

Search Engine Optimization of Pages and Catalog: Optimizer Module



- [Description](#)
- [Catalog optimization](#)
- [On-page optimization](#)

The “Optimizer” module is meant for search optimization of goods catalog. The module description and pricing information can be found on the website <http://box.otcommerce.com/prices-and-promo>.

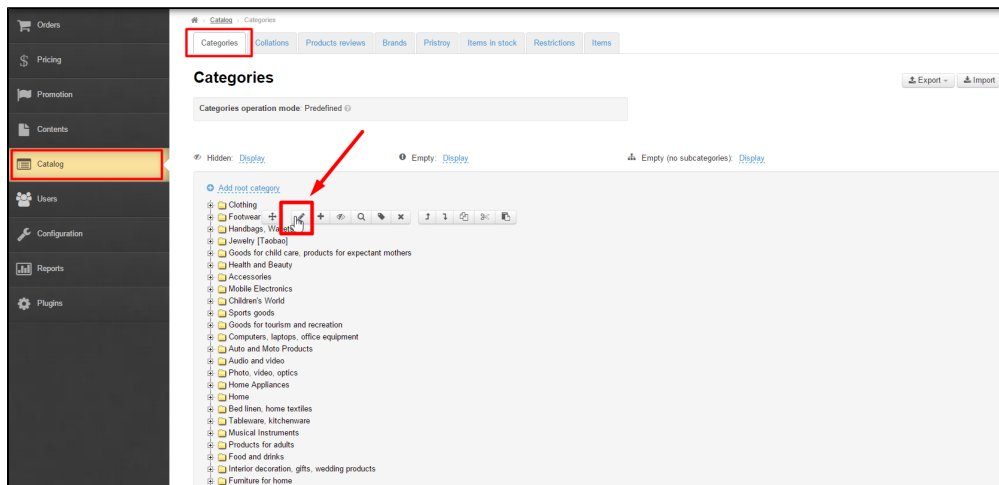
The “Optimizer” module is available by default in all OT Box versions, **except for Base Box version**.



Important!

For this module to work properly, the Administrative area v. 2.0 and updates 1.2.3.or later are required . Any complaints about module malfunction when using the Administrative area v.1.0 and early updates shall not be accepted.

Navigate to: Catalog > Categories in the administrative area of your website.



Description

The “Optimizer” module helps to increase your site’s search engine ranking by optimizing web pages and catalog.

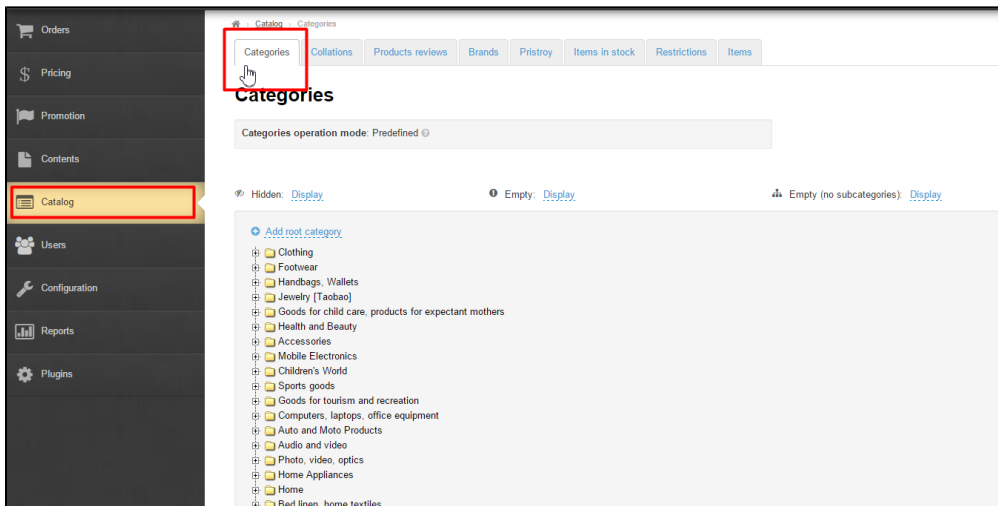
- Automatic generation of a section address.
- Ability to add “Title” for search engines.
- Fields for keywords and catalog page description.

In general, your website can be optimized without this module installed (for details see “ **Search Engine Optimization** ”).

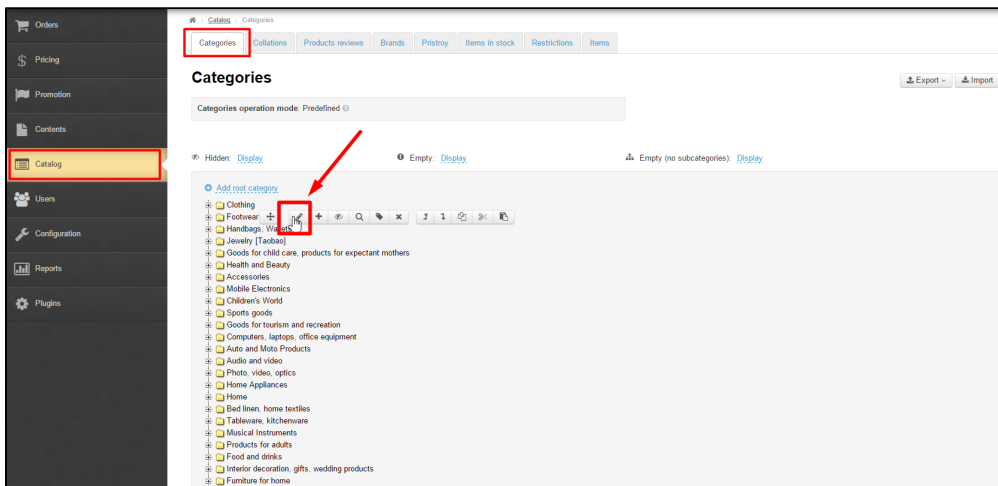
The module description and pricing information can be found on the website <http://box.otcommerce.com/prices-and-promo>.

Catalog optimization

To get started, you need to navigate to the “Catalog” section of the administrative area and select the category tab.



You then go into edit mode on the category tree page to make changes (Hovering the mouse cursor over a category will display a menu of actions)



This will open the window where you can select the "Data" tab (for modifying a section address) or the "Meta" tab (for search engine optimization).

Edit category

Data

Meta

Contents

Filters

Name ?

Footwear

Type of binding ?

virtual

Type of binding - virtual

Parent category ?

Approximate weight (kg)

URL of site section ?

footwear-otc-212

Save

Cancel

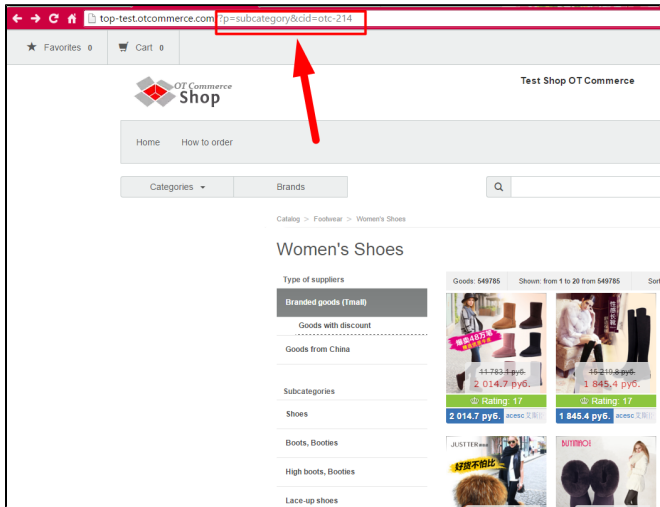
All the module features are available not only while editing a category but while creating it as well.

Important!

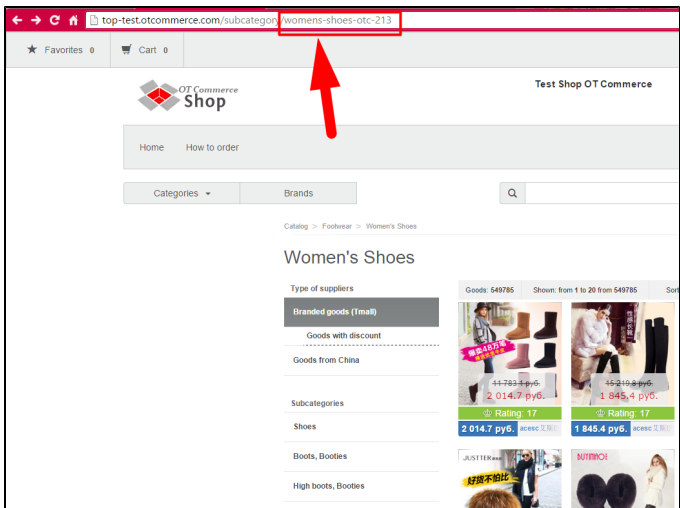
All the information entered is assigned to a particular catalog. Once your catalog is SEO optimized, import of the catalog as well as any actions that could result in loss of existing catalog data are expressly prohibited. If the catalog disappears, all data will be lost permanently.

Sections address

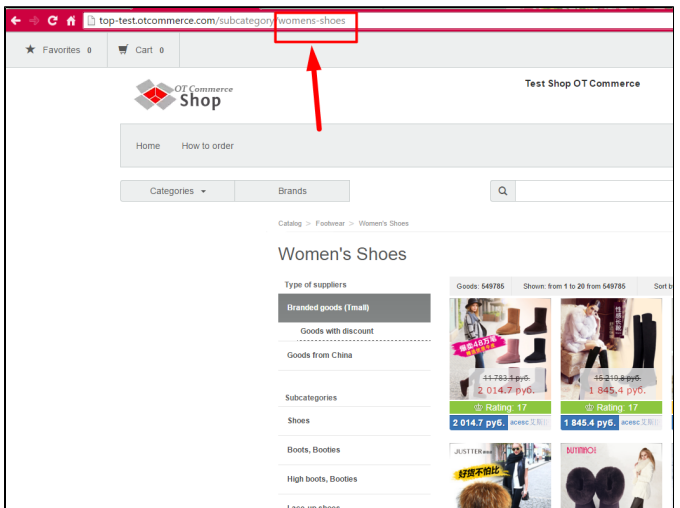
A section address is generated automatically. The way it looks depends on whether the "Optimizer" module has been installed or not or whether the title has been modified manually or not.

Description	Example (Click an image to zoom in)
Website without the "Optimizer" module installed	

The “Optimizer” module has been installed. The title has been generated automatically.



The “Optimizer” module has been installed. The title has been entered manually.



Recommendations for filling in the “Section address” field

Allowed	Recommended	Prohibited
<ul style="list-style-type: none">• Use lowercase Latin letters (a-z);• Use “minus” (-) character• Remove /change otc-111 prefixse	<ul style="list-style-type: none">• Include the words used in title tag (for example, for shoes (“Comfortable shoes” title) type “ «comfortable-shoes» instead of «shoes»)	<ul style="list-style-type: none">• Use the space symbol, underscore, dots, commas, and any other characters not specified in the “Allowed” column• Use letters of other alphabets but for Latin one

Modifying a section address

Navigate to the “Section address” field on the “Data” tab.

Products

Items in stock

Restrictions

Items

Edit category

×

Data

Meta

Contents

Filters

Name ?

Shoes

Type of binding ?

to category

☒ Taobao

☐ Warehouse

☐ Yahoo Japan

☐ Yahoo Japan Auction

☐ Kitmall

☐ 1688.com

Type of binding - to category
Search provider - Taobao
Original category - Мокасины/ балетки и прочее
[Edit](#)

Parent category ?

Women's Shoes

Approximate weight (kg)

0.800

URL of site section ?

tufli-otc-214

Save

Cancel

Type a new section address.

BrandsPistroyItems in stockRestrictionsItems

Edit category

DataMetaContentsFilters

NameShoes

Type of binding

to category

☒ Taobao

☐ Warehouse

☐ Yahoo Japan

☐ Yahoo Japan Auction

☐ Kitmall

☐ 1688.com

Type of binding - to category

Search provider - Taobao

Original category - Мокасины/ балетки и прочее

Edit

Parent categoryWomen's Shoes

Approximate weight (kg)0.800

URL of site sectionwomens-cool-shoes

Save

Cancel

Once you've changed the address, click the "Save" button.

Edit category

Data Meta Contents Filters

Name ? Shoes

Type of binding ? to category

- ☒ Taobao
- ☐ Warehouse
- ☐ Yahoo Japan
- ☐ Yahoo Japan Auction
- ☐ Kitmall
- ☐ 1688.com

Type of binding - to category
Search provider - Taobao
Original category - Мокасины/ балетки и прочее
[Edit](#)

Parent category ? Women's Shoes

Approximate weight (kg) 0.800

URL of site section ? womens-cool-shoes

Save Cancel

Changes on the website will appear in 5-10 minutes.

A notification that products were not found can appear if one opens the page during the stated time period. That's OK.

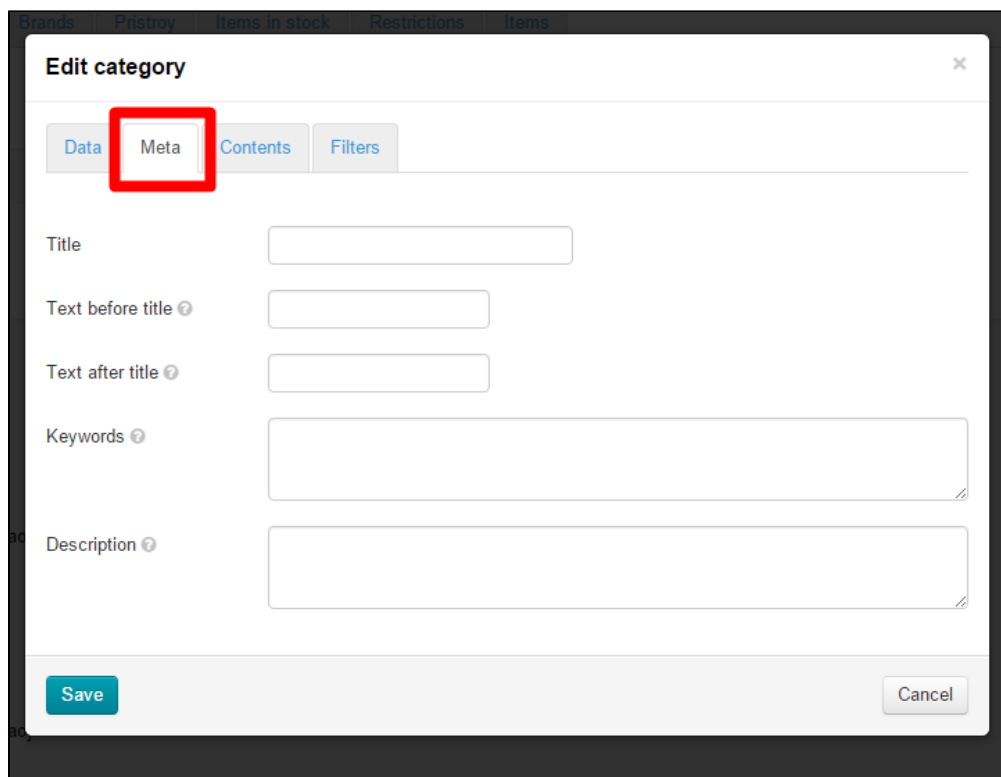


Possible problems

As a rule changes become valid at once. In case a new section address doesn't appear in the editor after saving it is necessary to reload a browser page. After reloading the web page address has to be changed.

The "Meta" tab

The "Meta" tab is necessary for website promotion. It can be filled in not only when creating category but also when editing it as well.



The image shows a 'Edit category' dialog box with a dark header bar containing navigation links: 'Brands', 'Display', 'Items in stock', 'Restrictions', and 'Items'. The dialog has a title bar with a close button (X). Below the title bar are four tabs: 'Data', 'Meta', 'Contents', and 'Filters'. The 'Meta' tab is selected and highlighted with a red rectangle. The main area of the dialog contains five input fields: 'Title', 'Text before title' (with a help icon), 'Text after title' (with a help icon), 'Keywords' (with a help icon), and 'Description' (with a help icon). At the bottom of the dialog are two buttons: 'Save' (in a teal box) and 'Cancel' (in a light gray box).

Let's us consider how to fill in the "Meta" tab taking the "Shoes" category as an example.

Title

A title is important for search engines. For this reason you should enter not just the name of a category, but a search phrase (or a word).

This title will be used by Google or Yandex search engines as well as be displayed on a browser tab (the name of a section in the title and a menu remain unchanged).



Important!

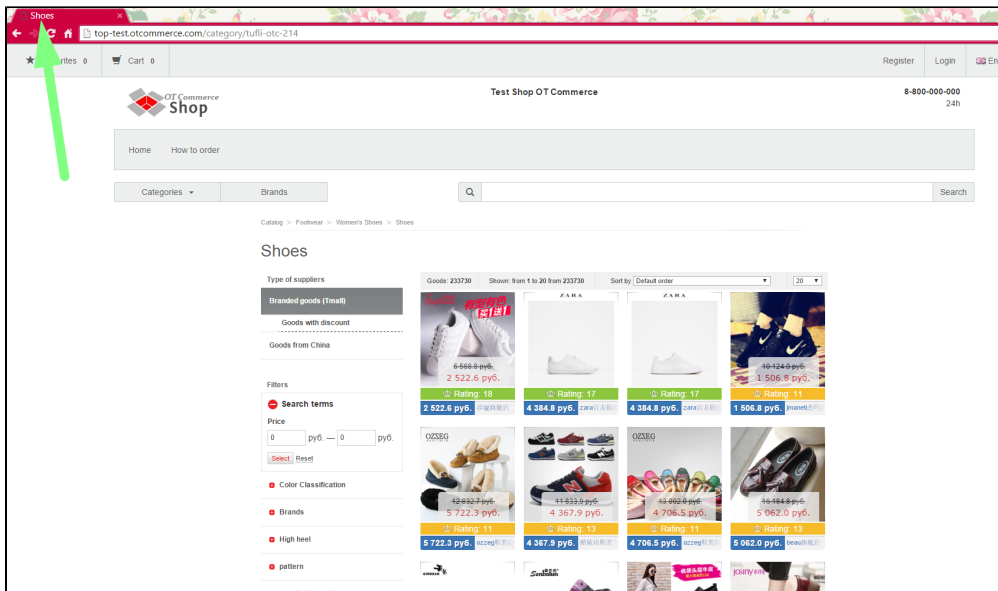
A title should not be overloaded with search phrases. This will negatively affect search results.

Each title should contain no more than one phrase (Title, text after title, text before title) (three or four words are recommended)

- Comfortable shoes – GOOD
- Buy comfortable shoes from Taobao – GOOD
- Buy cheap shoes quickly with free delivery to Moscow within three days and no fee charged – BAD

It is recommended that you use this rule for the following fields: Title, Text before title, Text after title.

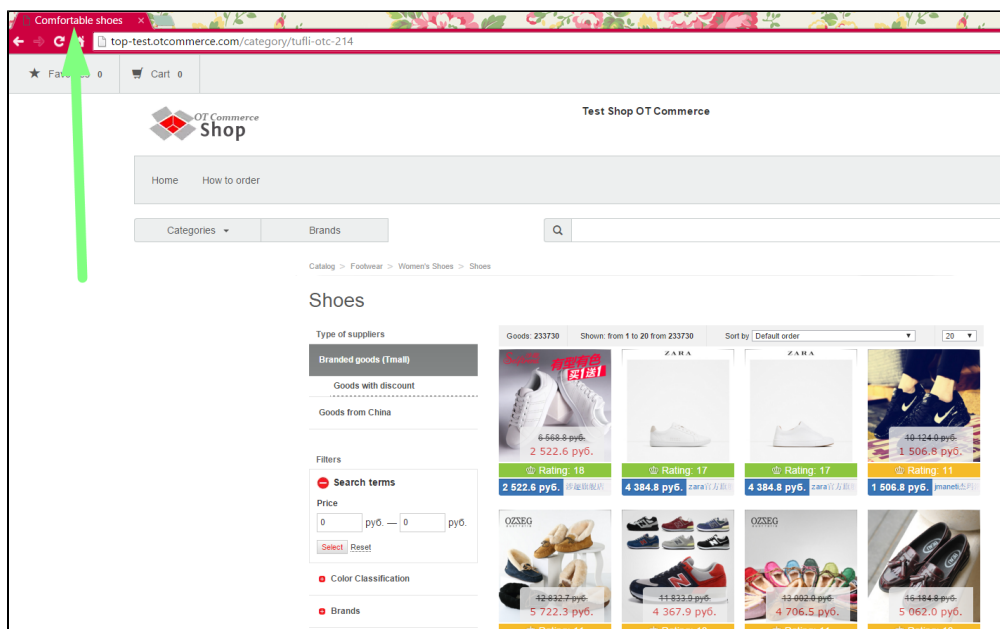
If you leave this field blank you will see a category name on the browser tab.



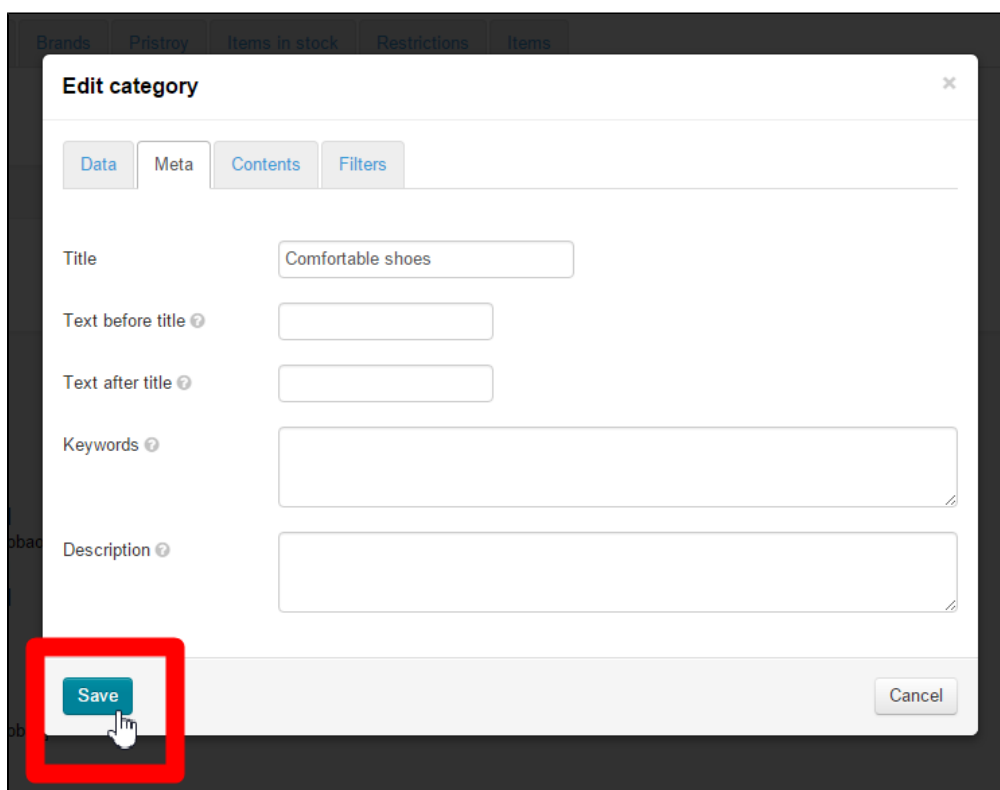
If you want to change the existing name for another one you need to complete the field below:

The screenshot shows the 'Edit category' form. The form has four tabs: 'Data', 'Meta', 'Contents', and 'Filters'. The 'Title' field is highlighted with a red box and contains the text 'Comfortable shoes'. Below the 'Title' field are fields for 'Text before title', 'Text after title', 'Keywords', and 'Description'. At the bottom of the form are 'Save' and 'Cancel' buttons.

This will modify the text on the browser tab whereas the category title will remain unchanged.



After all necessary modifications have been made you should save them by clicking the "Save" button.



Text **before** title and text **after** title

If you need to add a text before a category name and/or after it on the browser tab you should fill in the following fields:

Brands Pristroy Items in stock Restrictions Items

Edit category

Data Meta Contents Filters

Title: Comfortable shoes

Text before title: Buy

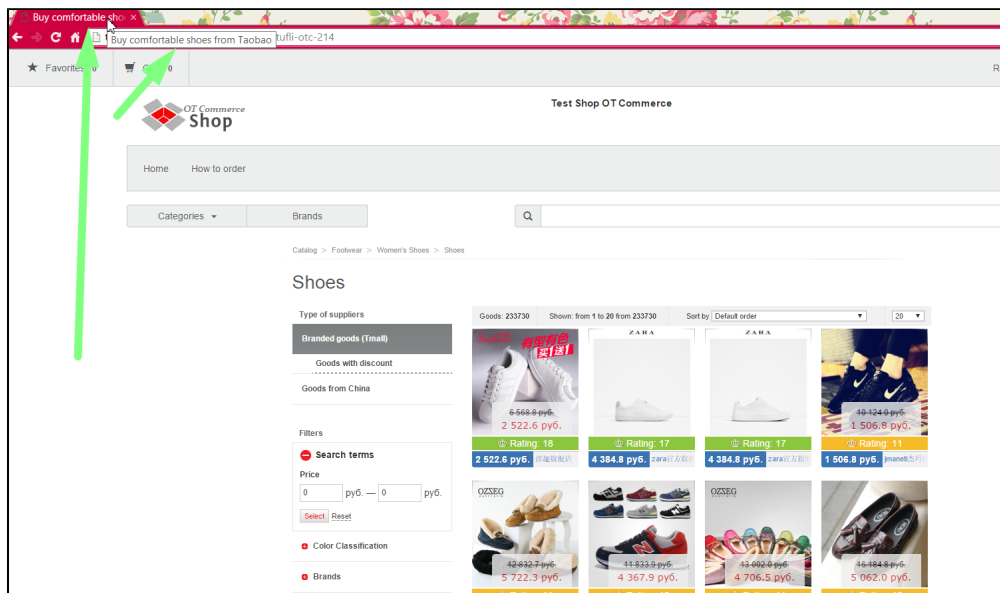
Text after title: from Taobao

Keywords:

Description:

Save Cancel

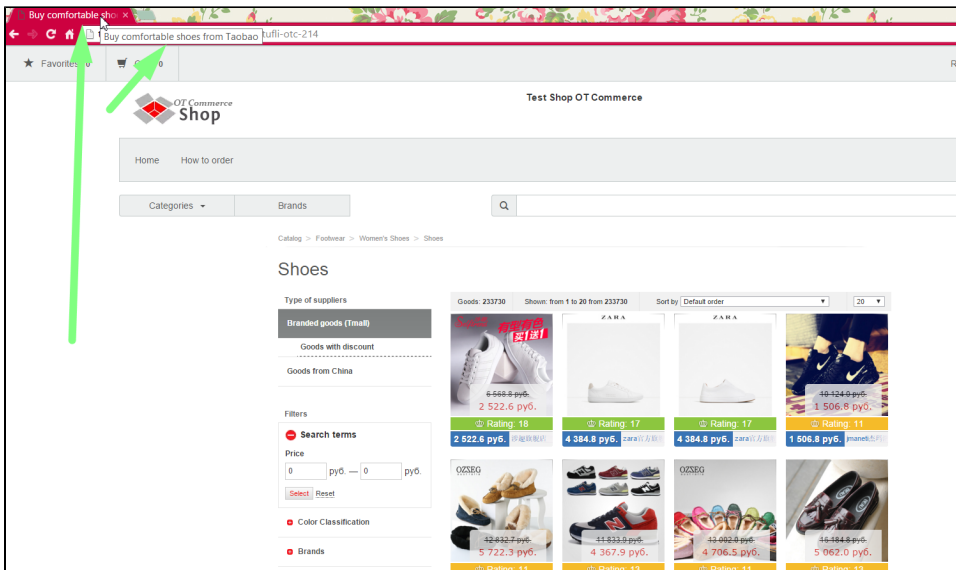
Then you will see the text you've entered on the browser tab.



This feature is applicable when you want a category name to be relevant to popular search queries.

One can fill in

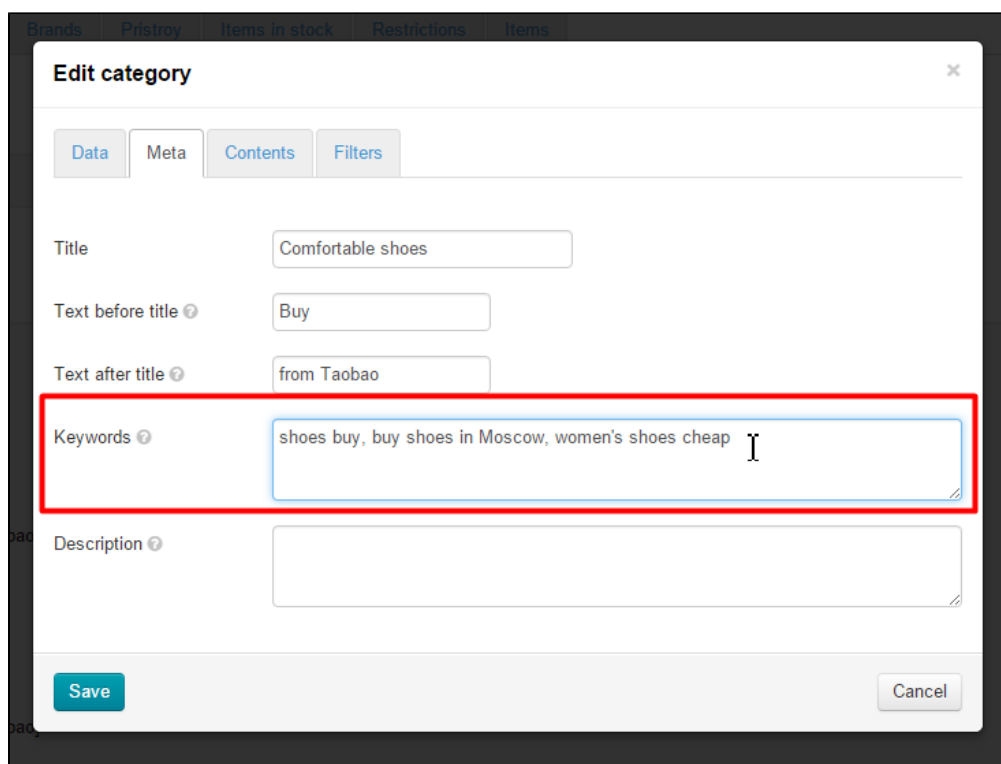
- Both fields at once
- Any of these fields
- To fill in these fields together with the "Title" field (then the specified words will be written before and after the title entered)



After all necessary modifications have been made you should save them by clicking the “Save” button.

Keywords

This field is meant for typing a search query (words or phrases).that potential buyers will be searching on (using search engines like Google).



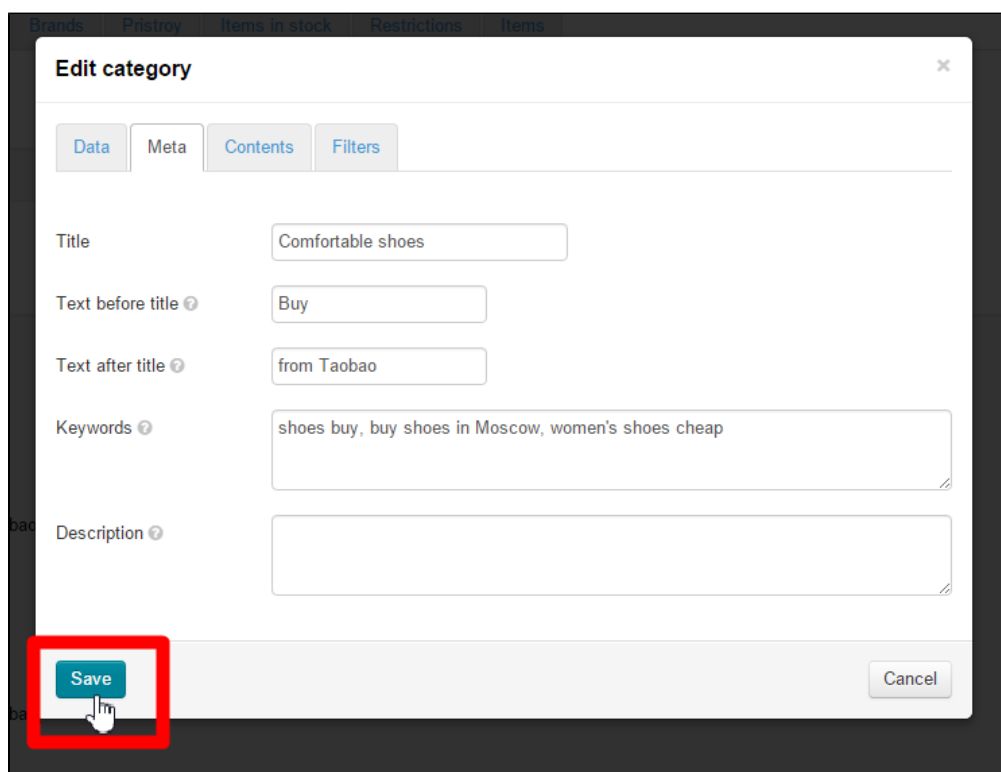
The screenshot shows the 'Edit category' form with the following fields and values:

Field	Value
Title	Comfortable shoes
Text before title	Buy
Text after title	from Taobao
Keywords	shoes buy, buy shoes in Moscow, women's shoes cheap
Description	

The 'Keywords' field is highlighted with a red rectangle. The 'Save' button is located at the bottom left, and the 'Cancel' button is at the bottom right.

This field is optional and doesn't show up on the website. It is intended for search engines.

When the field has been completed you need to save changes. Click the "Save" button.



The screenshot shows the 'Edit category' form with the following fields and values:

Field	Value
Title	Comfortable shoes
Text before title	Buy
Text after title	from Taobao
Keywords	shoes buy, buy shoes in Moscow, women's shoes cheap
Description	

The 'Save' button is highlighted with a red rectangle. The 'Cancel' button is located at the bottom right.

Description

This is a text for promotion that describes a specific page. The text must be unique, short and informative thus giving the summary of what the page is about. Detailed instructions on how to constitute a text can be found in the official Google article at <https://support.google.com/webmasters/answer/35624?hl=en&rd=1#writetooddescriptions>

The screenshot shows a web application interface with a top navigation bar containing links: Brands, History, Items in stock, Restrictions, and Items. Below this is a modal window titled "Edit category" with a close button (X). The modal has four tabs: Data, Meta, Contents, and Filters. The "Data" tab is selected. It contains several text input fields: "Title" (filled with "Comfortable shoes"), "Text before title" (filled with "Buy"), "Text after title" (filled with "from Taobao"), "Keywords" (filled with "shoes buy, buy shoes in Moscow, women's shoes cheap"), and "Description" (filled with "High quality women's shoes from China"). The "Description" field is highlighted with a red rectangular border. At the bottom of the modal are two buttons: "Save" (in blue) and "Cancel" (in grey).

This field is optional and doesn't show up on the website. It is used only for search engines.

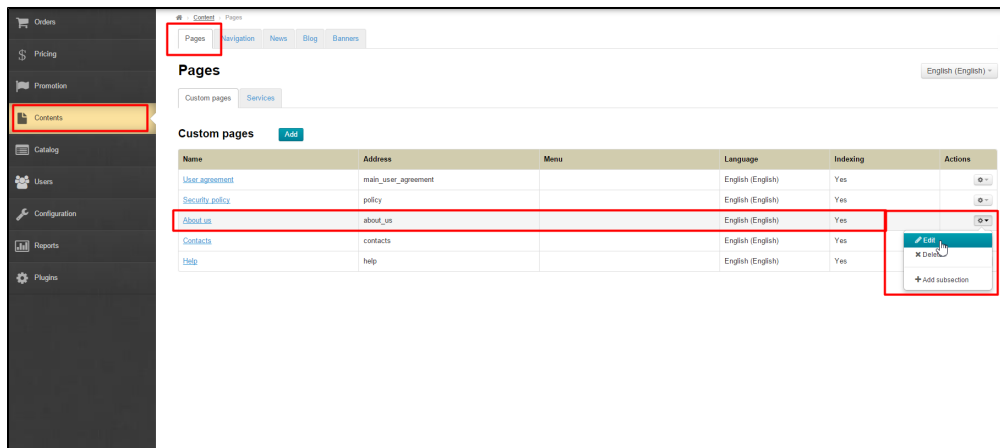
When the field has been completed you need to save changes. Click the "Save" button.

This screenshot shows the same "Edit category" modal window as the previous one, but with the "Save" button highlighted by a red rectangular border. A mouse cursor is shown clicking on the "Save" button. The other fields and the overall layout of the modal remain the same.

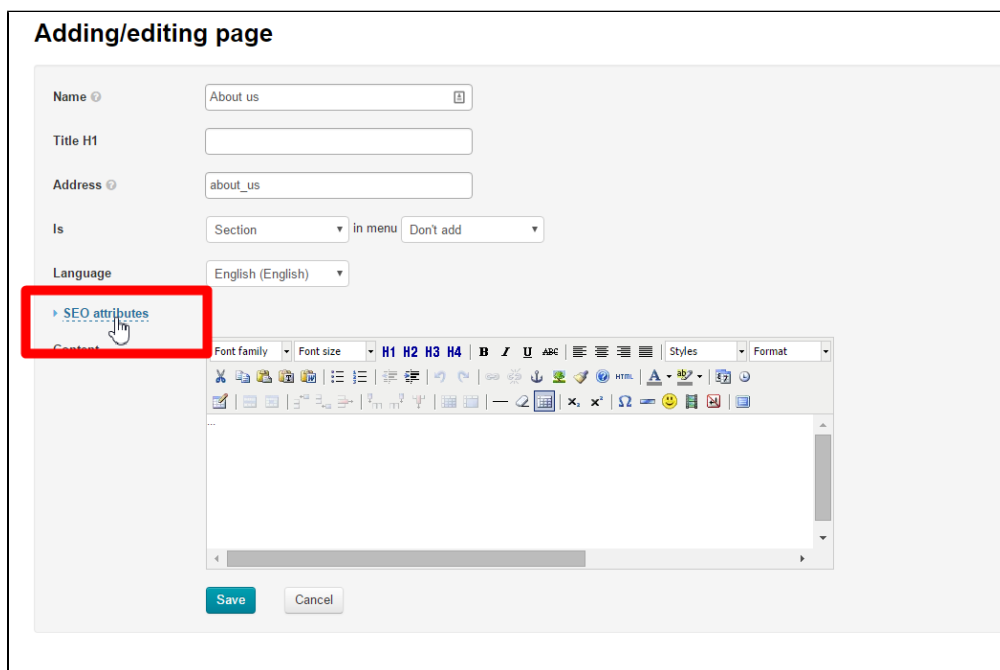
On-page optimization

Web pages as well as "Blog" pages are edited and created in the "Content" section.

Navigate to the "Content" section and edit the page you want for on-page optimization.





To open the form for attributes you should click on the blue dashed underlined text while creating or editing a section.




This will bring up the form to be filled in.

Adding/editing page

Name  About us 


Title H1

Address  about_us

Is in menu

Language

[▶ SEO attributes](#)

Indexing  ☒

Title



Keywords

Description


Title

A title is important for search engines. For this reason you should enter not just the name of a category, but a search phrase (or a word).

Adding/editing page

Name  About us 


Title H1

Address  about_us

Is in menu

Language

[▶ SEO attributes](#)

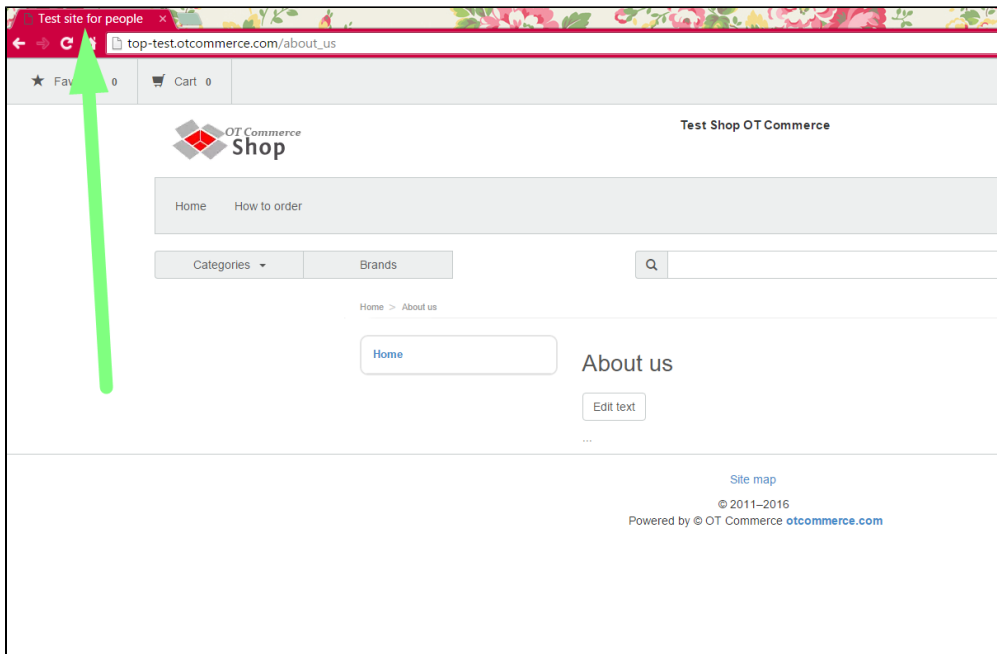
Indexing  ☒

Title

Keywords

Description

This title will be used by Google search engines as well as be displayed on a browser tab (the name of a section in the title and a menu remain unchanged).



Keywords

This field is meant for typing a search query (words or phrases).that potential buyers will be searching on (using search engines like Google).


A screenshot of a web application's 'SEO attributes' form. The form has a section for 'Indexing' with a checked checkbox. Below it are three input fields: 'Title' with the value 'Test site for people', 'Keywords' with the value 'test online store, online store from China, online store to buy', and 'Description' which is empty. The 'Keywords' field is highlighted with a red border. Below the input fields is a 'Content' section with a rich text editor. The rich text editor has a toolbar with various formatting options like bold, italic, underline, link, unlink, list, and image. At the bottom of the form are 'Save' and 'Cancel' buttons.

This field is optional and doesn't show up on the website. It is intended for search engines.

Description

This is a text for promotion that describes a specific page. The text must be unique, short and informative thus giving the summary of what the page is about. Detailed instructions on how to constitute a text can be found in the official Google article at <https://support.google.com/webmasters/answer/35624?hl=en&rd=1#writetooddescriptions> .

► [SEO attributes](#)

Indexing  ☒

Title

Keywords


Description

Content


Font family Font size H1 H2 H3 H4 B I U ABC [list icon] [link icon] [unlink icon] [undo icon] [redo icon] [html icon] [source icon] [preview icon] [undo icon] [redo icon]

This field is optional and doesn't show up on the website. It is used only for search engines.

When the field has been completed you need to save changes. Click the "Save" button.

Name 


Title H1

Address 

Is in menu

Language

► [SEO attributes](#)

Indexing  ☒

Title

Keywords

Description

Content

Font family Font size H1 H2 H3 H4 B I U ABC [list icon] [link icon] [unlink icon] [undo icon] [redo icon] [html icon] [source icon] [preview icon] [undo icon] [redo icon]