Request Path	The URL of the page that is to be redirected. Depending on your configuration, the Request Path might include the .html suffix and category.
Target Path	The URL that points to the new or destination page. The Target Path can be a different CMS page, or the result of a search.
Redirect	<p>301 (permanent redirect) - it informs search engines that the URL was permanently removed and they should stop indexing old content.</p> <p>302 (temporary redirect) - it indicates temporary movements and it can be switched to the old content later.</p> <p>No Redirect – If a customer clicks the old URL, the browser shows the expected content and doesn't redirect him to the new URL.</p>
Description	To add some description or notes regarding the rewrite. This field is for reference and is not visible to customers.
Save	After making all the changes, don't forget to click the Save button.

You can also add new URL Rewrite by clicking the tab to the right side and follow the same process again.



Meta Tags

1. For CMS Pages



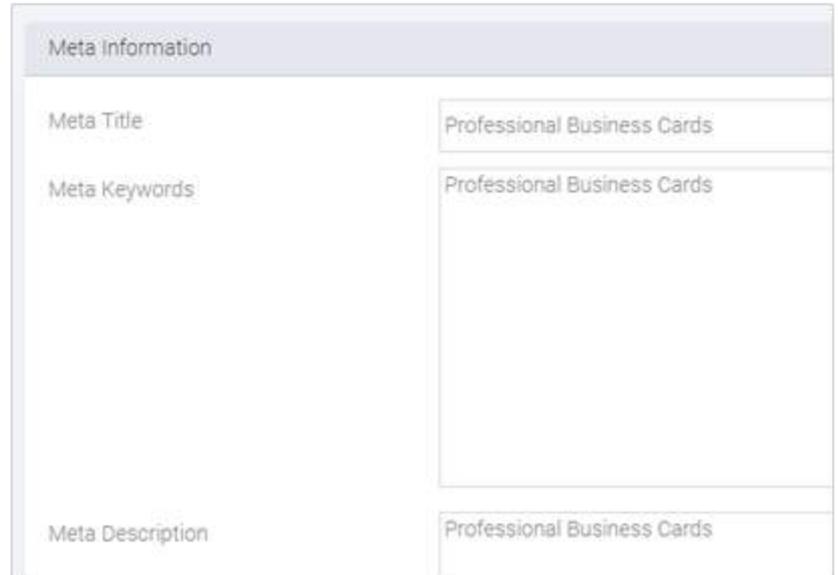
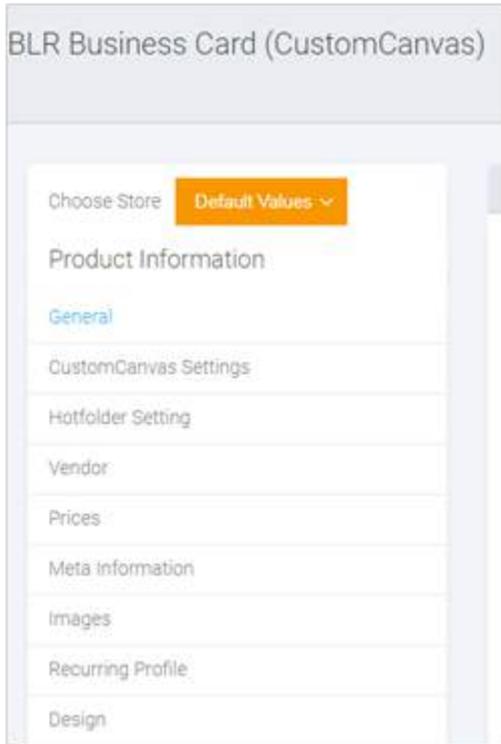
Once you've given each CMS page some decent content go to

[Admin Panel > CMS > Page > Select a Page or Click on Add new page > Meta Data](#)

FIELD	DESCRIPTION
Keywords	Meta keywords are words and phrases relevant to the product or page. You can keep them empty.
Description	Meta description is a short description of the product or page. Make sure it states what's in the page people are clicking towards, and that it gets their attention

2. For Products

When you add/edit any product from backend, you can put Meta title, Meta keywords and Meta description from 'Meta Information' tab in product edit page.



FIELD	DESCRIPTION
Meta Title	This gives each page a unique title which is displayed at the top bar of a browser. It is also used as the title on a search engine results page.
Meta Keywords	Meta keywords are words and phrases relevant to the product or page.
Meta Description	Meta description is a short description of the product or page.

Note : If Meta Title, Meta Keywords and Meta Description fields are empty for any product, then in frontend, the product's name is displayed as Meta Title & Meta Keywords, and product's description is displayed as Meta Description for the product.

3. For Category

Magento gives you the ability to add the name of categories to path for product URL's. Because Magento doesn't support this functionality very well – it creates duplicate content issues and hence it is always advisable to disable it. To do this, go to

[System > Configuration > Catalog > Search Engine Optimization > Use categories path for product URL > No.](#)

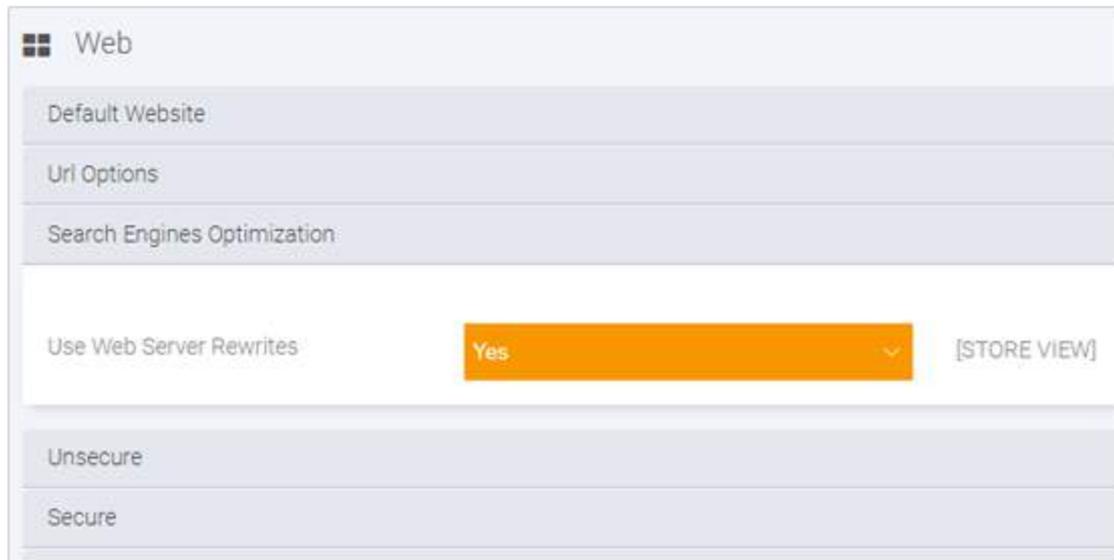
Now, to set the details for each category go to [Catalog > Manage Categories > Click on any Category](#)

FIELD	DESCRIPTION
Meta Description	Put an attractive description here; Keep in mind that people will see the description in the result listings of search engines.
Page Title	Keep this empty to use the category name including parents categories. When you customize it, the title will be exactly like your input, without the parent category.
URL Key	Try to keep a short but keyword rich URL. Removing stop words like “the”, “and”, “for” etc. is usually a good idea.

Try to keep a short but keyword rich URL. Removing stop words like “the”, “and”, “for” etc. is usually a good idea.

SEO friendly URLs

System > Configuration > General > Web > Search Engine Optimization > Yes



Web

Default Website

Uri Options

Search Engines Optimization

Use Web Server Rewrites **Yes** [STORE VIEW]

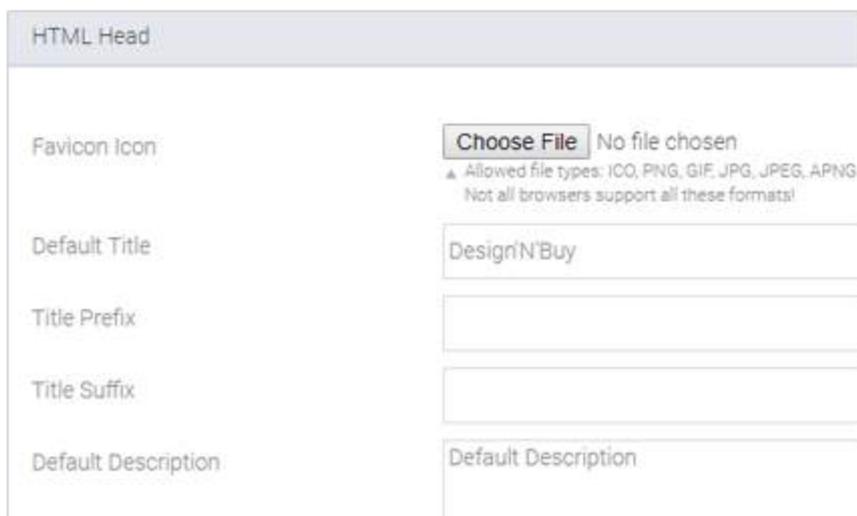
Unsecure

Secure

Your URLs are now SEO friendly.

Title Tag Prefix & Suffix

The Default Page icon, title, title prefix, title suffix, description and keywords can be set from : [Admin Panel > System > Configuration > General > Design > HTML Head](#)



HTML Head

Favicon Icon **Choose File** No file chosen
▲ Allowed file types: ICO, PNG, GIF, JPG, JPEG, APNG.
Not all browsers support all these formats!

Default Title DesignN'Buy

Title Prefix

Title Suffix

Default Description Default Description

Default Title
Magento Commerce

Default Description
Default Description

Default Keywords
Magento, Varien, E-commerce

Note : This is very useful. You might have often seen page title as 'Magento Commerce' even if your site has a different title and name e.g. in logout page. This is because the 'Default Title' from above settings is set as 'Magento Commerce'. You should change it to your site's name.

Suffix for Product and Category URLs

[Stores](#) > [configuration](#) > [Catalog](#) > [Search Engine Optimization](#)

Setting	Value	Scope
Autogenerated Site Map	Enable	[STORE VIEW]
Popular Search Terms	Enable	[STORE VIEW]
Product URL Suffix	.html	[STORE VIEW]
Category URL Suffix	.html	[STORE VIEW]
Use Categories Path for Product URLs	Yes	[STORE VIEW]
Create Permanent Redirect for URLs if URL Key Changed	Yes	[STORE VIEW]
Page Title Separator	-	[STORE VIEW]
Use Canonical Link Meta Tag For Categories	No	[STORE VIEW]
Use Canonical Link Meta Tag For Products	No	[STORE VIEW]

For removing, make these fields blank (remove .html from both fields) [Save Config](#) and [Reindex](#) and clear cache of your store. It's done.

Canonical tags for products and categories

Why Canonical tags?

It is very common for duplicate pages to be inadvertently created on websites, especially on ecommerce sites, but this could harm your Google rankings, which is where canonical tags come in. Canonical tags are used to solve duplicate content issues. In eCommerce canonical tags are mostly used to solve problems of duplicate product content and avoid indexing of filtered category pages. The good news is that canonical tags can be added to pages to tell Google which is the preferred page that you want to rank for.

How?

You can enable canonical for Catalogue or Product tags in [Admin Panel > System > Configuration > Catalogue / Product > Search Engine Optimization](#)

Search Engine Optimizations		
Autogenerated Site Map	Enable	[STORE VIEW]
Popular Search Terms	Enable	[STORE VIEW]
Product URL Suffix	.html	[STORE VIEW]
Category URL Suffix	.html	[STORE VIEW]
Use Categories Path for Product URLs	Yes	[STORE VIEW]
Create Permanent Redirect for URLs if URL Key Changed	Yes	[STORE VIEW]
Page Title Separator	-	[STORE VIEW]
Use Canonical Link Meta Tag For Categories	No	[STORE VIEW]
Use Canonical Link Meta Tag For Products	No	[STORE VIEW]

To index only pages that has a full category path:

- ➔ Set 'Use Canonical Link Meta Tag for Categories' to 'Yes'
- ➔ Set 'Use Canonical Link Meta Tag for Products' to 'No'

To index only product pages:

- ➔ Set 'Use Canonical Link Meta Tag for Categories' to 'No'
- ➔ Set 'Use Canonical Link Meta Tag for Products' to 'Yes'

When complete, click the 'Save Config' button.

Category Path in Product URLs

These category paths are good for indexing and clearly show the logic of store navigation. There are a few scenarios of using this setting in combination with canonical tags:

- ➔ You can choose not to add a category path to a product URL. In this case there won't be any threats of potential duplicates.
- ➔ If you add category paths to product pages addresses and don't enable canonicals, you might face duplicate content issues.
- ➔ If both category paths and product canonicals are enabled, each product page will have a canonical pointing to itself without any category indication. Concurrently, each product URL will have a category path in its address and be accessible from all the categories you've added it to.

Control of Site Indexing

1. Robots.txt

Why?

Robots.txt will help prevent duplicate content issue, one of the primary things for SEO success. It also helps you to hide technical details about your site i.e. Error logs, SVN files, wanted directories etc. Since, these are prevented by Robots.txt you are left with clean URLs to be indexed in search engines.

How to setup?

- ➔ Download the robots.txt file first (there are a lot of sources available). Even creating Robots.txt is super simple since it's nothing but a text file and can be created using any text editors like dream weaver, notepad, vim or your favourite code editor.
- ➔ Once you have created Robots.txt file it is supposed to reside at root of your site. For an example if your store domain is www.mystore.com you should put robots.txt file under the domain root where you also have app directory. So it sits and accessed like www.mystore.com/robots.txt. Please note that many search engines look for Robots.txt file directly under your store root and not under a directory. So keeping this file under any directory, sub-directory is not wise.

2. Meta robots.txt

The Meta Robots.txt Extension provides the ability to set Meta robots.txt values for any URL, module, controller, action or parameter. For many browse pages in Magento like heckout, customer account, or pages with parameters (like filtered category), you may not want a search engine to index them.



But you would still want search engines to follow links to category, product pages.

COMBINATION	DESCRIPTION
INDEX, FOLLOW	Means that you “tell” search engine robots.txt to index the certain site content and then come back and check for changes later.
NOINDEX, FOLLOW	Means that you “tell” search engine robots not to index the certain site content, but come back and check for changes later.
INDEX, NOFOLLOW	Means that you “tell” search engine robots to index the certain site content only once and don’t come back and check for changes later.
NOINDEX, NOFOLLOW	Means that you “tell” search engine robots not to index the certain site content and don’t come back and check for changes later.

XML Site Map

To add a new sitemap, you will first need to create a /sitemap directory in your web root directory with writable permissions so that you can generate and save to that location. (<http://www.example.co.in/sitemap/sitemap.xml> or similar)

" data-bbox="42 252 529 409"/>

Then go to
[Catalog > Google Sitemap > Add Sitemap](#)

FIELD	DESCRIPTION
Filename	Enter: 'sitemap.xml'
Path	Enter the path to a writable location on your server. <ul style="list-style-type: none">• To put the sitemap in a folder, enter the path to the folder: /sitemaps• To put the sitemap at the base path of your store, enter a forward slash: /
Store View	Set Store View to the view where the sitemap will be used.
Save and Generate	Click to save and publish the Sitemap

To 'refresh' your sitemap at regular intervals, go to [System > Configuration > Catalog > Google Sitemap > Generation Settings](#). Set to **yes** and create in the early hours of the morning.

To provide your sitemap to the search engines, you can link to it from your robots.txt file, which you should find in your web root directory (e.g. <http://www.example.co.nz/robots.txt>).

You should also register your sitemap manually with the Google and Microsoft:

Google Webmaster Tools: <https://www.google.com/webmasters/tools/>

Bing Webmaster Tools: <http://www.bing.com/webmaster/>

Other SEO aspects

1. Micro Data or Rich Snippets

Why?

- ➔ Quicker Website Indexation
- ➔ CTR (Click Through Rate) Increase
- ➔ Standout in Organic Search
- ➔ More Qualified Traffic
- ➔ Rank Higher in Search Results
- ➔ Lower Bounce Rate

How?

You will probably need to use an extension module. There are lots of options for the Rich Snippets but below are the most important ones:

Organizations	URL + name + logo
Description	The main information about the product
Breadcrumbs	Navigation path
SKU	The unique identifier of the product
Brand	The product's producer
Reviews	Rating + number of reviews
Product	Price + availability + currency

You can see the use of these rich snippets in the example below:

Sony Xperia Z2 - Full phone specifications - GSMarena.c...
www.gsmarena.com/sony_xperia_z2-6144.php ▾
Sony Xperia Z2 Android smartphone. Announced 2014, February. Features 3G, 5.2" IPS LCD capacitive touchscreen, 20.7 MP camera, Wi-Fi, GPS, Bluetooth.
[Pictures](#) - [Sony Xperia Z2 review: Action ...](#) - [360° view](#) - [LG G3 vs. Sony Xperia Z2](#)

Before

After

Sony Xperia Z2 - PriceRunner
www.pricerunner.se › [Telefoni](#) › [Mobiltelefoner](#) ▾
★★★★★ Rating: 4.4 - 959 votes - SEK2,995.00
Jämför priser på **Sony Xperia Z2**, läs recensioner om Mobiltelefoner. Använd vår tjänst för att göra det bästa köpet av **Sony Xperia Z2**.

2. Google Analytics

Google Analytics is a free Google service which allows the webmasters and web site administrators to monitor their web sites' traffic and conversion ratio. Magento supports two types of tracking:

Page View Tracking

Lists the origin from which your web store visitors linked to your store.

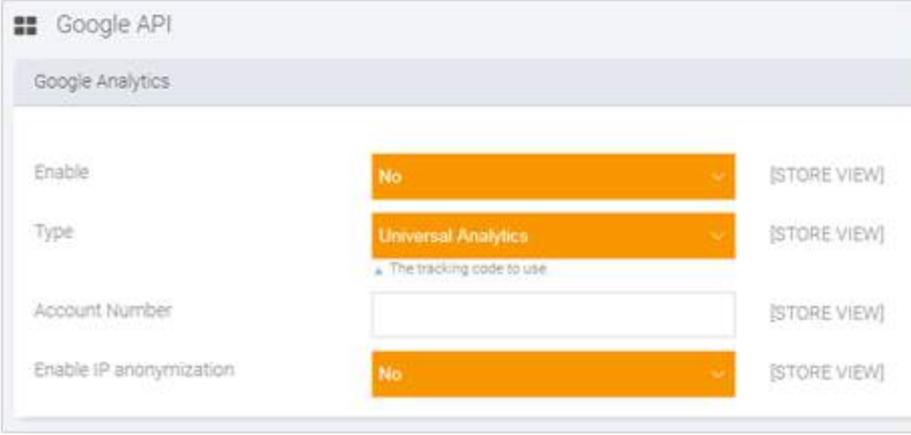
E-commerce Tracking

Lists the customers that make purchases and what they buy.

First you need to sign up at http://www.google.com/analytics/sign_up.html.

You will receive a Google Analytics account number. Write it down since you will need it for the Magento configuration.

[System](#) > [Configuration](#) > [Sales](#) > [Google API](#) and expand the Google Analytics section.

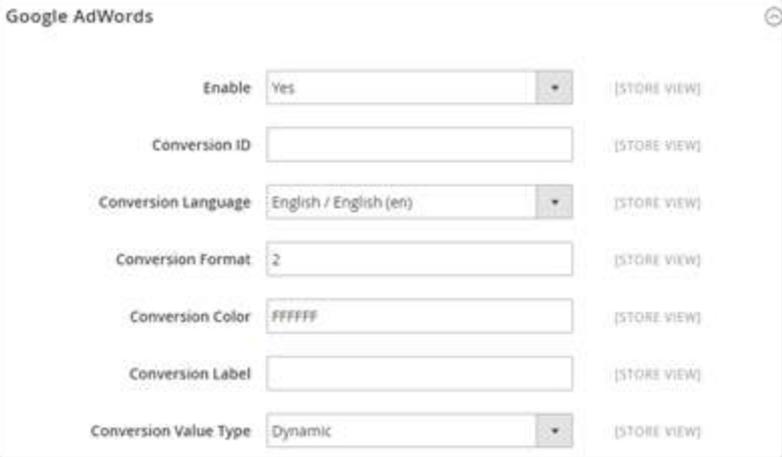


Google API		
Google Analytics		
Enable	No	[STORE VIEW]
Type	Universal Analytics	[STORE VIEW]
Account Number	<input type="text"/>	[STORE VIEW]
Enable IP anonymization	No	[STORE VIEW]

Pick the **Yes** option from the **Enable** drop-down menu. Enter the Google Analytics account number in the **Account number** field and click on the **Save Config** button. The Google Analytics code is now added to your site.

3. Google Adwords

If you use Google Adwords advertising for your Magento web store, you will probably need to use an extension module because Magento doesn't have functionality for tracking Adwords conversion. For that you first need to access the Google website, and create your own new account on Google Adwords.



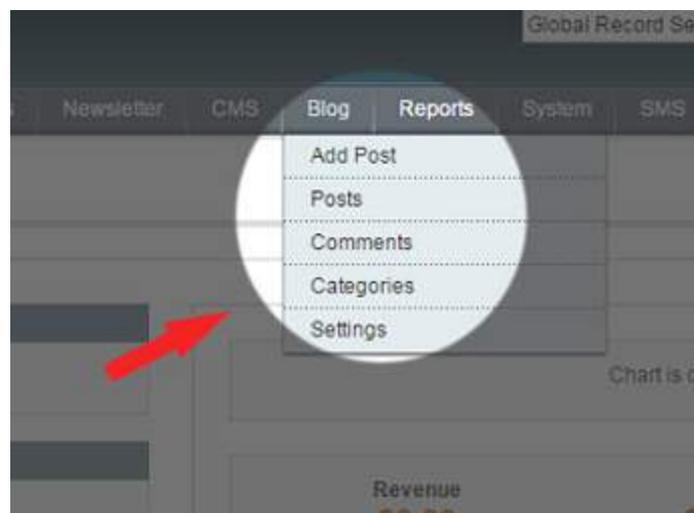
Google AdWords		
Enable	Yes	[STORE VIEW]
Conversion ID	<input type="text"/>	[STORE VIEW]
Conversion Language	English / English (en)	[STORE VIEW]
Conversion Format	2	[STORE VIEW]
Conversion Color	FFFFFF	[STORE VIEW]
Conversion Label	<input type="text"/>	[STORE VIEW]
Conversion Value Type	Dynamic	[STORE VIEW]

[Admin Panel](#) > [Stores](#) > [Settings](#) > [Configuration](#) > [Sales](#) > [Google API](#) > [Google Adwords](#)

FIELD	DESCRIPTION
Enable	Enable by choosing Yes
Conversion ID	Fill your Google Adwords ID
Conversion Language	Choose the language that is defined in your Google Adwords script.
Conversion Format	Fill the number that is taken from your Google AdWords script.
Conversion Color	Fill the hexa-decimal value from your Google AdWords script.
Conversion Label	Fill the text string from your Google AdWords script.
Conversion Value	Set to a dynamic variable based on the Total Cost of sales.

4. Blog

Magento eCommerce Blog functionality is not included by default. However, it is very easy to setup a blog in Magento store. You will need to use a custom Magento module for it. You can find many modules that will adequately suit your needs. After the successful installation, you will find blog section in the top menu of Magento Admin Panel. From there you can quickly adjust the newly installed blog settings, add blog posts, manage blog's content, etc.



Questions?

Your print storefront deserves all the queries related to success of your web-to-print business be addressed. We've got a team of friendly e-commerce experts ready to answer them! We love to help you grow your business. Happy to be a resource.

Email

inquiry@designnbuy.com

Visit

www.designnbuy.com

Contact

+1-347-647-9799

Know More...

Now that you have gained insights about setting up the SEO of your storefront, you can learn about the [Promotions](#) of the storefront in the next e-book of this series from our website.

You can even learn about the Web-to-Print from the links below:

- ➡ [A Guide for Promoting Your Online Printing Business](#)
- ➡ [Tips for On-boarding customers at your Web-to-Print store](#)
- ➡ [Printed Promotional Products Industry in detail](#)
- ➡ [How to increase average order value on your print storefront? \(Webinar\)](#)
- ➡ [Turn your one-time-only customer to lifetime fans, tips from experts](#)
- ➡ [Success Secrets of Online Printing Businesses](#)