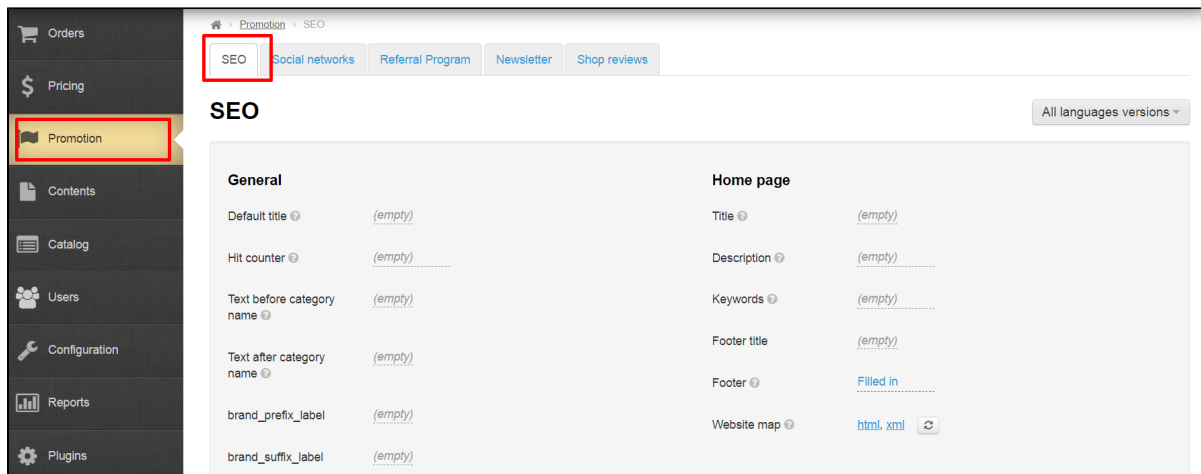


# SEO



- 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:

SEO | Social networks | Referral Program | Newsletter | Shop reviews

## SEO

**General**

Default title ? *(empty)*

Hit counter ? *(empty)*

**Home page**

Title ? *(empty)*

Description ? *(empty)*

All languages versions ▼

Select necessary language version by mouse click.

SEO | Social networks | Referral Program | Newsletter | Shop reviews

## SEO

**General**

Default title ? *(empty)*

Hit counter ? *(empty)*

Text before category name ? *(empty)*

**Home page**

Title ? *(empty)*

Description ? *(empty)*

Keywords ? *(empty)*

All languages versions ▼

- English (English)
- Russian (русский)
- Arabic (العربية)

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).

## SEO

**General**

Default title ? *Goods from China*

Hit counter ? *Filled in*

Language selection: All, en, ru

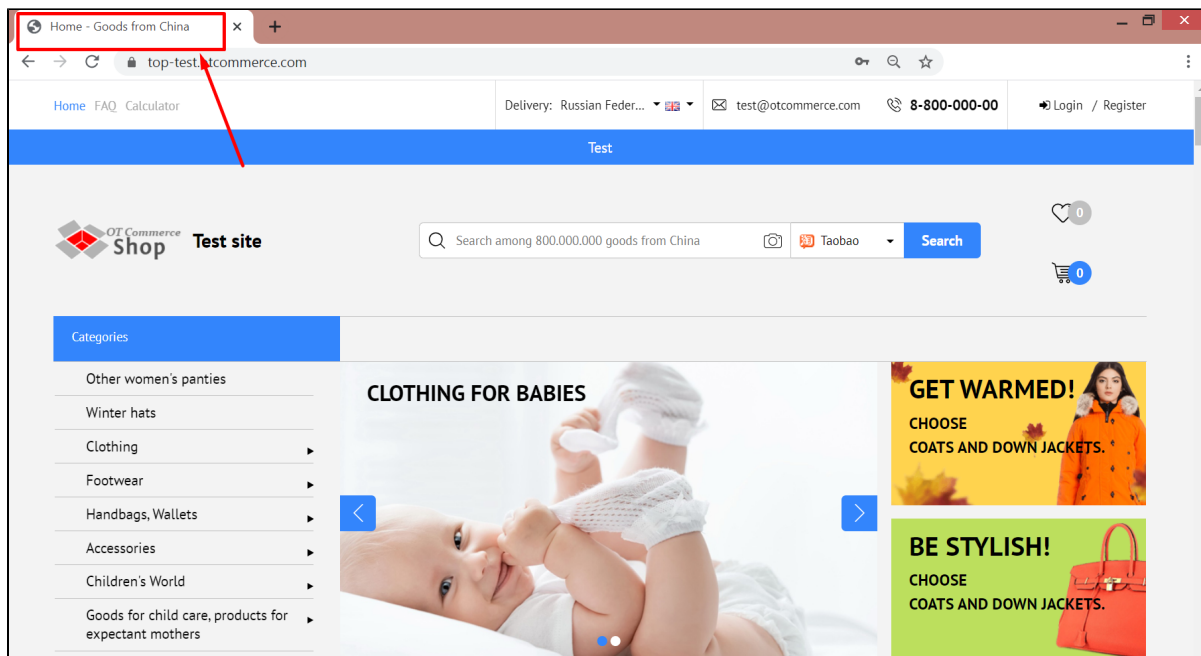
## General

### 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).

SEO

Social networks

Referral Program

Newsletter

Shop reviews

## SEO

### General

Default title ?

(empty)

All ru

Hit counter ?

(empty)

Text before category name ?

(empty)

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

SEO

Social networks

Referral Program

Newsletter

Shop reviews

## SEO

**General**

Default title ?

Goods from China

✕

✓

✕

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 ?

Goods from China

✕

✓

✕

All ru

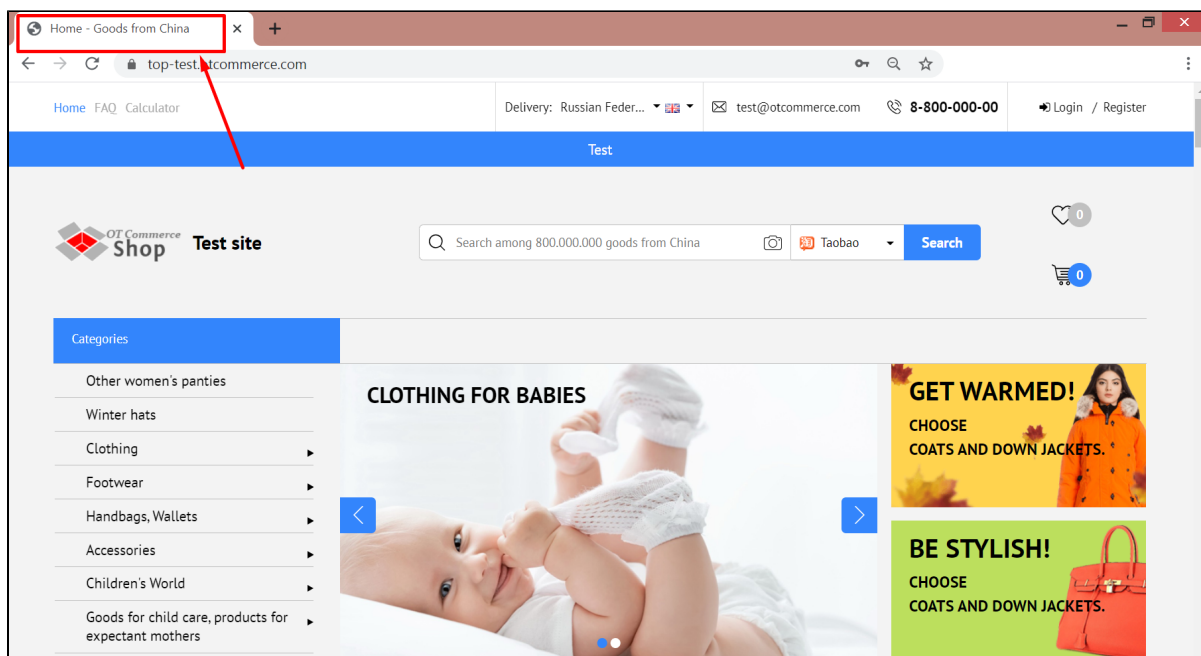
Hit counter ?

(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 ?

All en ru

[Goods from China](#)

Hit counter ?

All ru

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



Text before category

name ?

All ru

(empty)

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

Buy



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

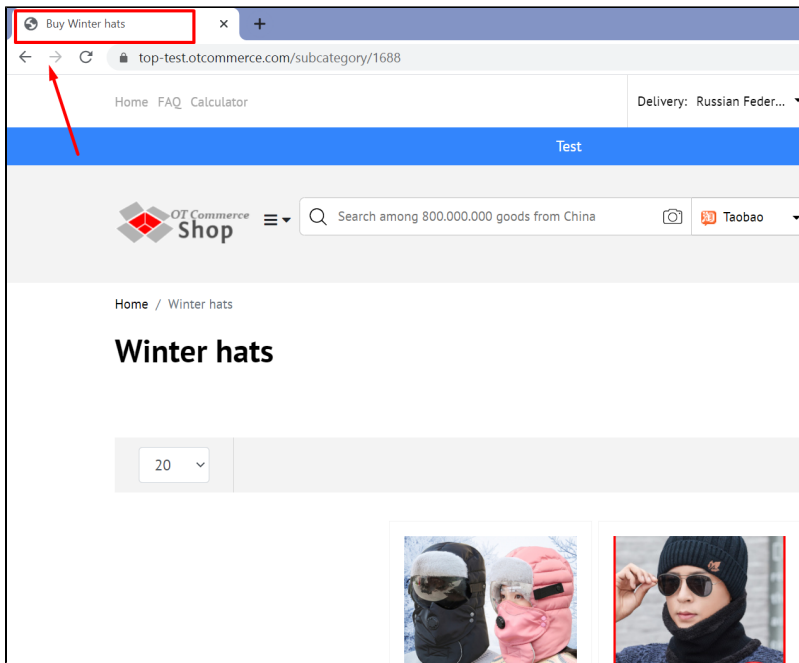
Buy



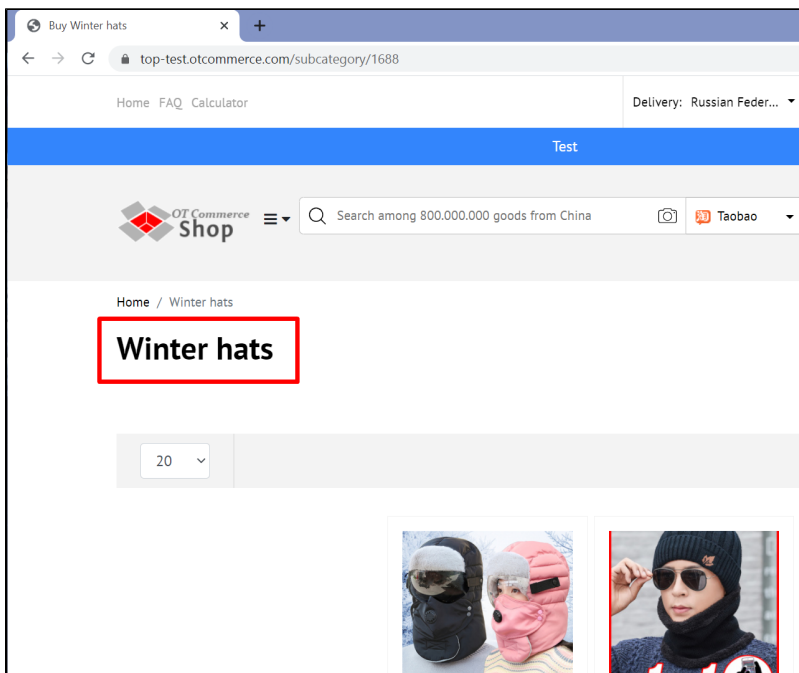
Text after category name ? *(empty)*

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 ?  ☒ ☐

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 ?

[Buy](#)

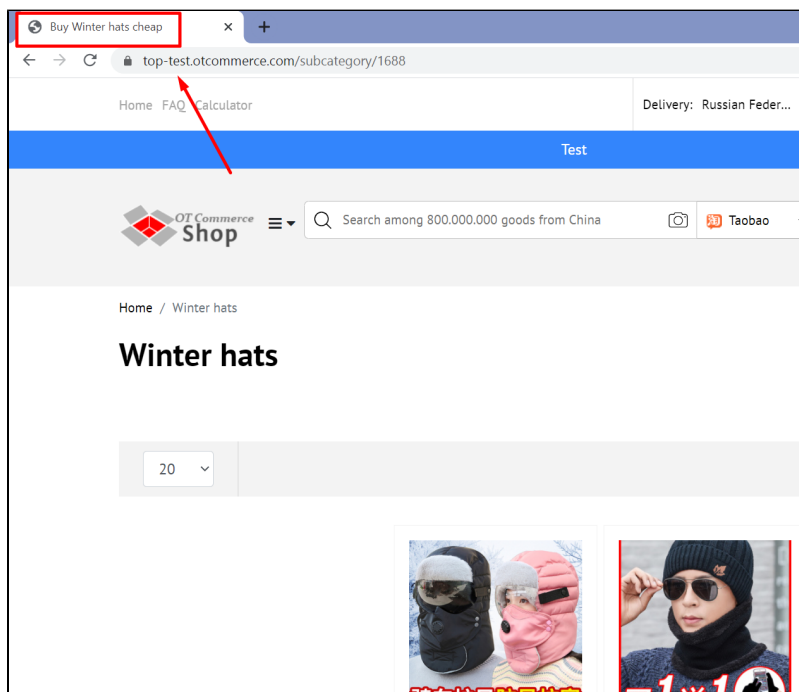
All ru

Text after category  
name ?

cheap



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

Orders

Pricing

Promotion

Contents

Catalog

Users

Configuration

Reports

Plugins

SEO

Social networks

Referral Program

Newsletter

Shop reviews

### 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**

**Home page**

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

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

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

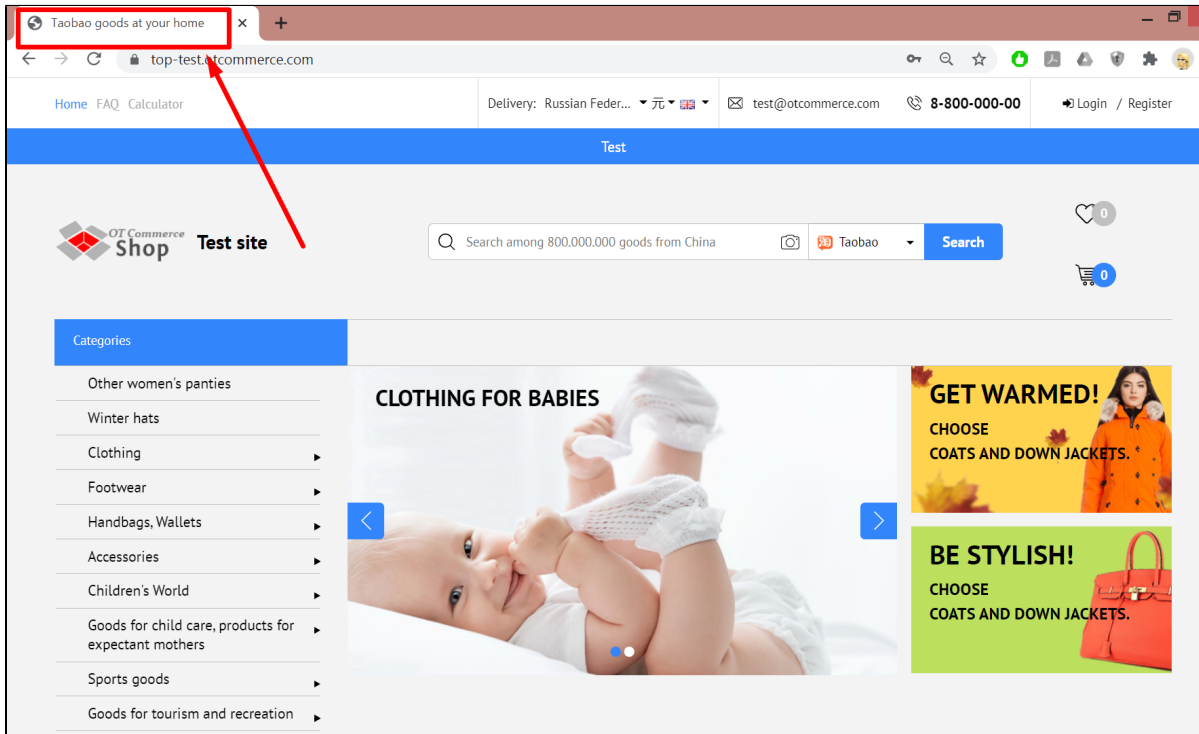
Footer title [\(empty\)](#)

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

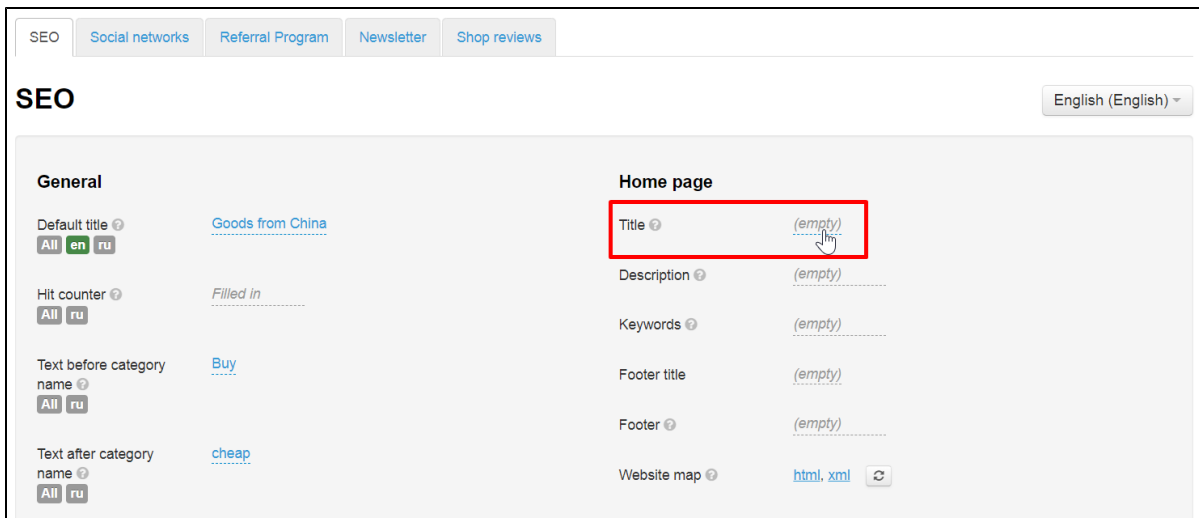
Website map ? [html, xml](#)

## Page title

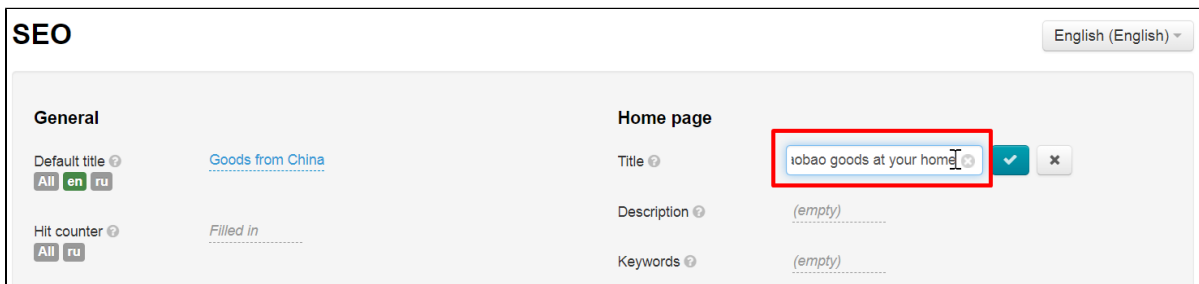
Title text is important for search engines, therefore, it's important to write search phrase (or word) into this field instead of obvious "Home page" name. This title participates in Google or Yandex search systems as well as displays on browser tab (section title and menu is unchanged):



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 ⓘ  

All en ru

  
Goods from China

Hit counter ⓘ  

All ru

  
Filled in

**Home page**

Title ⓘ

Taobao goods at your home ✓ x

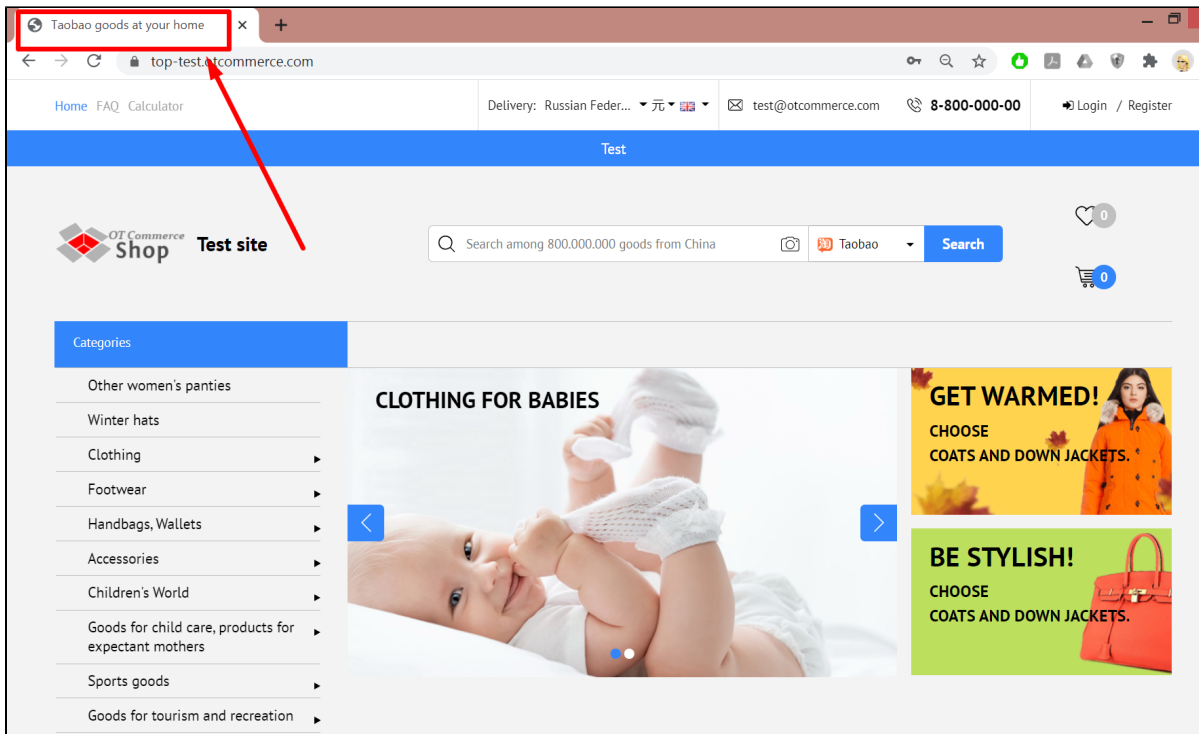
Description ⓘ

(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#writegooddescriptions](https://developers.google.com/search/docs/advanced/appearance/good-titles-snippets?rd=2&visit_id=637461796650699356-4061177346#writegooddescriptions)

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

SEO Social networks Referral Program Newsletter Shop reviews

**SEO**English (English) ▾

**General**

Default title ⓘ  

All en ru

  
Goods from China

Hit counter ⓘ  

All ru

  
Filled in

**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

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 ?

(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 ?

buy from china, cheap goods from china wholesale

✓ ✕

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 ?

buy from china, cheap goods from china wholesale

✓ ✕

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

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**  
[Help](#)  
[Sizes guide](#)

**SERVICE CENTER**  
[User agreement](#)  
[Privacy Policy](#)

**ABOUT COMPANY**  
[Contacts](#)  
[About us](#)

**WE IN SOCIAL NETWORKS**  
[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](#)

## SEO

English (English)

**General**

**Home page**

**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...](#)

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

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

**Website map**
[html, xml](#)

Write title in the field.

## SEO

English (English)

**General**

**Home page**

**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...](#)

**Footer title**

The best Taobao agent

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

**Website map**
[html, xml](#)

Save title 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 ? [buy from chi...](#)

Footer title [The best Taobao agent](#) ✓ ✕

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

Website map ? [html, xml](#) ↻

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

Home > 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

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 [The best Taobao agent](#)

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

Website map ? [html, xml](#) ↻

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

**Footer** ✕

File Edit View Insert Format Tools Table

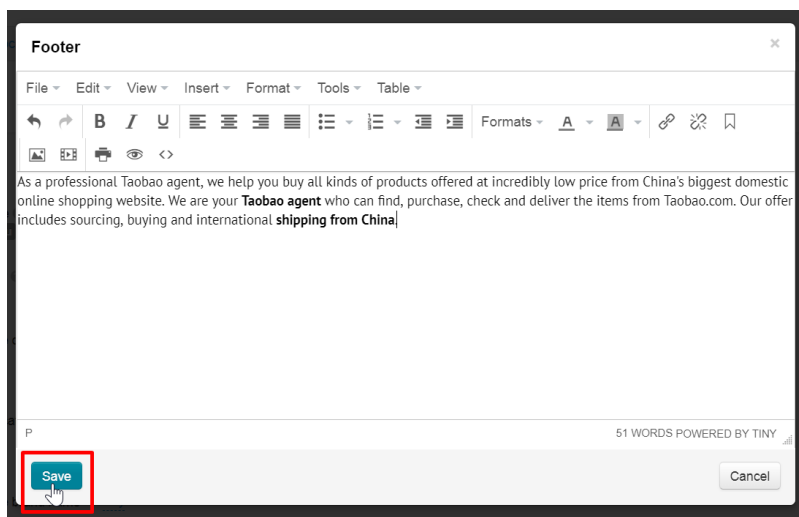
Undo Redo Bold Italic Underline Bulleted List Numbered List Indent Outdent Link Unlink Image

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

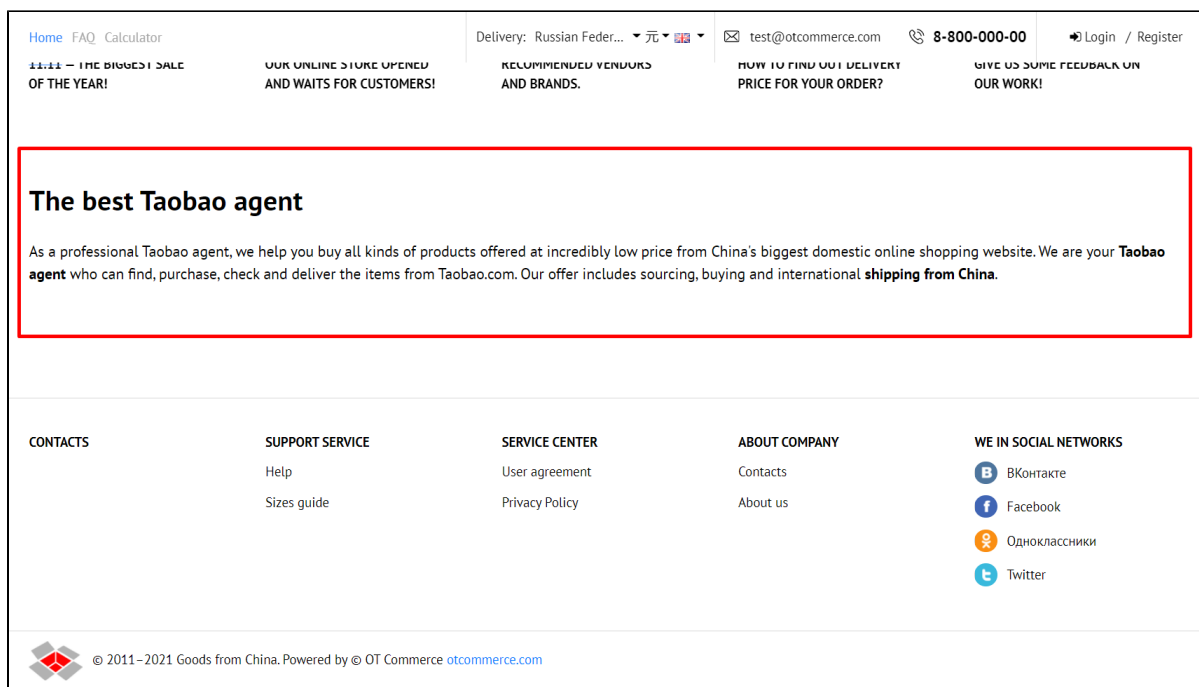
P 51 WORDS POWERED BY TINY

Save Cancel

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

Default title ?

Goods from China

All en ru

Hit counter ?

(empty)

All ru

Text before category name ?

Buy

All en ru

Text after category name ?

cheap

All en ru

brand\_prefix\_label

Buy

All en ru

### Home page

Title ?

Taobao goods at your home

All en ru

Description ?

Taobao Eng...

All en ru

Keywords ?

buy from chi...

All en ru

Footer title

The best Taobao agent

All en ru

Footer ?

Filled in

Website map ?

html, xml

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

← → ↺

top-test.otcommerce.com/sitemap.xml

☆

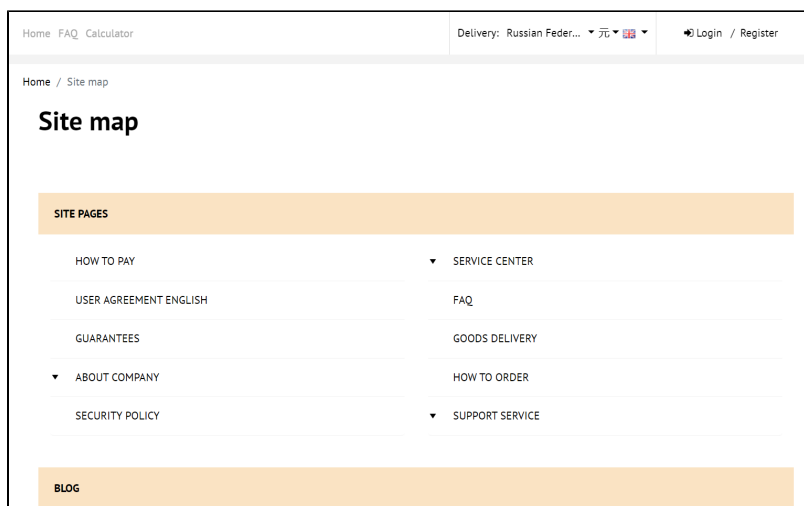
This XML file does not appear to have any style information associated with it. The document tree is shown below.

```

<?xmlset 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>

```

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



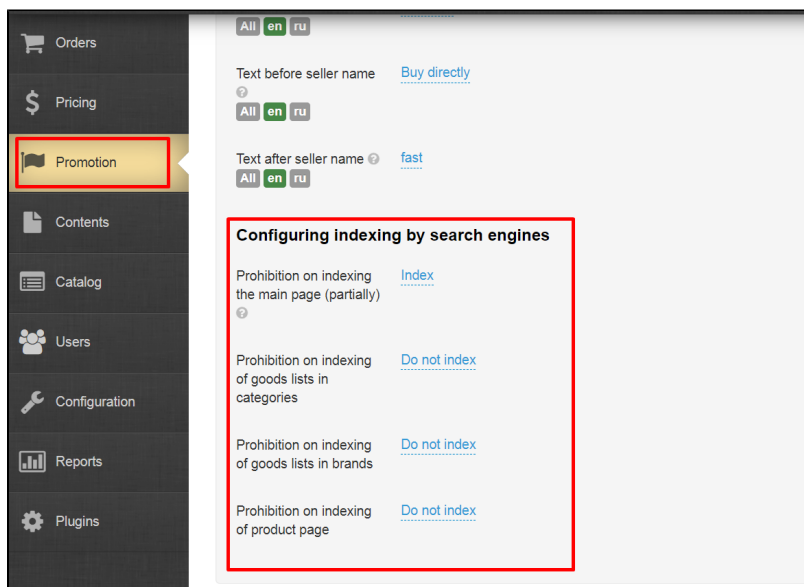
## Configure indexing by search engines

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

Do not index  
Index  
Do not index



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](#)