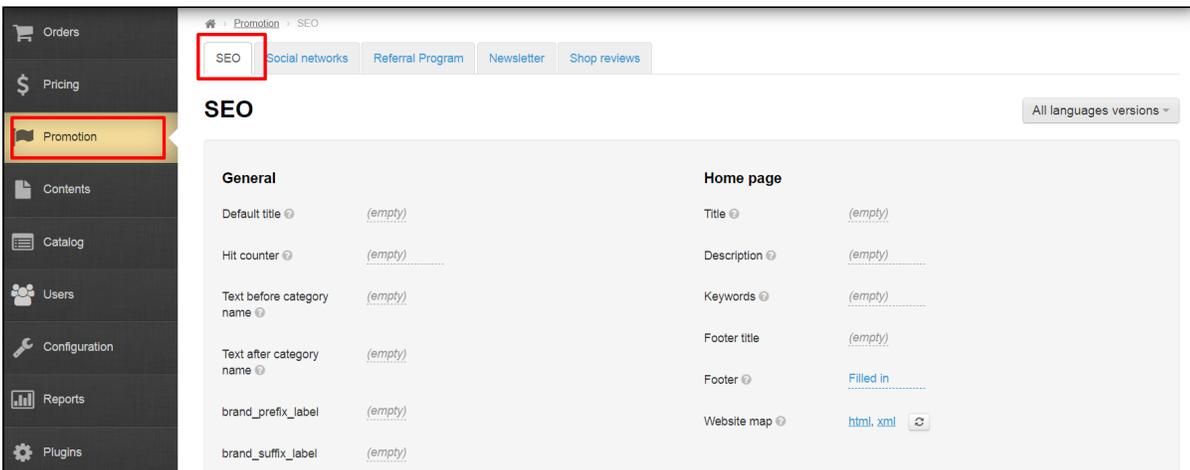


SEO



- What goals performs
- Operation with language versions ("Multilingualism" module)
- General
 - Default title
 - Web counter
 - Text before/after category, brand and vendor name
- Home page: settings and optimization
 - Page title
 - Description
 - Keywords
 - Footer title and Footer text
 - Website map (generated automatically)
- Configure indexing by search engines

Location in admin panel: Promotion > SEO



What goals performs

This section is used for setting up search engine optimization (SEO) throughout the site. Settings of home page and the rest are made separately. You can also set parameters for indexing pages and sections of the site, set web counter, attach sitemap.

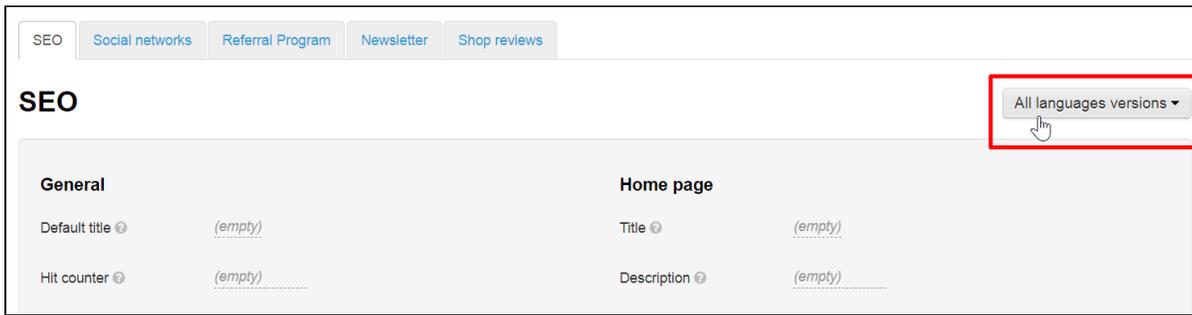
Operation with language versions ("Multilingualism" module)

Setting can be done for all language versions of website separately.

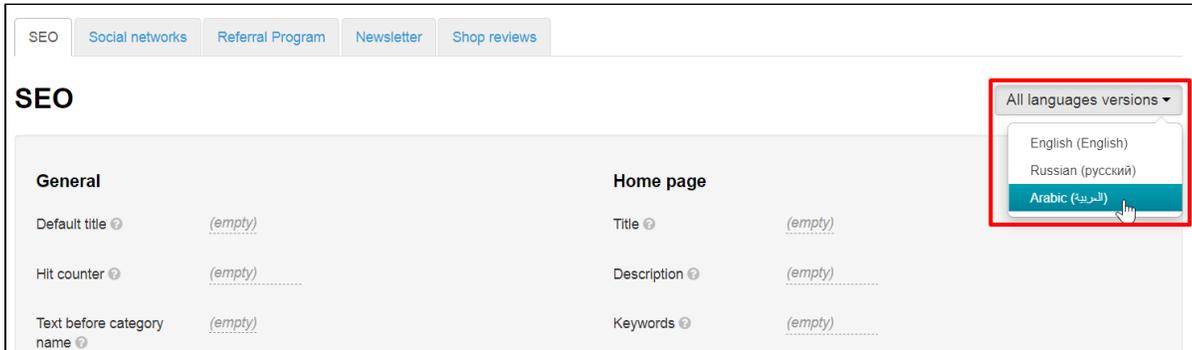
Важно

Language version is switched using "Multilingualism" module.

Click drop-down list of available languages (on the right) to change language version:

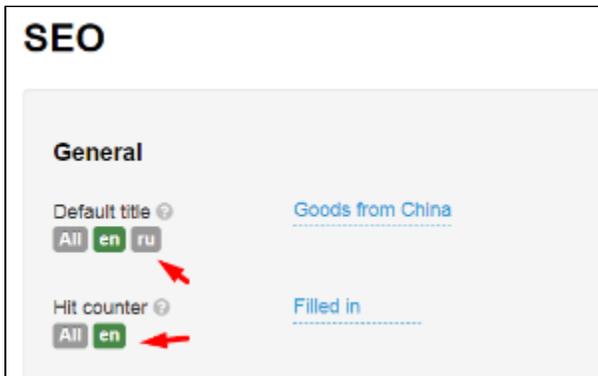


Select necessary language version by mouse click.



Select "All language versions" if there is no need to configure SEO for each language of website separately.

There is an indication under each setting which language version is currently being corrected (indicated in green), and also indicated which versions are already filled in (all tiles are gray and green).



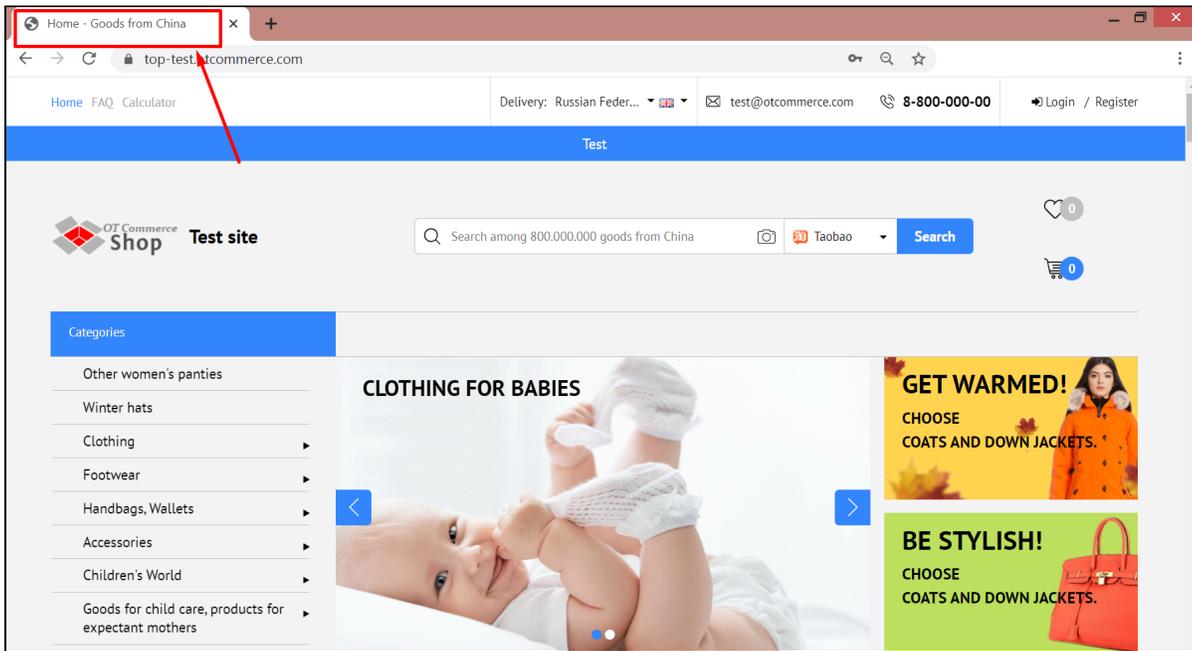
General

Default title

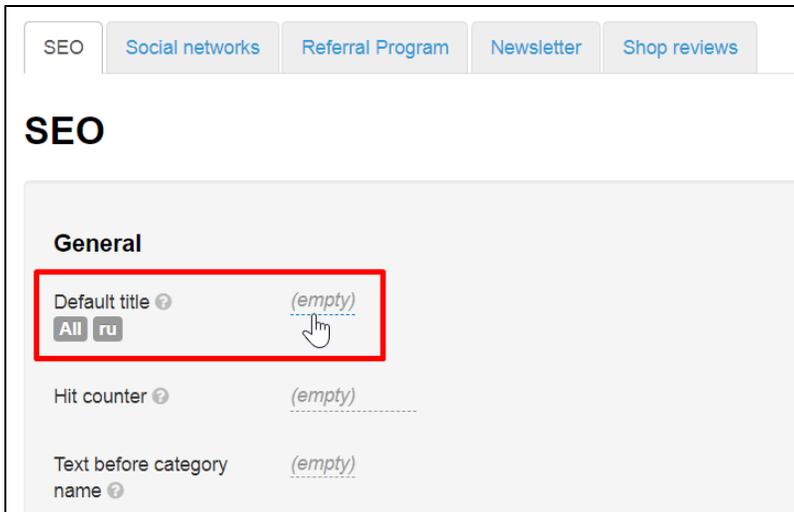
Title — a page title which is important to both search engine spiders and your potential customers.

Default title is displayed in page header if title is not specified in other settings. This title is used for all pages. You can set separate title for home page.

Below you will find different options for setting titles for different pages.



Set default title. Find "Default Title" phrase on the page and click "empty" next to it (you will see it if title was already set).



Enter necessary title from keyboard in "Default title" field.

SEO Social networks Referral Program Newsletter Shop reviews

SEO

General

Default title ? ✓ ✕

All ru

Hit counter ? *(empty)*

Text before category name ? *(empty)*

Save choice clicking check-marked button:

SEO Social networks Referral Program Newsletter Shop reviews

SEO

General

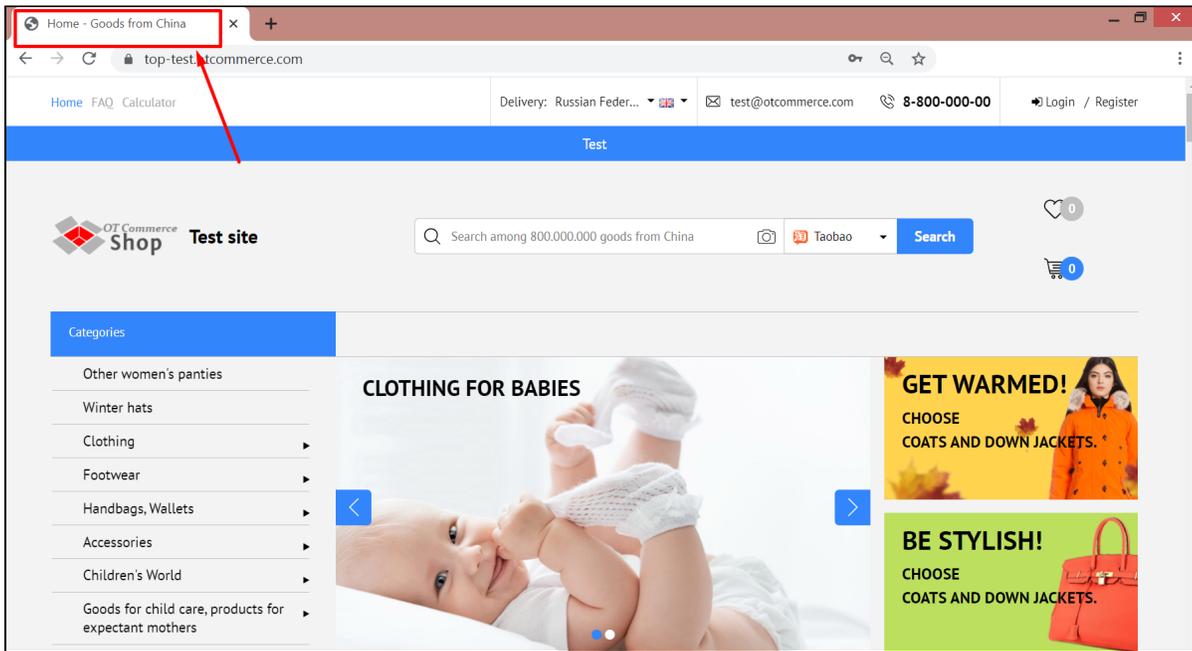
Default title ? ✓ ✕

All ru

Hit counter ? *(empty)*

Text before category name ? *(empty)*

All pages without individual titles will have this title after saving.



Web counter

It is set to keep track of visitors' number on your site, as well as to show site traffic to other users.

Visibility of web counter depends on service settings providing the code.

Visible counter is located in site footer right after "Sitemap" link:



Its appearance totally depends on what service you use when creating it.

Counter won't be visible in website "Footer" if you chose a hidden counter.

It's necessary to add counter code to start collecting statistics on your website. Click "Empty" next to "Hit counter".

SEO

General

Default title ? [Goods from China](#)

All en ru

Hit counter ? [\(empty\)](#)

All ru

Text before category [\(empty\)](#)

name ?

All ru

Add counter code in the field (add new counter by placing cursor on a new line using Enter key on your keyboard if there are several counters):

SEO

General

Default title ? [Goods from China](#)

All en ru

Hit counter ?

All ru

```
<a href="http://www.test.ru"
target="_blank"></a>
```



Text before category [\(empty\)](#)

name ?

All ru

Save choice clicking check-marked button:

SEO

General

Default title ? [Goods from China](#)
All en ru

Hit counter ?
All ru

```
<a href="http://www.test.ru" target="_blank"></a>
```

Text before category name ? *(empty)*
All ru



Counter will appear in website footer after saving.

Text before/after category, brand and vendor name

To match category name in catalog to search query you can add additional words to the title that will not interfere with your customers but improve website position in search engines. For example, "Women's Shoes" category. You can make a query like this: "Buy cheap women's shoes in China" by adding keywords for search engine before and after category name. You can do the same for brand and seller pages.

SEO

General

Default title ? [Goods from China](#)
All en ru

Hit counter ? *Filled in*
All ru

Text before category name ? [Buy](#)
All ru

Text after category name ? [cheap](#)
All ru

Text before brand name [Buy](#)
All ru

Text after brand name [Originals](#)
All ru

Text before seller name ? [Buy directly](#)
All ru

Text after seller name ? [fast](#)
All ru

Home page

Title ? *(empty)*

Description ? *(empty)*

Keywords ? *(empty)*

Footer title *(empty)*

Footer ? *(empty)*

Website map ? [html.xml](#)

Add text **BEFORE** category, brand or vendor's name. Click "empty" next to selected setting. Let's look at categories as an example.

SEO

General

Default title ? [Goods from China](#)
All en ru

Hit counter ? *Filled in*
All ru

Text before category name ? *(empty)*
All ru

Text after category name ? *(empty)*
All ru

Write text we want to see on website tab + in search engine.

SEO

General

Default title ? [Goods from China](#)
All en ru

Hit counter ? *Filled in*
All ru

Text before category name ?
All ru

Text after category name ? *(empty)*
All ru

Save text clicking check-marked button:

SEO

General

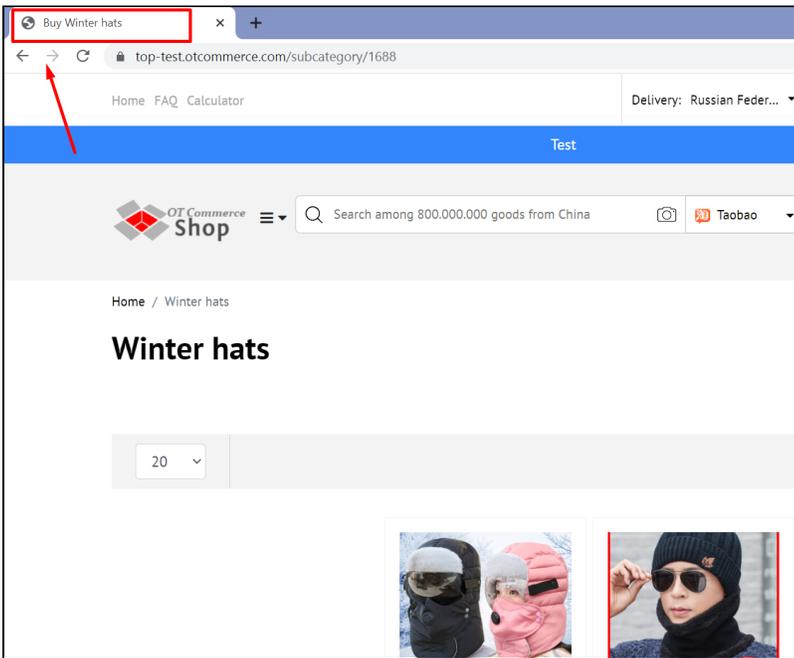
Default title ? [Goods from China](#)
All en ru

Hit counter ? *Filled in*
All ru

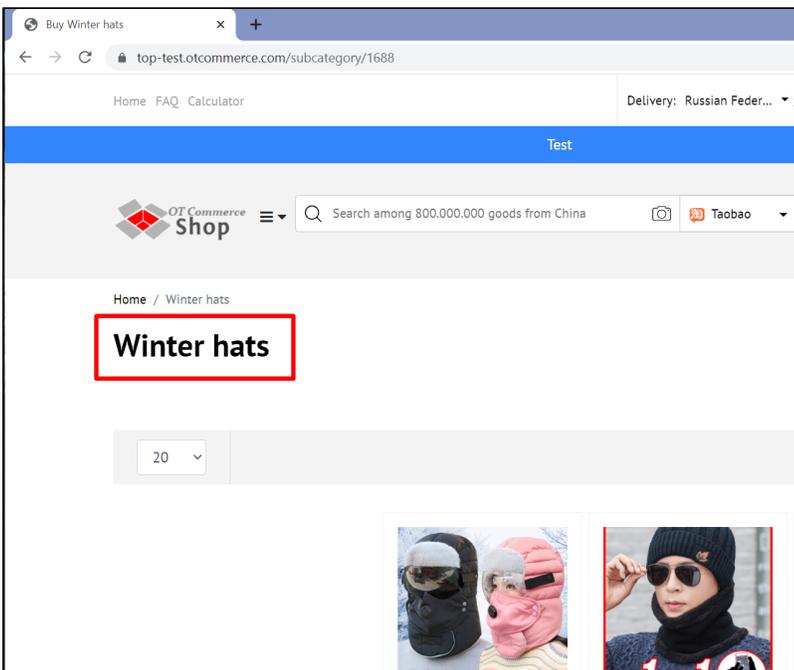
Text before category name ?
All ru

Text after category name ? *(empty)*
All ru

Changes will take effect immediately after saving. Added text will be shown in browser tab next to category name:



In this case, category name, brand and / or seller won't change on website:



Text **AFTER** category, brand and / or vendor name work in a similar way. Click "empty" next to selected setting.

SEO

General

Default title ? [Goods from China](#)
All en ru

Hit counter ? *Filled in*
All ru

Text before category name ? [Buy](#)
All ru

Text after category name ? *(empty)*
All ru

Write text we want to see on website tab + in search engine.

SEO

General

Default title ? [Goods from China](#)
All en ru

Hit counter ? *Filled in*
All ru

Text before category name ? [Buy](#)
All ru

Text after category name ? ✓ ✕
All ru

Save text clicking check-marked button:

SEO

General

Default title ? [Goods from China](#)

All en ru

Hit counter ? [Filled in](#)

All ru

Text before category [Buy](#)

name ?

All ru

Text after category

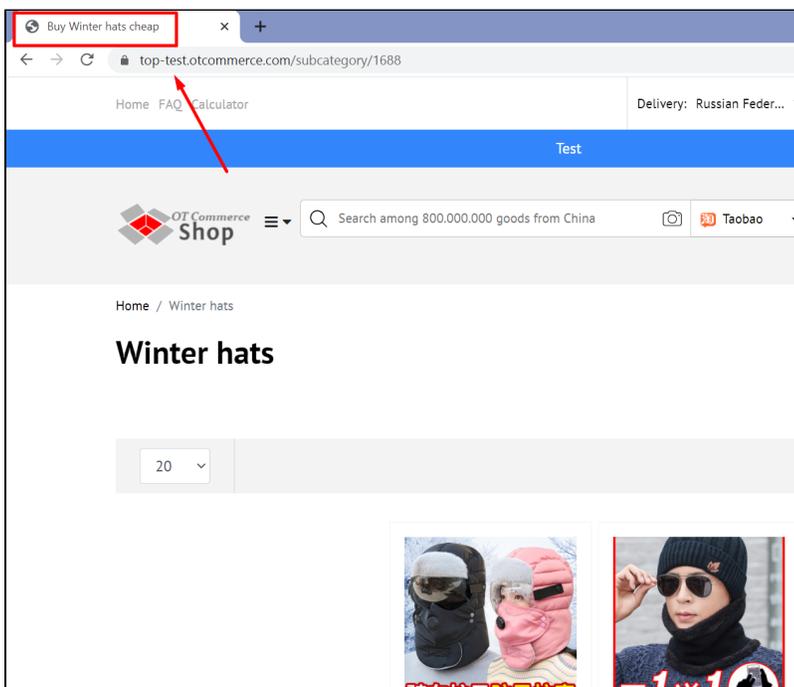
cheap



name ?

All ru

Changes will appear on the site immediately after saving.



Similarly add Text BEFORE and AFTER brand name and vendor's name.

SEO

General

Default title ? [Goods from China](#)
All en ru

Hit counter ? [Filled in](#)
All ru

Text before category name ? [Buy](#)
All ru

Text after category name ? [cheap](#)
All ru

Text before brand name [Buy](#)
All ru

Text after brand name [Originals](#)
All ru

Text before seller name ? [Buy directly](#)
All ru

Text after seller name ? [fast](#)
All ru

Home page: settings and optimization

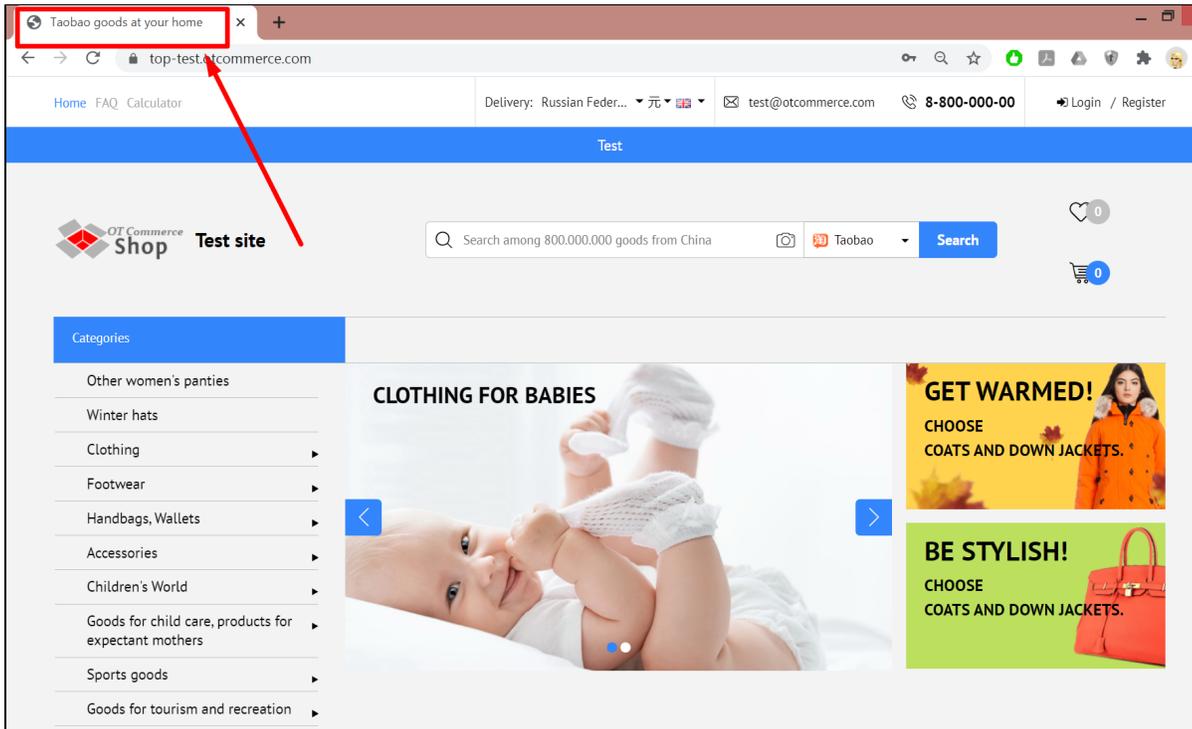
The screenshot shows the 'Home page' settings section within the 'SEO' configuration interface. The 'Home page' section is highlighted with a red border and contains the following settings:

- Title ? [\(empty\)](#)
- Description ? [\(empty\)](#)
- Keywords ? [\(empty\)](#)
- Footer title [\(empty\)](#)
- Footer ? [\(empty\)](#)
- Website map ? [html, xml](#) [↻](#)

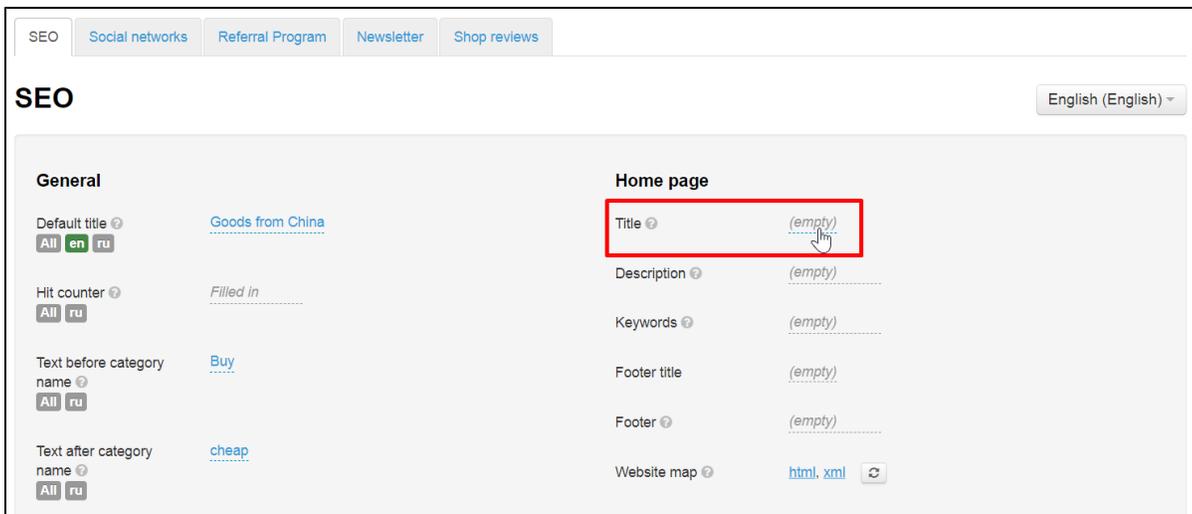
The interface also shows a sidebar with navigation options: Orders, Pricing, Promotion (selected), Contents, Catalog, Users, Configuration, Reports, and Plugins. The main content area is titled 'SEO' and includes tabs for 'SEO', 'Social networks', 'Referral Program', 'Newsletter', and 'Shop reviews'. The 'General' settings section is visible below the 'Home page' section, showing various text fields and language selection options.

Page title

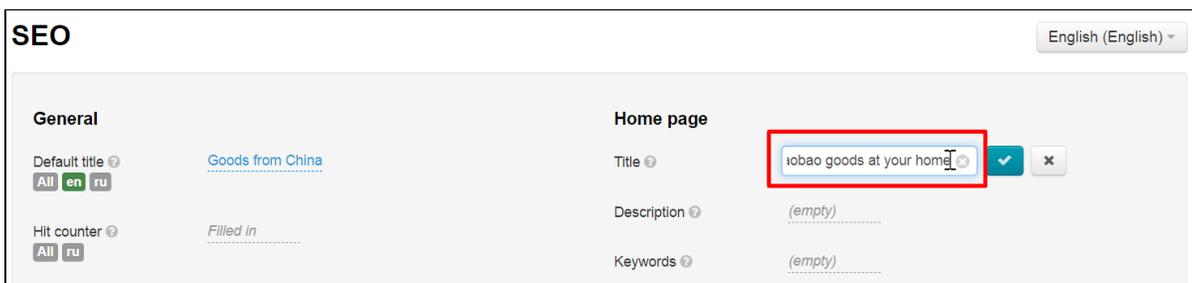
Title text is important for search engines, therefore, it's important to write search phrase (or word) into this field instead of obvious "Home page" name. This title participates in Google or Yandex search systems as well as displays on browser tab (section title and menu is unchanged):



Click "empty" next to Title on SEO -> Home page block.



Write title for home page of your website in the field:



Save choice clicking check-marked button:

SEO English (English) ▾

General

Default title ⓘ [Goods from China](#)
All en ru

Hit counter ⓘ *Filled in*
All ru

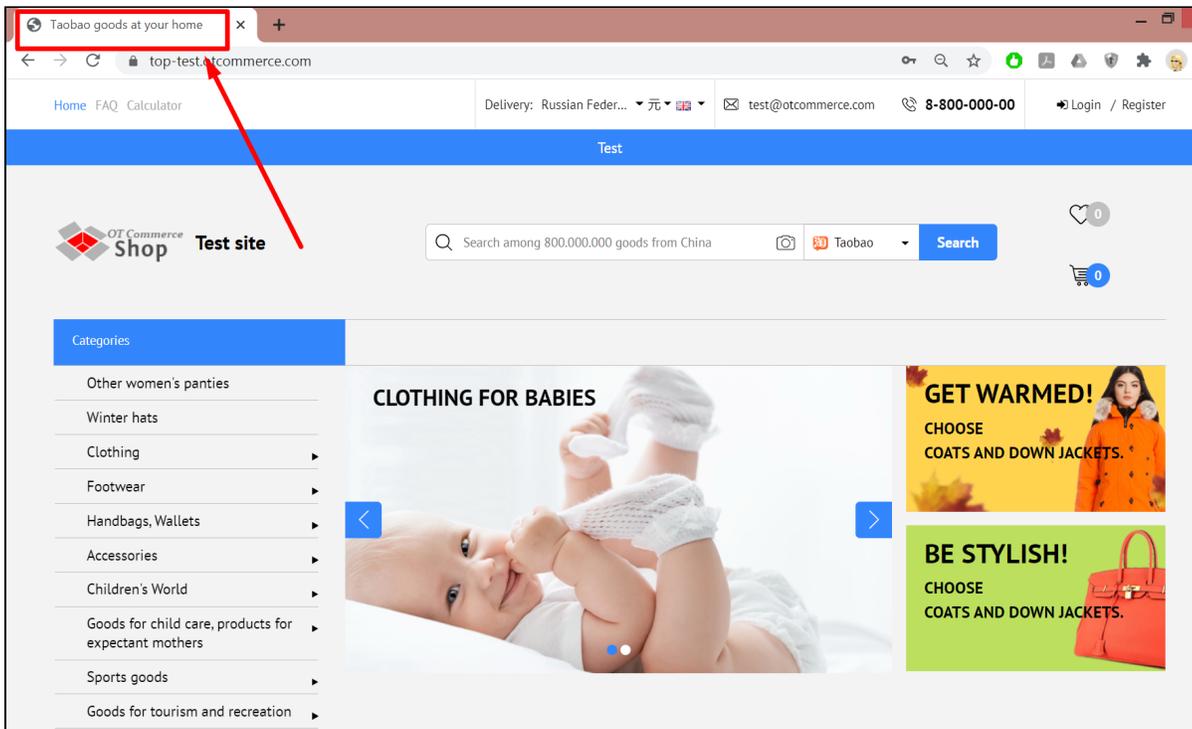
Home page

Title ⓘ Taobao goods at your home ✓

Description ⓘ *(empty)*

Keywords ⓘ *(empty)*

Changes will appear on the site immediately after saving.



Description

This is a promotion text that describes a specific page. Text should be unique and contain the most complete (but brief!) information about page content. You can learn more how to make such promotional text in official article in Google: https://developers.google.com/search/docs/advanced/appearance/good-titles-snippets?rd=2&visit_id=637461796650699356-4061177346#writetooddescriptions

Click "empty" next to Description on SEO -> Home page block.

Promotion > SEO

SEO Social networks Referral Program Newsletter Shop reviews

SEO English (English) ▾

General

Default title ⓘ [Goods from China](#)
All en ru

Hit counter ⓘ *Filled in*
All ru

Home page

Title ⓘ [Taobao goods at your home](#)

Description ⓘ *(empty)*

Keywords ⓘ *(empty)*

Write description for home page of your website in the field:

SEO English (English) ▾

General

Default title ? [Goods from China](#)
All en ru

Hit counter ? [Filled in](#)
All ru

Text before category name ? [Buy](#)
All ru

Text after category name ? [cheap](#)
All ru

Home page

Title ? [Taobao goods at your home](#)

Description ?

Taobao English version helps non-Chinese customers buy from China and deliver products worldwide

Keywords ? [\(empty\)](#)

Save choice clicking check-marked button:

SEO English (English) ▾

General

Default title ? [Goods from China](#)
All en ru

Hit counter ? [Filled in](#)
All ru

Text before category name ? [Buy](#)
All ru

Text after category name ? [cheap](#)
All ru

Home page

Title ? [Taobao goods at your home](#)

Description ?

Taobao English version helps non-Chinese customers buy from China and deliver products worldwide

Keywords ? [\(empty\)](#)

Changes will appear on the site immediately after saving.

Keywords

This field contains search queries (words and phrases) by which future buyers will search for this section (through Google or Yandex search engines)

Select "Keywords" section in "Home page" block and click "empty" to add keywords.

SEO Social networks Referral Program Newsletter Shop reviews English (English) ▾

General

Default title ? [Goods from China](#)
All en ru

Hit counter ? [Filled in](#)
All ru

Text before category name ? [Buy](#)
All ru

Text after category name ? [cheap](#)
All ru

Home page

Title ? [Taobao goods at your home](#)

Description ? [Taobao Eng...](#)

Keywords ?

(empty)

Footer title ? [\(empty\)](#)

Footer ? [\(empty\)](#)

Website map ? [html.xml](#) ↻

Write keywords for the home page of your site separated by commas in the field:

SEO English (English) ▾

General

Default title [Goods from China](#)
All en ru

Hit counter [Filled in](#)
All ru

Text before category name [Buy](#)
All ru

Text after category name [cheap](#)
All ru

Home page

Title [Taobao goods at your home](#)

Description [Taobao Eng...](#)

Keywords ✓ ✕

Save choice clicking check-marked button:

SEO English (English) ▾

General

Default title [Goods from China](#)
All en ru

Hit counter [Filled in](#)
All ru

Text before category name [Buy](#)
All ru

Text after category name [cheap](#)
All ru

Home page

Title [Taobao goods at your home](#)

Description [Taobao Eng...](#)

Keywords ✓ ✕

Changes will appear on the site immediately after saving.

Footer title and Footer text

You must have text with keywords on the home page of website for search engine promotion.

- Footer title block is used to set title for the text is site footer .
- "Footer" block is used to add text to site footer. This is where search text is inserted with highlighted keywords, links and more.

Home [FAQ](#) [Calculator](#) Delivery: Russian Feder... 元 元 元 test@otcommerce.com 8-800-000-00 Login / Register

THE BIGGEST SALE OF THE YEAR! OUR ONLINE STORE OPENED AND WAITS FOR CUSTOMERS! RECOMMENDED VENDORS AND BRANDS. HOW TO FIND OUT DELIVERY PRICE FOR YOUR ORDER? GIVE US SOME FEEDBACK ON OUR WORK!

The best Taobao agent

As a professional Taobao agent, we help you buy all kinds of products offered at incredibly low price from China's biggest domestic online shopping website. We are your **Taobao agent** who can find, purchase, check and deliver the items from Taobao.com. Our offer includes sourcing, buying and international **shipping from China**.

CONTACTS **SUPPORT SERVICE** **SERVICE CENTER** **ABOUT COMPANY** **WE IN SOCIAL NETWORKS**

Help User agreement Contacts
 Sizes guide Privacy Policy About us

ВКонтакте Facebook
 Одноклассники Twitter

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Add footer title for a text first. Click "empty" next to "Footer title".

SEO [Social networks](#) [Referral Program](#) [Newsletter](#) [Shop reviews](#) English (English)

SEO

General

Default title [Goods from China](#)
All en ru

Hit counter [Filled in](#)
All ru

Text before category name [Buy](#)
All ru

Text after category name [cheap](#)
All ru

Home page

Title [Taobao goods at your home](#)

Description [Taobao Eng...](#)

Keywords [buy from chi...](#)

Footer title [\(empty\)](#)

Footer [\(empty\)](#)

Website map [html, xml](#) ↻

Write title in the field.

SEO English (English)

General

Default title [Goods from China](#)
All en ru

Hit counter [Filled in](#)
All ru

Text before category name [Buy](#)
All ru

Text after category name [cheap](#)
All ru

Home page

Title [Taobao goods at your home](#)

Description [Taobao Eng...](#)

Keywords [buy from chi...](#)

Footer title

Footer [\(empty\)](#)

Website map [html, xml](#) ↻

Save title clicking check-marked button:

The screenshot shows the 'SEO' settings page with two columns: 'General' and 'Home page'. In the 'Home page' column, the 'Footer title' field is set to 'The best Taobao agent'. To the right of this field is a small blue button with a white checkmark, which is highlighted by a red rectangular box. Other fields include 'Default title' (Goods from China), 'Hit counter' (Filled in), 'Text before category name' (Buy), 'Text after category name' (cheap), 'Title' (Taobao goods at your home), 'Description' (Taobao Eng...), 'Keywords' (buy from chi...), and 'Website map' (html, xml).

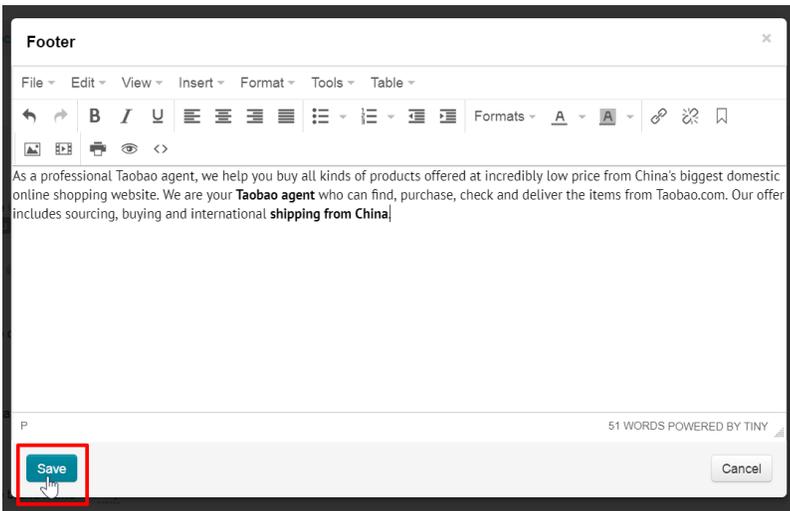
Add promotion text after that. Click "empty" next to "Footer".

This screenshot shows the same 'SEO' settings page. The 'Footer' field in the 'Home page' column is now highlighted with a red box and contains the text '(empty)'. The 'Footer title' field remains 'The best Taobao agent'. The rest of the page content is identical to the previous screenshot.

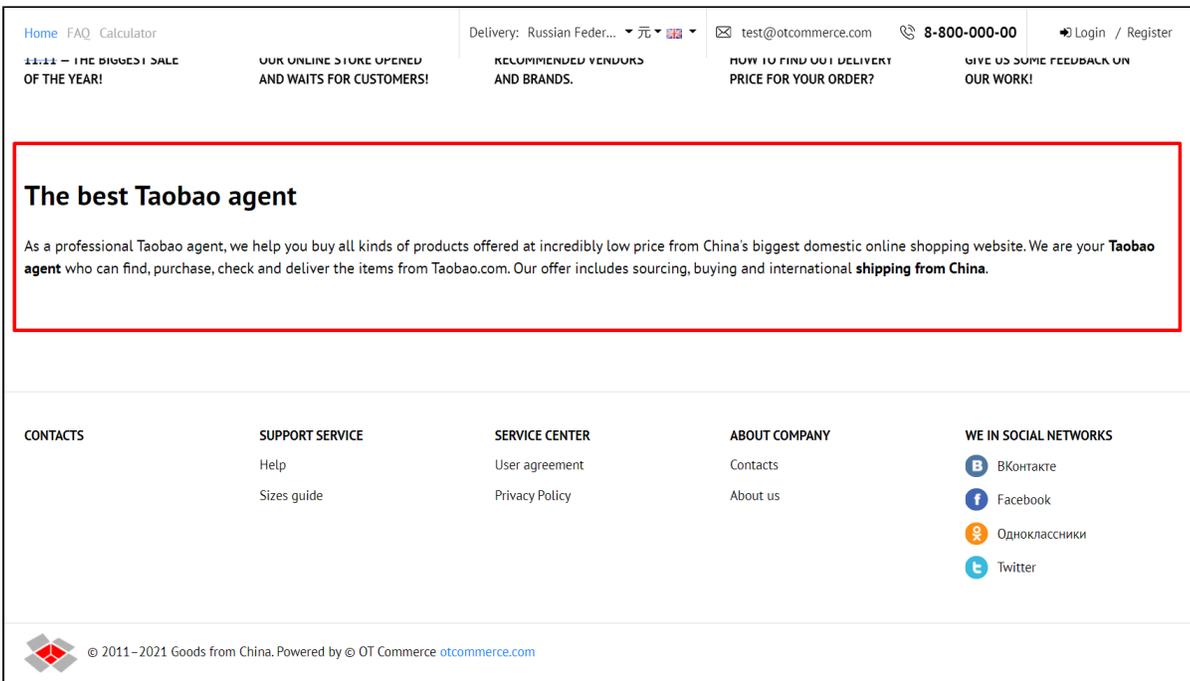
Window for entering text will open. Editing tools are similar to MS Word. Write text for promotion here.

The screenshot shows a text editor window titled 'Footer'. It has a menu bar (File, Edit, View, Insert, Format, Tools, Table) and a toolbar with various editing tools. The text area contains the following text: "As a professional Taobao agent, we help you buy all kinds of products offered at incredibly low price from China's biggest domestic online shopping website. We are your Taobao agent who can find, purchase, check and deliver the items from Taobao.com. Our offer includes sourcing, buying and international shipping from China". At the bottom of the window, there is a 'Save' button on the left and a 'Cancel' button on the right. The status bar at the bottom indicates '51 WORDS POWERED BY TINY'.

Click "Save" button when text is ready.



Text will be displayed in site footer on the home page of website after blocks with banners and news.



Website map (generated automatically)

Websitemap is necessary for quick indexing of pages of your site by search engines. You can view sitemap in html or xml format:

Orders
Pricing
Promotion
Contents
Catalog
Users
Configuration
Reports
Plugins

Promotion > SEO

SEO Social networks Referral Program Newsletter Shop reviews

SEO

General	Home page
Default title ? All en ru Goods from China	Title ? All en ru Taobao goods at your home
Hit counter ? All ru (empty)	Description ? All en ru Taobao Eng...
Text before category name ? All en ru Buy	Keywords ? All en ru buy from chi...
Text after category name ? All en ru cheap	Footer title All en ru The best Taobao agent
brand_prefix_label All en ru Buy	Footer ? Filled in
	Website map ? html, xml ↻

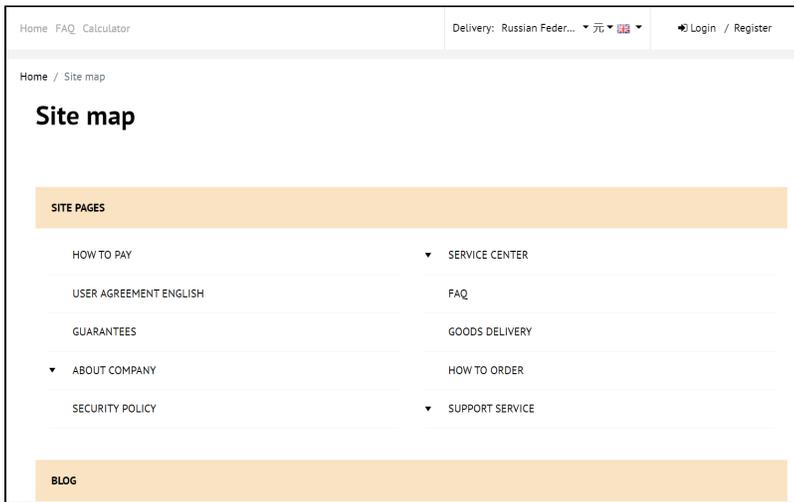
sitemap.xml — sitemap for robot, it is as follows:

```

top-test.otcommerce.com/sitemap.xml
This XML file does not appear to have any style information associated with it. The document tree is shown below.
<?xml version="1.0" encoding="UTF-8" ?>
<urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9">
  <url>
    <loc>https://top-test.otcommerce.com/about_us</loc>
  </url>
  <url>
    <loc>https://top-test.otcommerce.com/post/How_to_choose_a_seller</loc>
  </url>
  <url>
    <loc>https://top-test.otcommerce.com/subcategory/warehouse-otc-15071/?Provider=p2&SearchMethod=Default</loc>
  </url>
  <url>
    <loc>https://top-test.otcommerce.com/subcategory/dresses-otc-15072/?Provider=p2&SearchMethod=Default</loc>
  </url>
  <url>
    <loc>https://top-test.otcommerce.com/subcategory/losiki-otc-15073/?Provider=p2&SearchMethod=Default</loc>
  </url>
  <url>
    <loc>https://top-test.otcommerce.com/subcategory/maining-otc-15074/?Provider=p2&SearchMethod=Default</loc>
  </url>
  <url>
    <loc>https://top-test.otcommerce.com/subcategory/other-services-otc-15075/?Provider=p2&SearchMethod=Default</loc>
  </url>
  <url>
    <loc>https://top-test.otcommerce.com/subcategory/stock-in-trade-otc-15076/?Provider=p2&SearchMethod=Default</loc>
  </url>
  <url>
    <loc>https://top-test.otcommerce.com/subcategory/testov-otc-15077/?Provider=p2&SearchMethod=Default</loc>
  </url>
  <url>
    <loc>https://top-test.otcommerce.com/subcategory/gutal-otc-15078/?Provider=p2&SearchMethod=Default</loc>
  </url>
  <url>
    <loc>https://top-test.otcommerce.com/subcategory/detskaya-odezhda-otc-15079/?Provider=p2&SearchMethod=Default</loc>
  </url>
</urlset>

```

sitemap.html — website map for adding to website. It is suitable for human use.



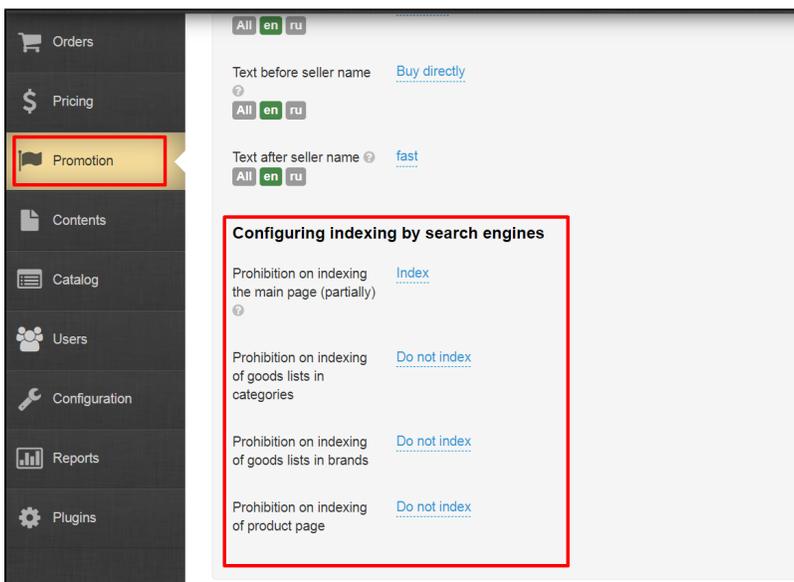
Configure indexing by search engines

Sometimes it is necessary to make sure that some of the content does not end up in search engines (for example, brands or adult products). Indexing prohibition by search engines will help here.

You can restrict or allow indexing by the following parameters:

- Prohibition on indexing the main page (partially) — “popular” and “last viewed” collections on the home page will not be indexed.
- Prohibition on indexing of goods lists in categories.
- Prohibition on indexing of goods lists in brands (it is recommended if customer's country has a strict attitude towards replica products).
- Prohibition on indexing of product page.

Go to "Configuring indexing by search engines" block and select necessary option to forbid indexing:



Click blue dotted text next to selected option:

Configuring indexing by search engines

Prohibition on indexing the main page (partially) [Index](#)
?

Prohibition on indexing of goods lists in categories [Do not index](#)

Prohibition on indexing of goods lists in brands [Do not index](#)

Prohibition on indexing of product page [Do not index](#)

Select "Index" or "Do not index" in drop-down menu:

Configuring indexing by search engines

Prohibition on indexing the main page (partially) [Index](#)
?

Prohibition on indexing of goods lists in categories [Do not index](#)

Prohibition on indexing of goods lists in brands

Prohibition on indexing of product page [Do not index](#)

Save choice clicking check-marked button:

Configuring indexing by search engines

Prohibition on indexing
the main page (partially)

[Index](#)



Prohibition on indexing
of goods lists in
categories

[Do not index](#)

Prohibition on indexing
of goods lists in brands

Index

Prohibition on indexing
of product page

[Do not index](#)