

Edit category: contents, SEO, filters



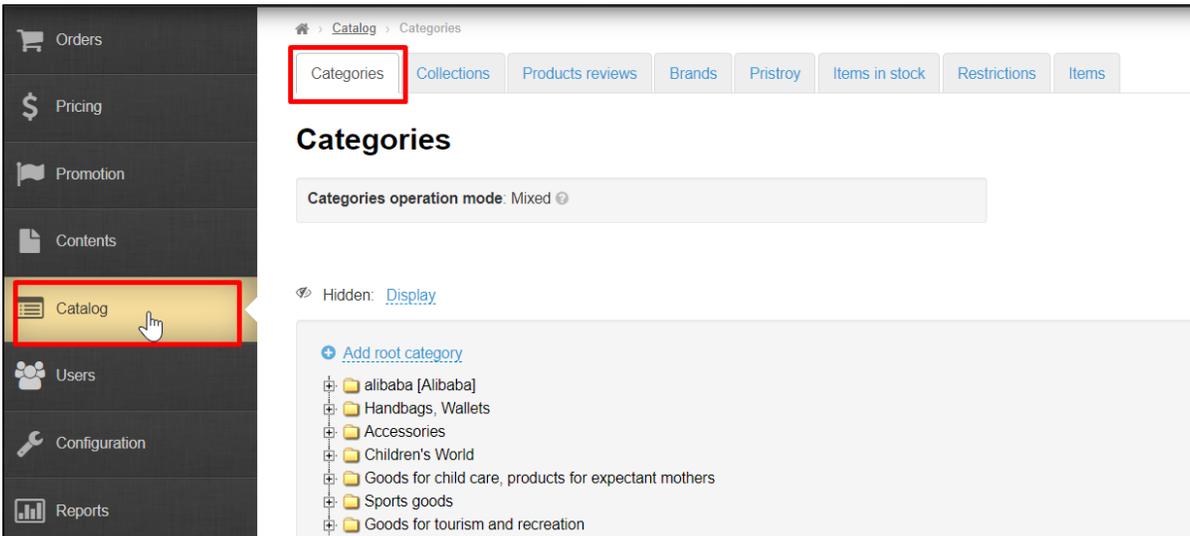
- Where to find?
- "Contents" tab
 - Image
 - Icon
 - Description
- "Meta" tab
 - Title
 - Text before and after title
 - Keywords
 - Description
- "Filters" tab
 - Edit filters
 - How to find correct title for a filter and its criteria?

You can configure each category of catalog separately:

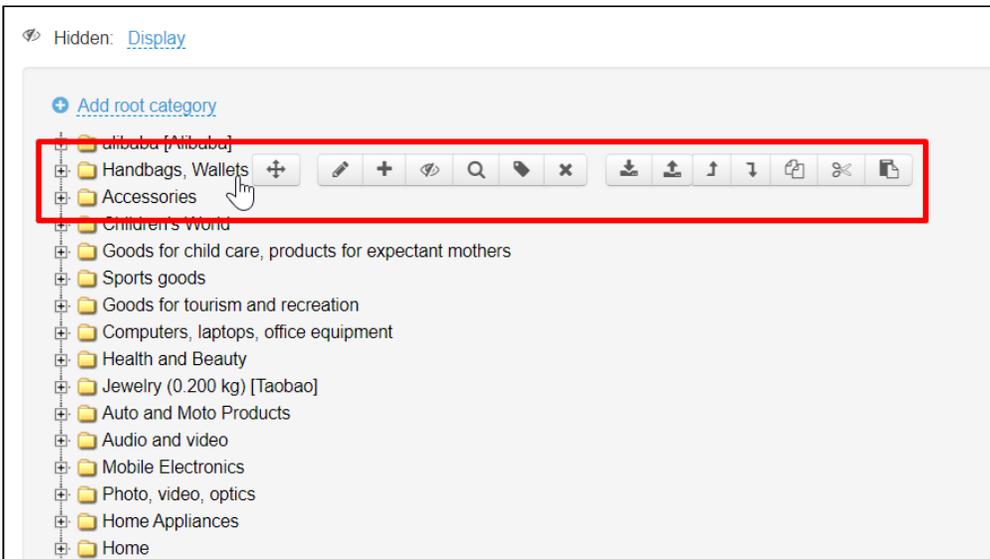
- Write text with category description
- Edit filters
- Add search phrases and titles to promote your store in search engines Google, Yahoo, etc. (if you have "SEO-Optimizer" module)

Where to find?

Open admin panel and go to "Catalog Categories"



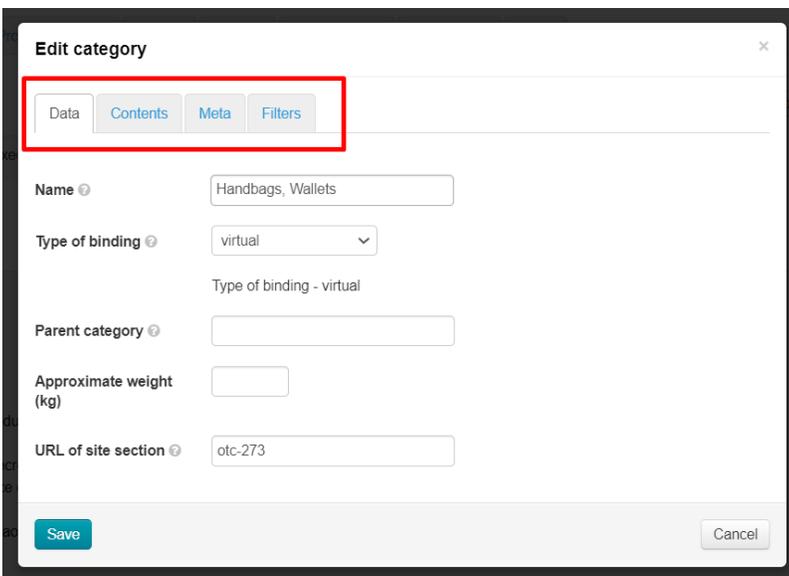
Select existing category in catalog and click it to open menu:



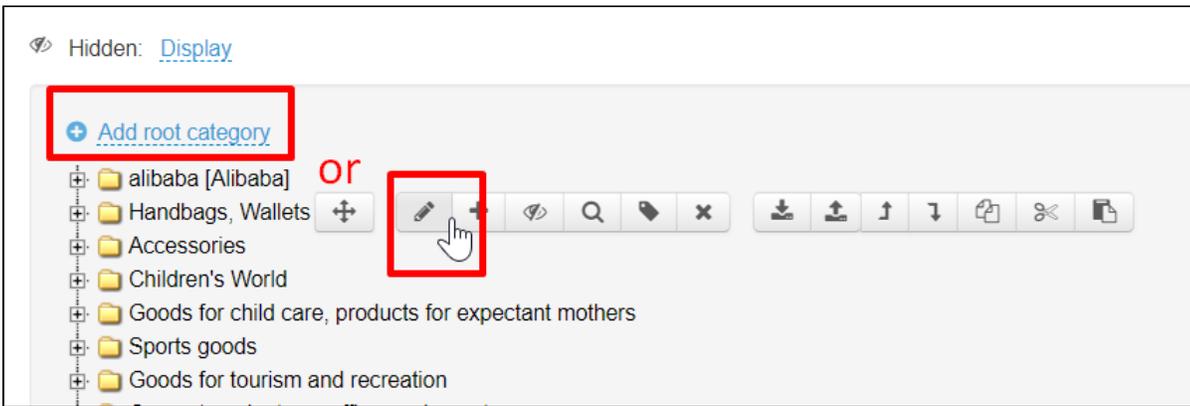
Click an icon with a pencil (Category Editing).



A window will open where you can edit description, filters and SEO data of this category.

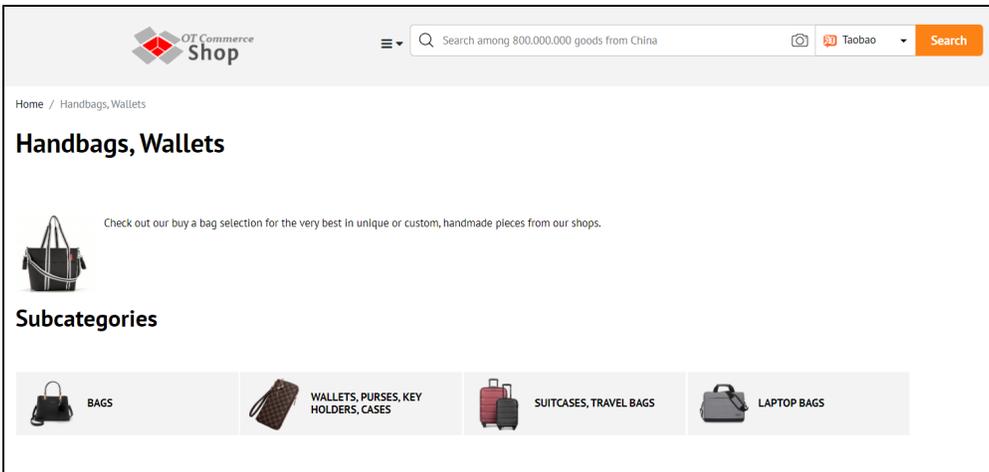


Use "Add root category" or "Add category" in an open parent category menu if you need new category or subcategory (basically creating a subcategory). Find detailed description about these actions in "[Categories](#)" article.



"Contents" tab

Content - image, icon and text in the product category. **Location and availability of this block depends on website design** (below is the example of Elastic design).



Add the following information into "Contents":

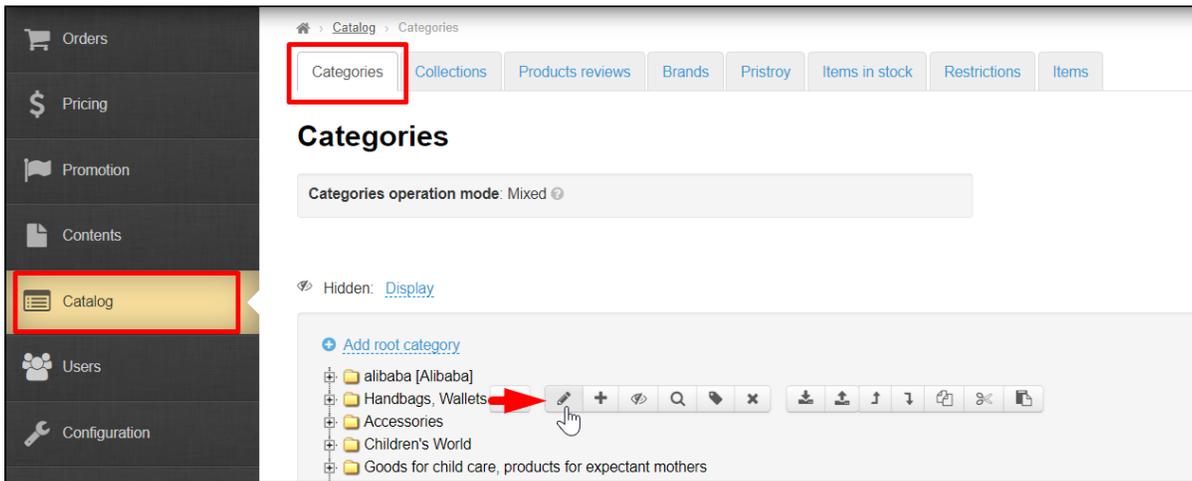
- Image to improve visual appearance of category page.
- Category icon in catalog. Helps customers navigate categories.
- Description text for category promotion.

i Important!

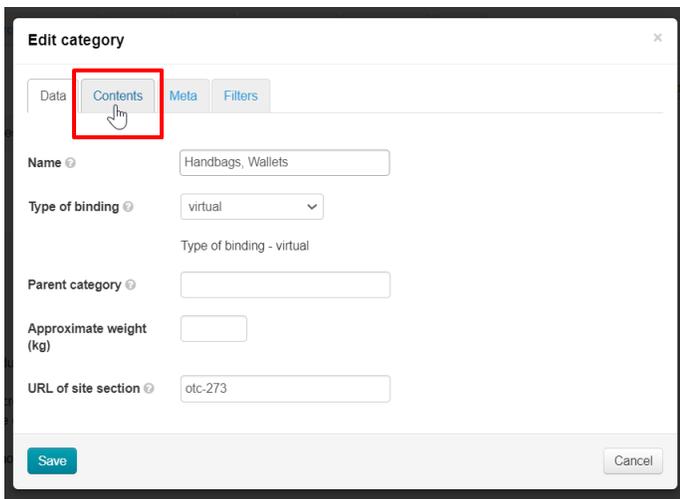
Images from search engines cannot be used. This violates copyright and lowers website in search engines.

We recommend finding sites with free images or buying in bulk for all categories. You can also use images from product cards but it is important to choose high-quality images.

Go to category editing: "Catalog Categories Hover over a category "Edit category" icon.

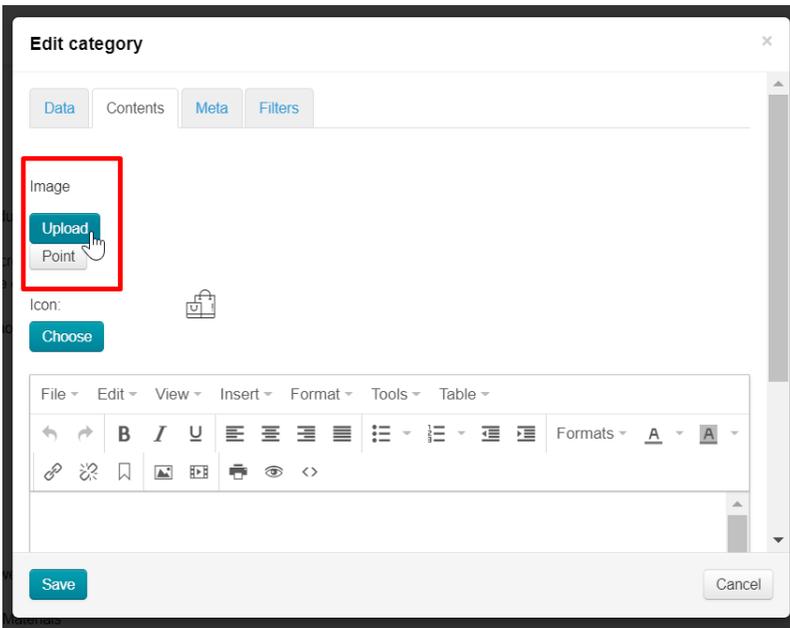


Select "Contents" button.

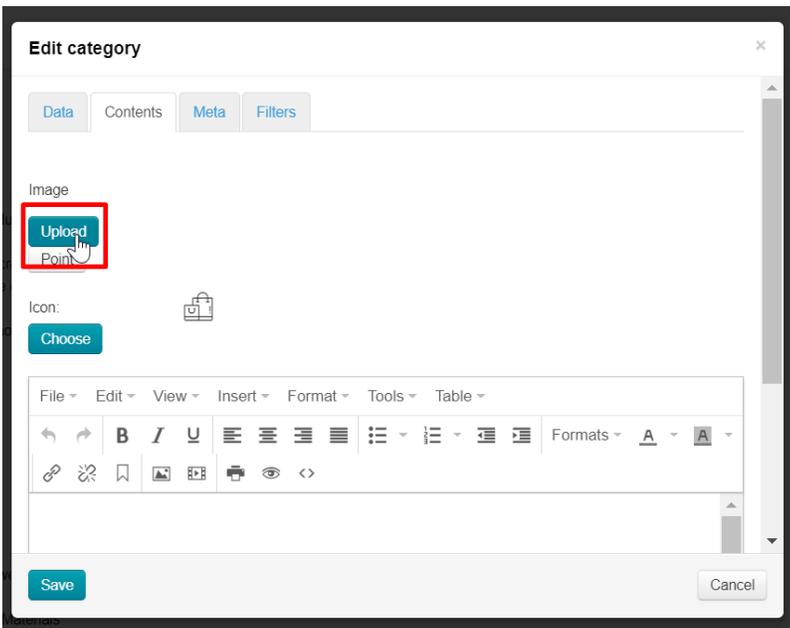


Image

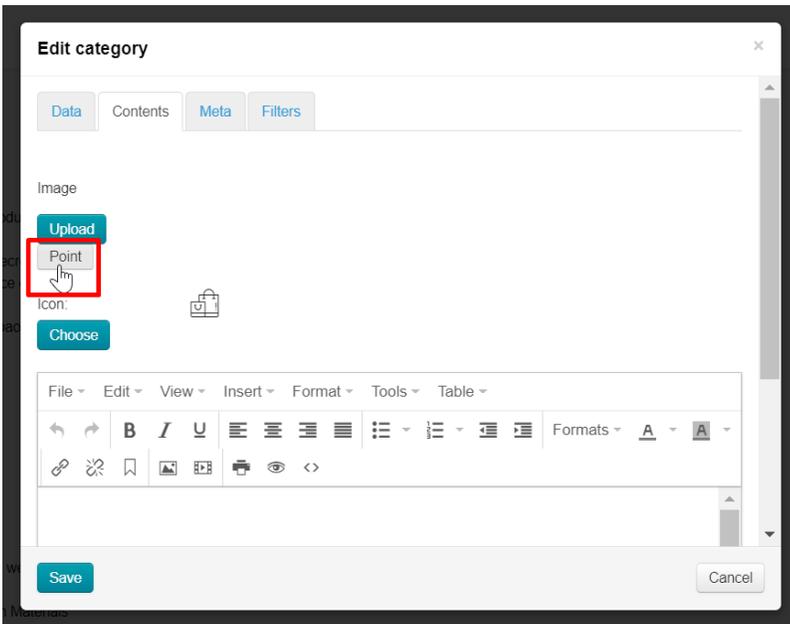
You can **upload** image from your computer as well as **point** a link to it from the Internet resource.



Click "Upload" button and select file to download image from PC.



Or click "Point" button and write full address of the image on the Internet.



And click "Add" button.

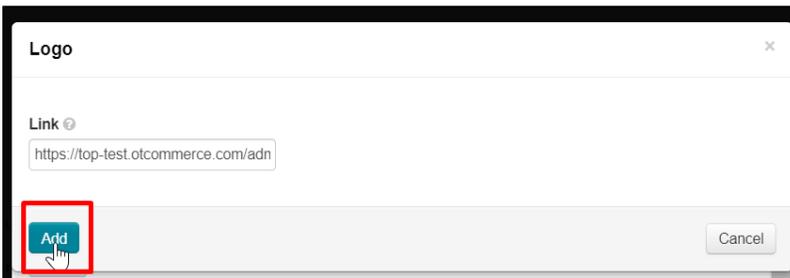
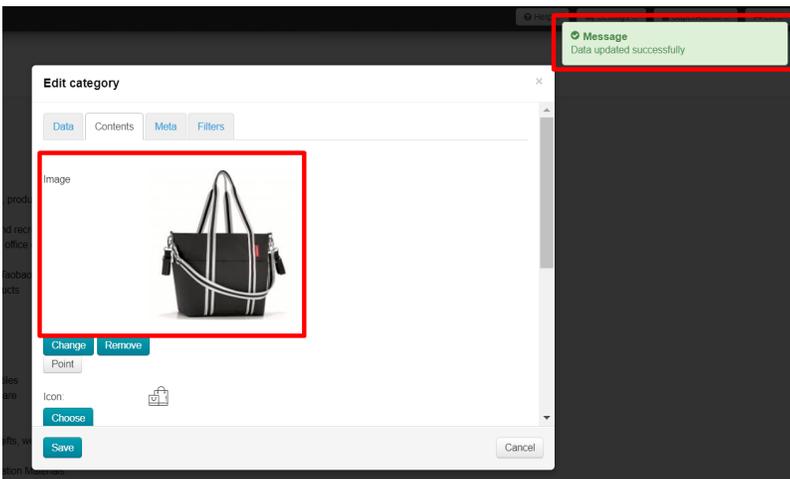
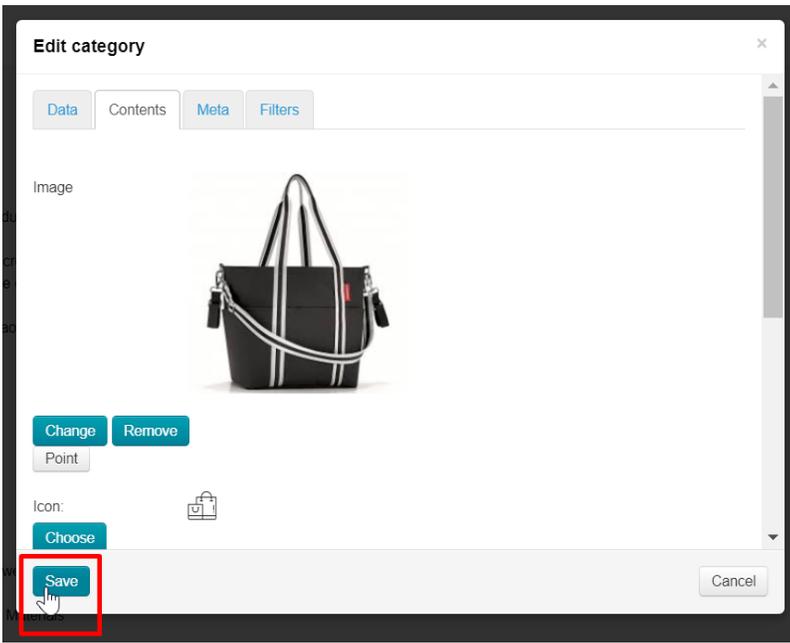


Image will be attached to the category.



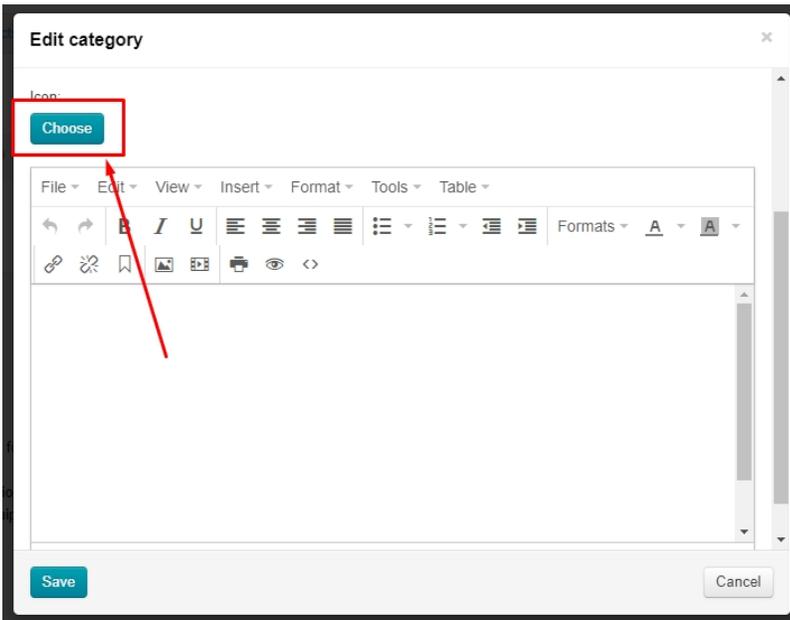
Click "Save" button.



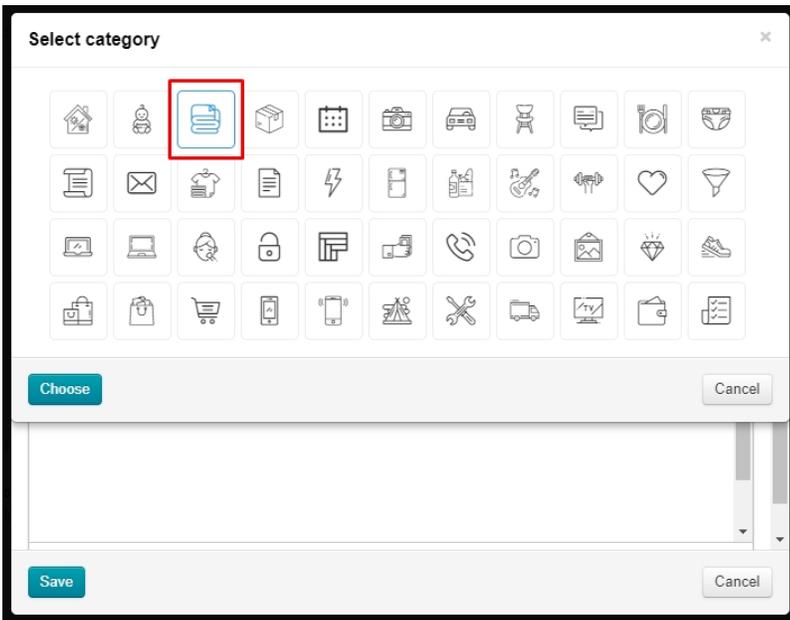
Icon

A set of icons suitable for site design has already been uploaded to OT Box.

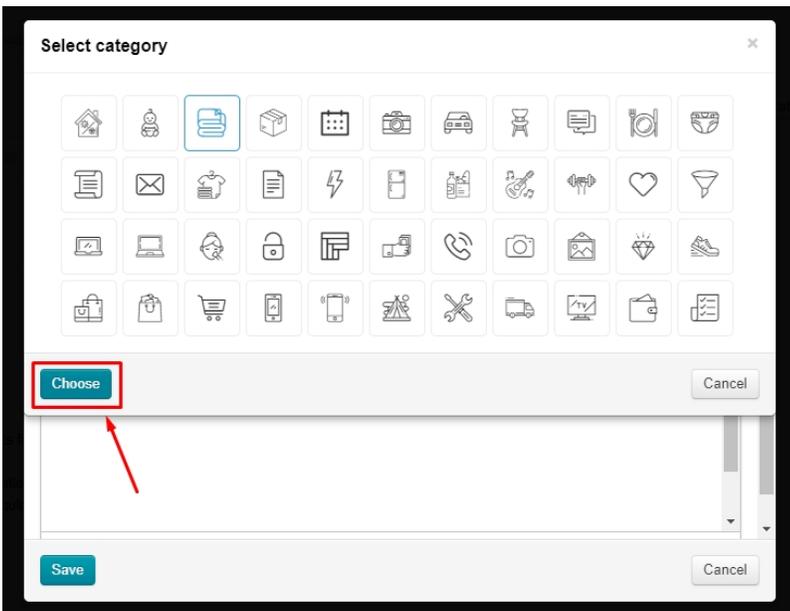
Click "Choose" button.



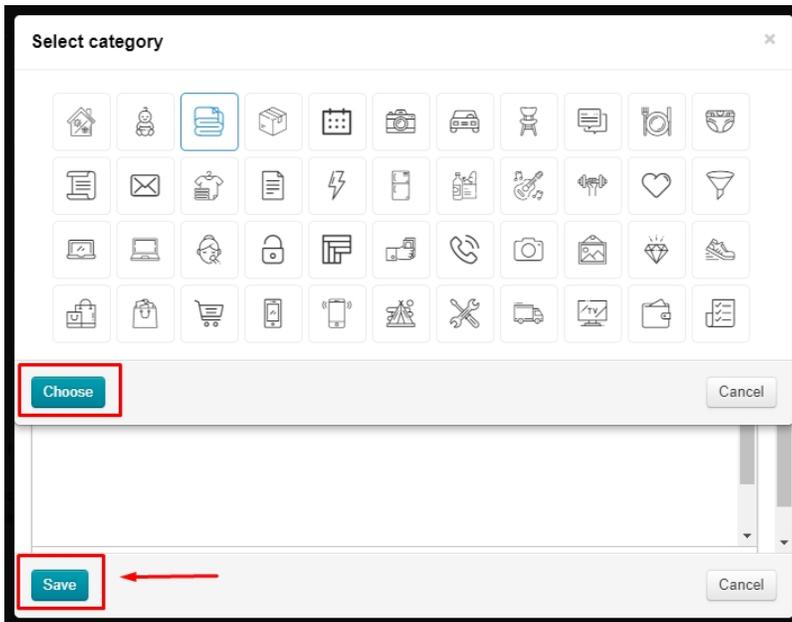
Select necessary icon by mouse click



Click "Choose" button



Icon is selected. Click "Save" button if other actions with the category are not required.



Description

Location of description depends on [website design](#) (below is the example of Elastic design).

Home / Children's World

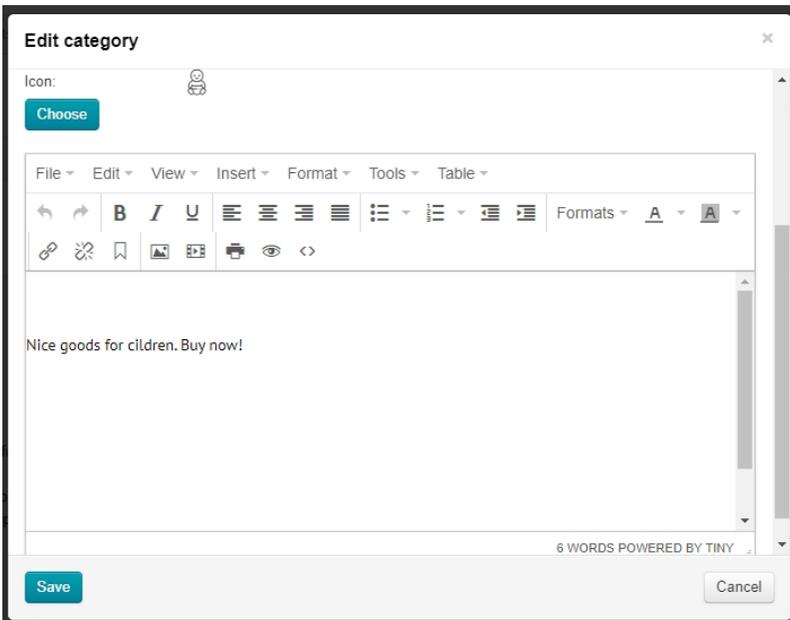
Children's World

Nice goods for children. Buy now!

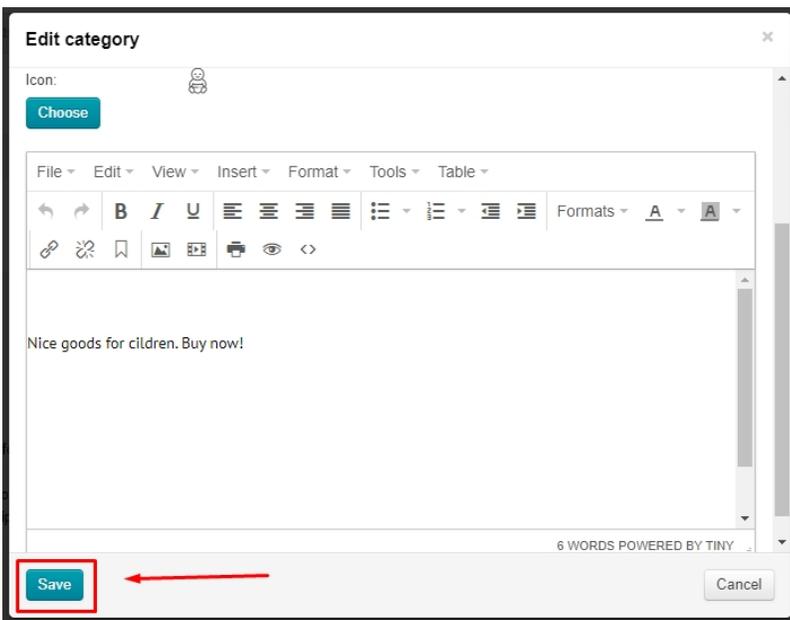
Subcategories



There is a block for entering text at the bottom of "Contents" tab. Its interface is similar to MS Word.



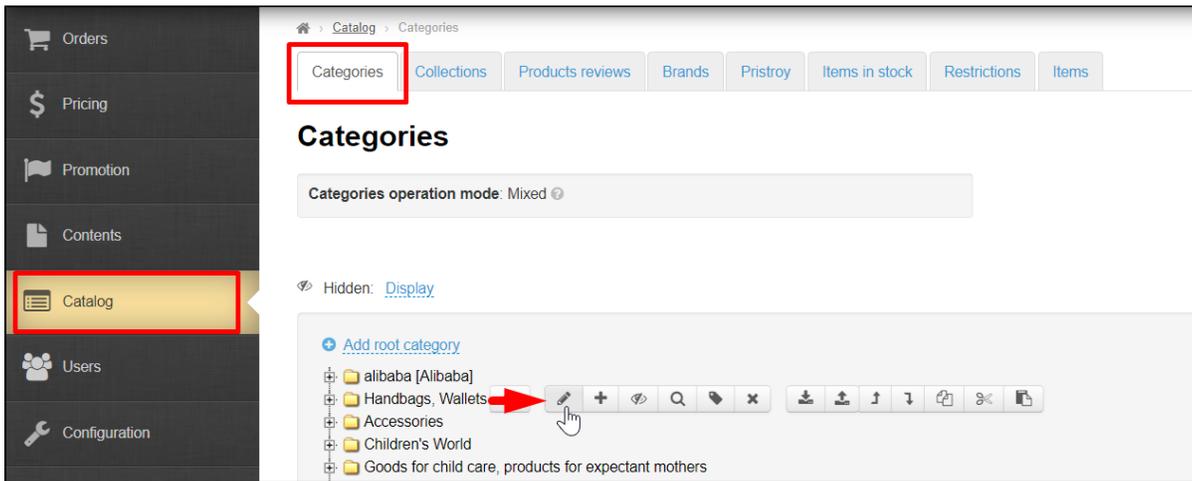
Write and design text, then click "Save" button to show changes on website immediately.



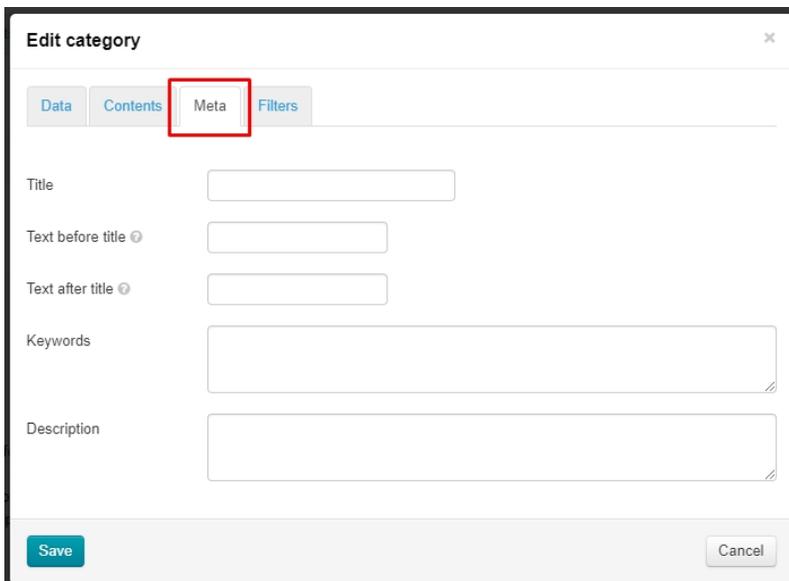
"Meta" tab

 "Meta" tab is available only if you have ["SEO-Optimizer"](#) module (available by default in Standard and Top versions of OT Box)

Go to category editing: "Catalog Categories Hover over a category "Edit category" icon.



Select "Meta" tab.



Title

The title text is important for search engines, therefore it's not just a category name but a search phrase (or a word) that is written there.

Important!

Don't overload title by search phrases. It can badly affect search results!

One title (Title, Text before title and Text after title) - one phrase (it is better not to exceed 3-4 words in 1 phrase).

- *Comfortable shoes — good title*
- *Buy comfortable shoes on Taobao — good title*
- *Buy cheap shoes with free delivery in 3 days without commission - bad title*

We recommend using this rule for the following fields: Title, Text before title and Text after title.

Select "Title" field

Edit category ✕

Data **Contents** Meta **Filters**

Title

Text before title ⓘ

Text after title ⓘ

Keywords

Description

Save Cancel

Write the title that will be used for category promotion. Category name from catalog will be used unless otherwise specified.

Edit category ✕

Data **Contents** Meta **Filters**

Title

Text before title ⓘ

Text after title ⓘ

Keywords

Description

Save Cancel

Click "Save" button if any other actions are not required.

Edit category ✕

Data Contents Meta Filters

Title

Text before title

Text after title

Keywords

Description

Text before and after title

Недорогая Модная одежда из Китая

top-test.otcommerce.com

Акция «Пр

Главная Как заказать

OT Commerce Shop

Главная / Одежда

Одежда

Стильная одежда из Китая.
На любой размер и вкус.
Покупайте оптом – дешевле!

Подкатегории

You can add Text before and after title in "Promotion" section in "SEO" tab. There you can set Text Before and After for the entire site.

You can specify your own words for each category (this does not apply to subcategories). Text Before and After from "Promotion" section will be used unless otherwise specified.

Edit category ✕

[Data](#) [Contents](#) [Meta](#) [Filters](#)

Title

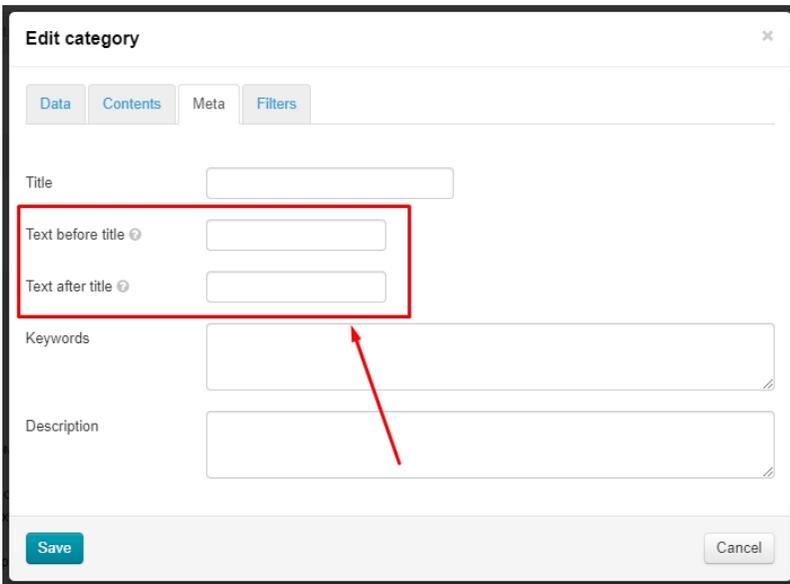
Text before title

Text after title

Keywords

Description

[Save](#) [Cancel](#)



Add Text before title first

Edit category ✕

[Data](#) [Contents](#) [Meta](#) [Filters](#)

Title

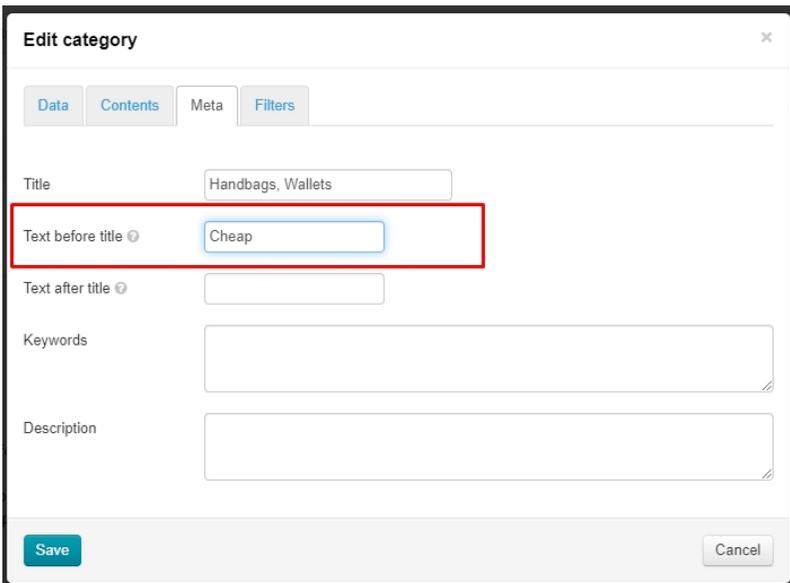
Text before title

Text after title

Keywords

Description

[Save](#) [Cancel](#)



Add text after title after that

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

- Title: Handbags, Wallets
- Text before title: Cheap
- Text after title: from China (highlighted with a red box)
- Keywords: (empty)
- Description: (empty)

Buttons: Save, Cancel

Click "Save" button , if any other actions are not required.

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

- Title: Handbags, Wallets
- Text before title: Cheap
- Text after title: from China
- Keywords: (empty)
- Description: (empty)

Buttons: Save (highlighted with a red box and an arrow), Cancel

Keywords

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

Select "Kewords" field

Edit category ✕

Data **Contents** **Meta** **Filters**

Title

Text before title

Text after title

Keywords

Description

Save Cancel

Write up to 5-6 phrases separated by commas (you can add less, more phrases are not recommended)

Edit category ✕

Data **Contents** **Meta** **Filters**

Title

Text before title

Text after title

Keywords

Description

Save Cancel

Click "Save" button if any other actions are not required.

Edit category

Data Contents **Meta** Filters

Title Handbags, Wallets

Text before title Cheap

Text after title from China

Keywords buy handbags from China, buy wallets from China, cheap handbags and wallets

Description

Save Cancel

Description

This is a promotion text describing a specific page. Text should be unique and contain the most complete (but brief!) Information about contents on this page. You can learn more how to compose a text in the official Google article: <https://support.google.com/webmasters/answer/35624?hl=ru&rd=1#writgooddescriptions>

Select "Description" field

Редактировать категорию

Данные Содержание **Мета** Фильтры

Заголовок Модная одежда

Текст до заголовка Недорогая

Текст после заголовка из Китая

Ключевые слова купить одежду в Китае, недорогая одежда из Китая, модная одежда для женщин

Описание

Сохранить Отменить

Write the text that search engines will see:

Редактировать категорию ✕

Данные | **Содержание** | Мета | Фильтры

Заголовок: Модная одежда

Текст до заголовка: Недорогая

Текст после заголовка: из Китая

Ключевые слова: купить одежду в Китае, недорогая одежда из Китая, модная одежда для женщин

Описание: Качественная одежда по оптовым ценам. Купить одежду из Китая

Сохранить | Отменить

Click "Save" button if any other actions are not required.

Редактировать категорию ✕

Данные | **Содержание** | Мета | Фильтры

Заголовок: Модная одежда

Текст до заголовка: Недорогая

Текст после заголовка: из Китая

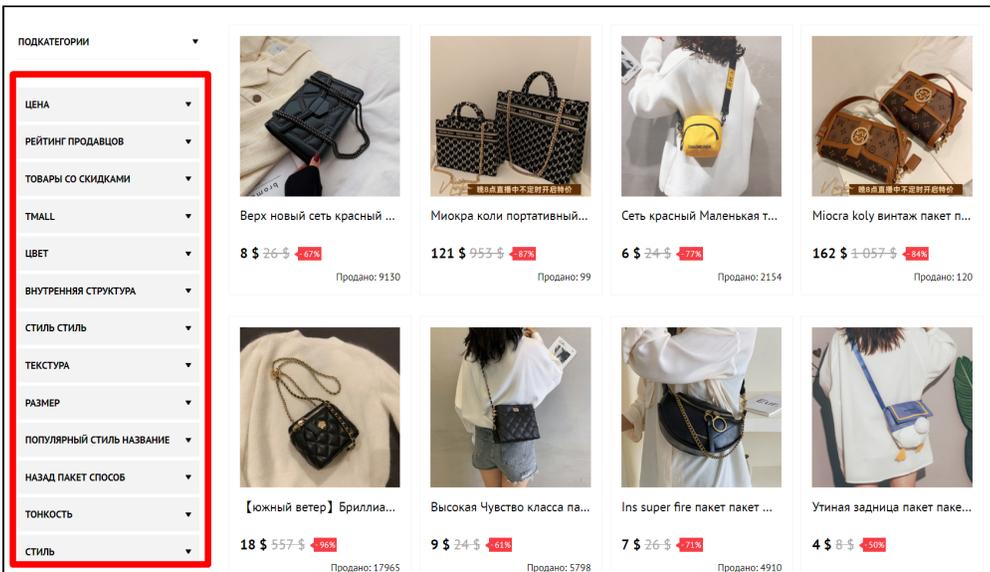
Ключевые слова: купить одежду в Китае, недорогая одежда из Китая, модная одежда для женщин

Описание: Качественная одежда по оптовым ценам. Купить одежду из Китая

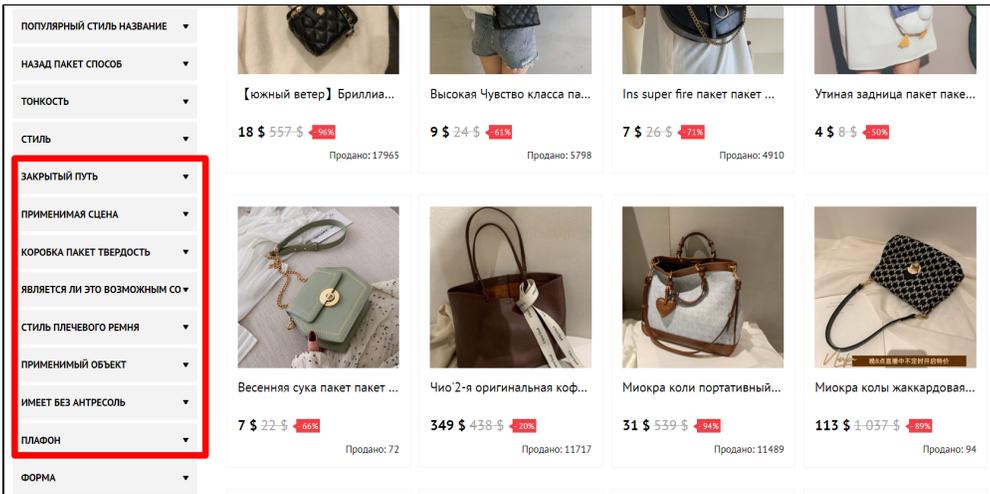
Сохранить | Отменить

"Filters" tab

Filters help customers select a product for himself. This block is located to the left of products list in the category.



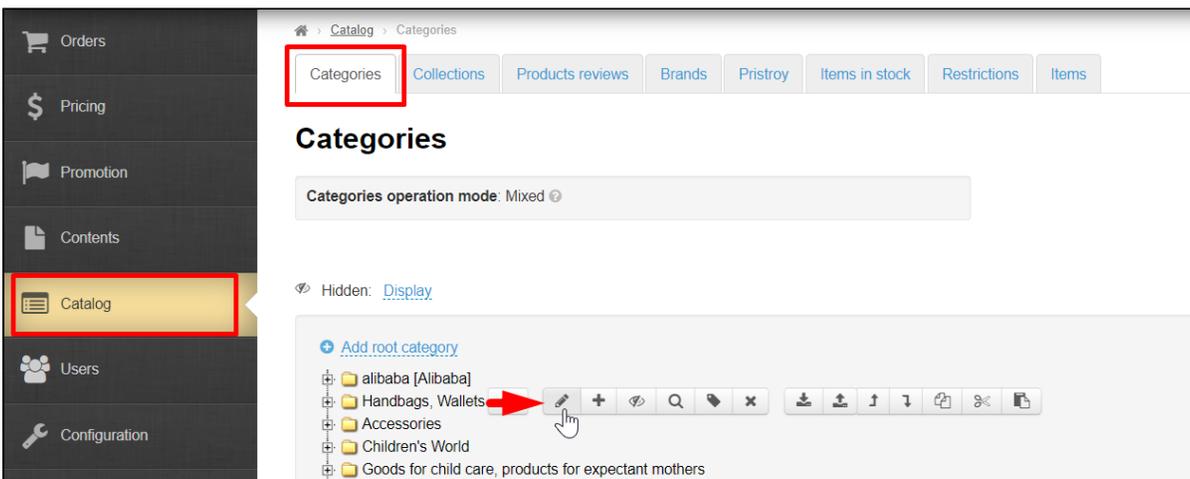
Some filters have imprecise names and make it difficult to work with.



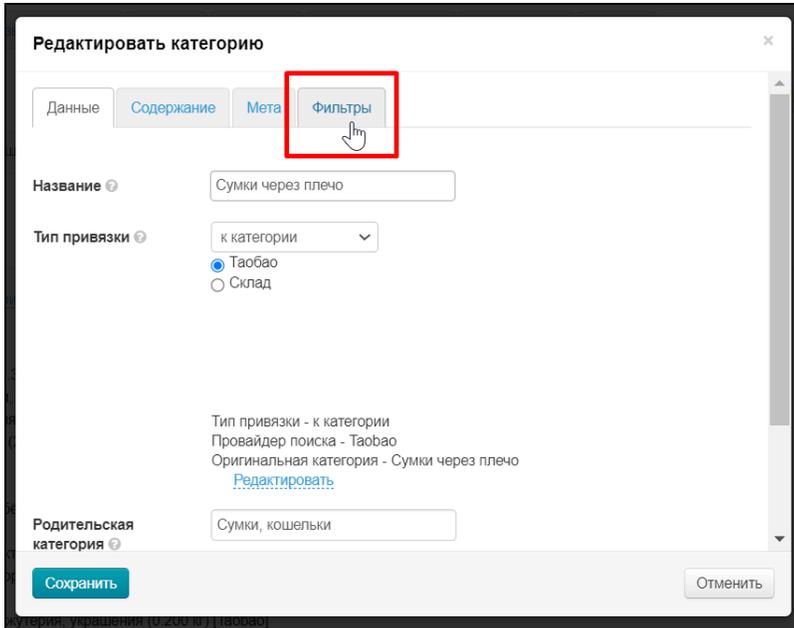
Such filters should be edited.

Edit filters

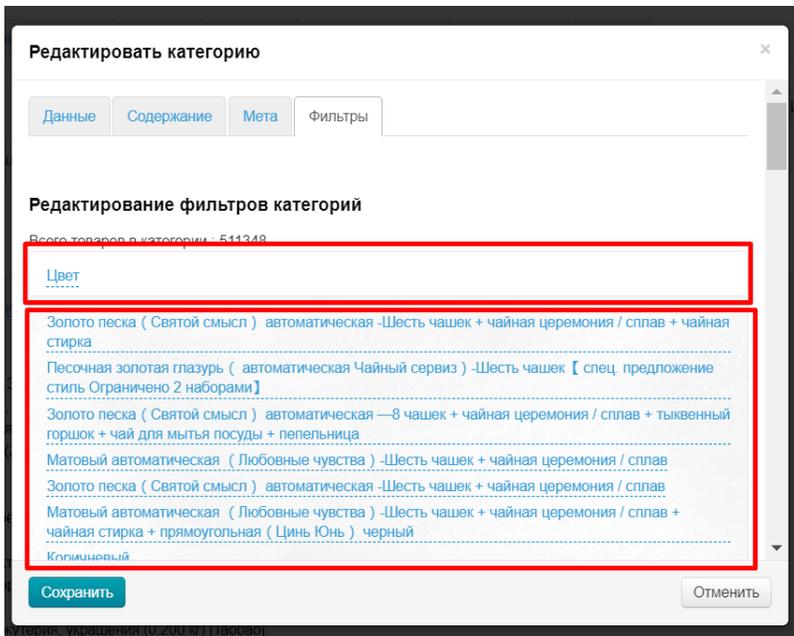
Go to category editing: "Catalog > Categories > Hover over a category > "Edit category" icon.



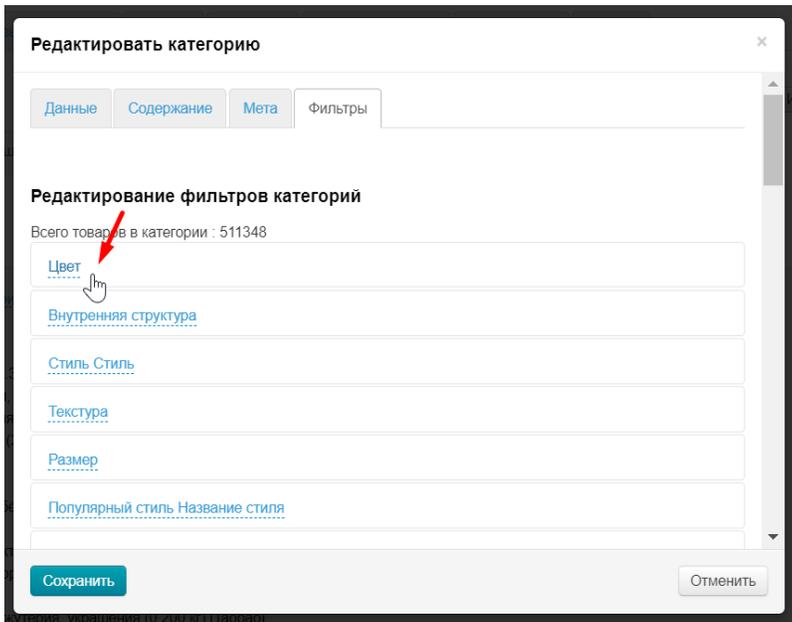
Select "Filters" tab



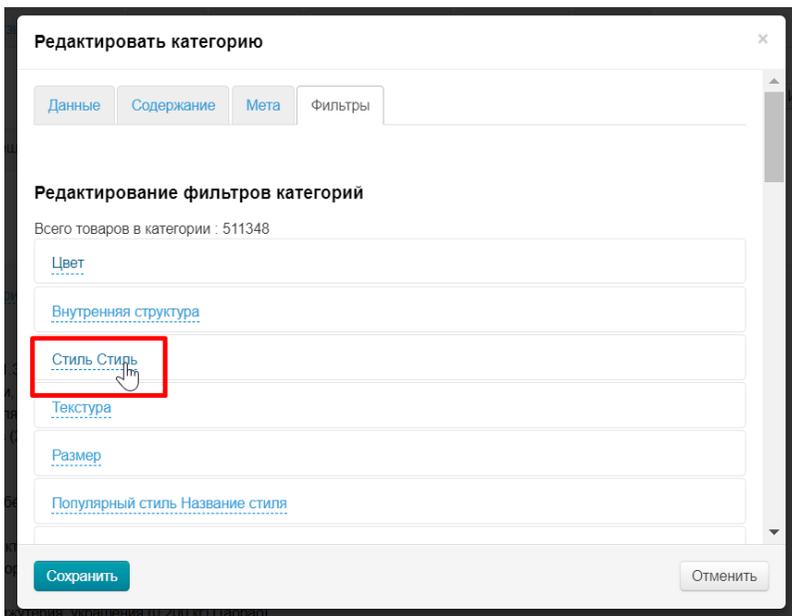
Here are the filters and criteria for their work. White field - filter, gray - its criteria.



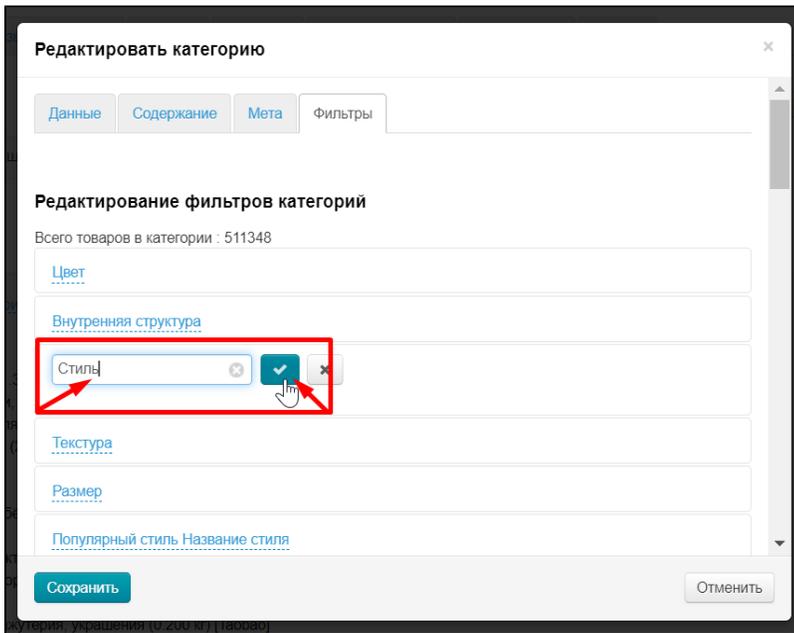
You will get the entire list of filters for selected category if you click white box next to the filter name. Clicking again will open filter criteria.



Click blue title to edit filter or its criteria.

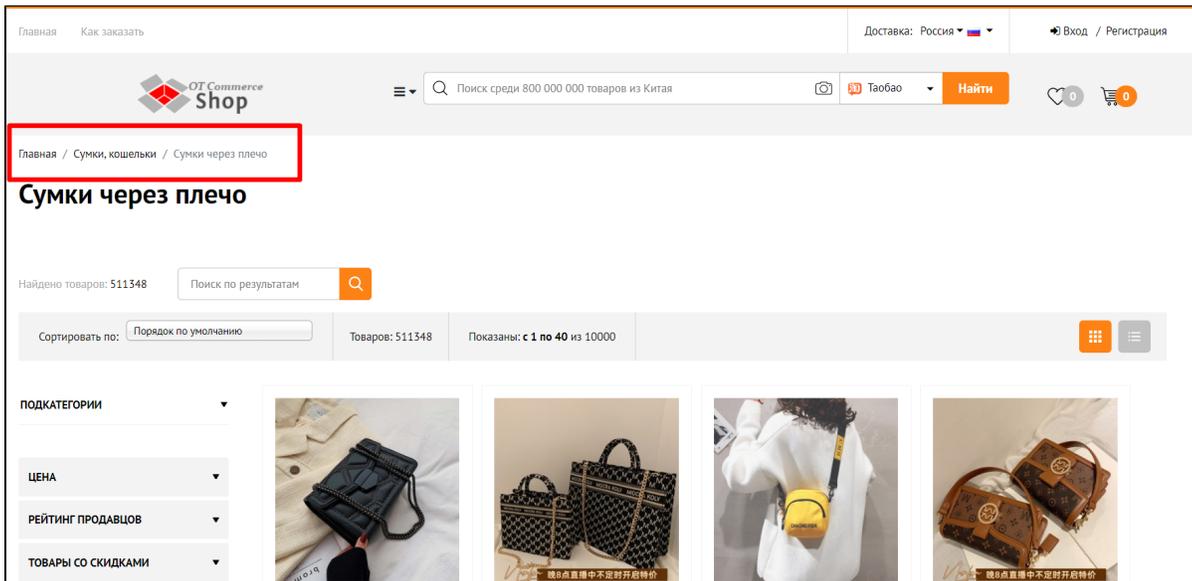


A field to edit filter will open. Write new title for the filter (or criteria) and save.

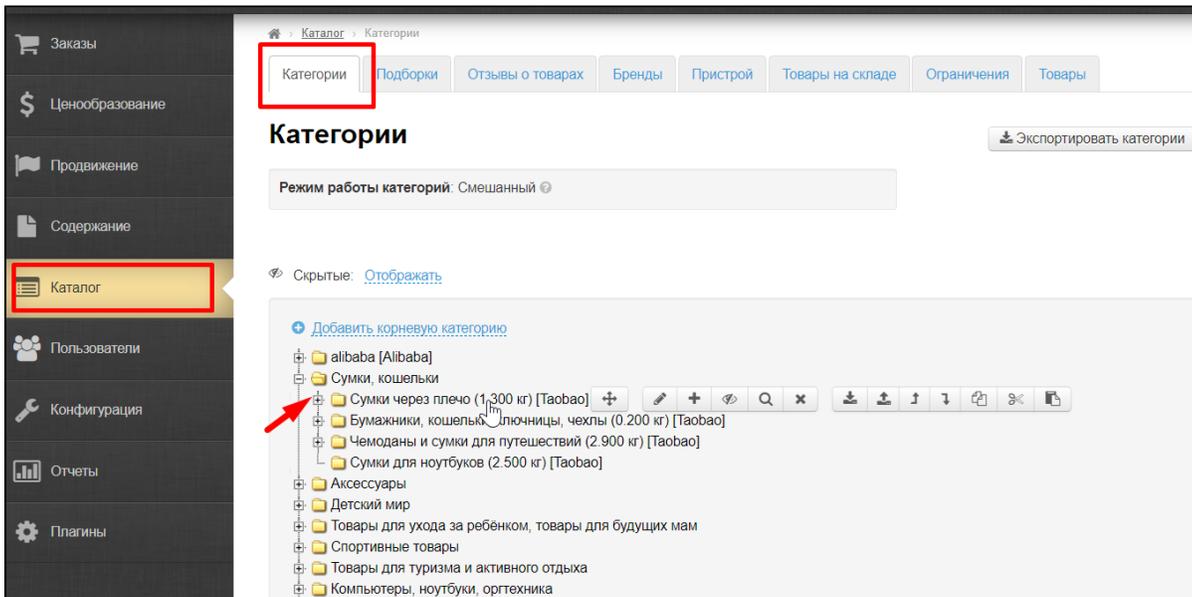


How to find correct title for a filter and its criteria?

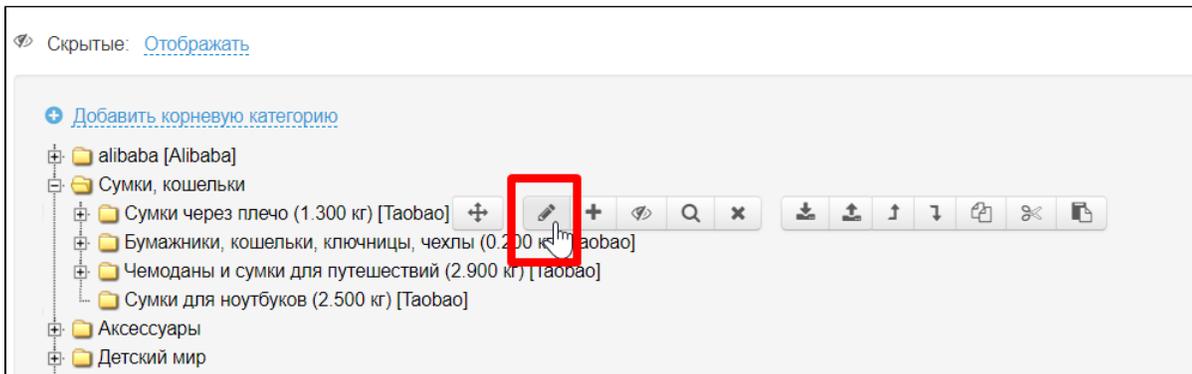
Most often, we see non-informative name of the filter already on the site. Therefore, we first look at the path to the category in the catalog.



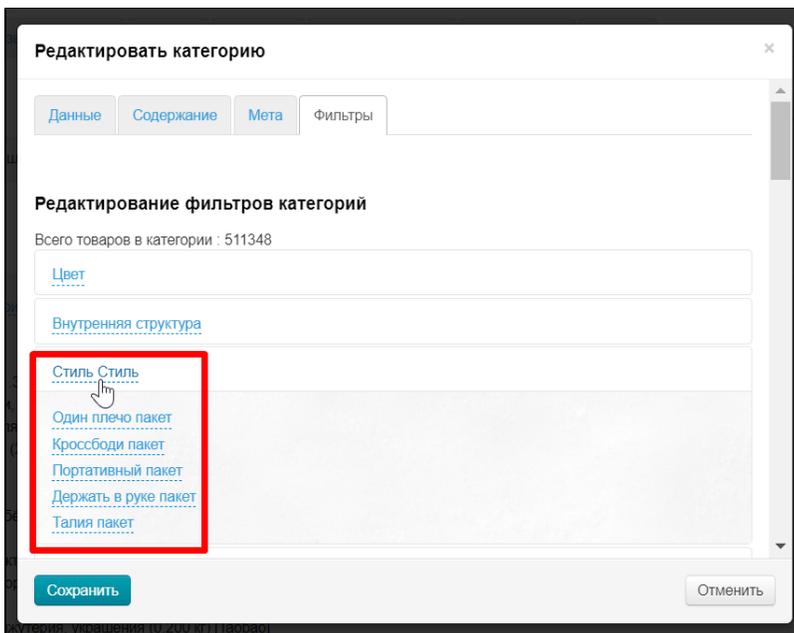
Find category in admin panel in "Catalog Categories" section.



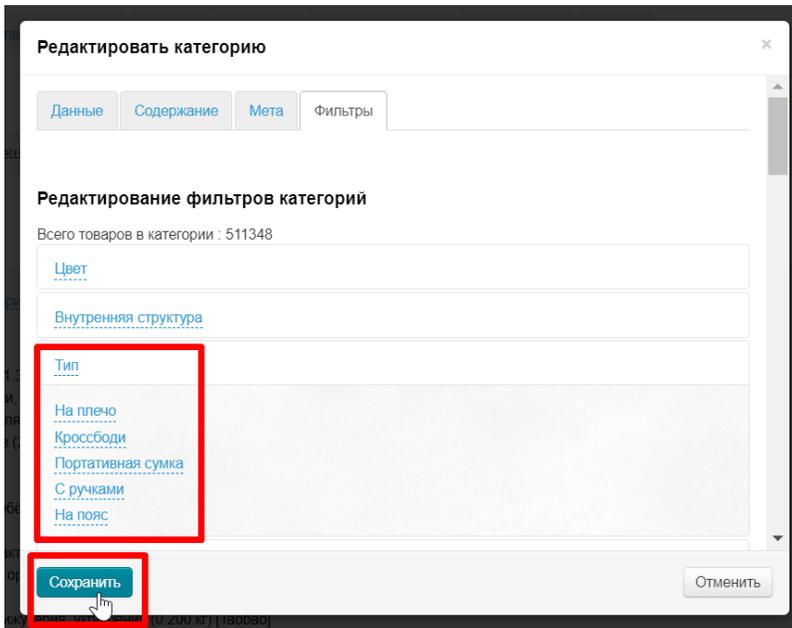
click "Edit" button



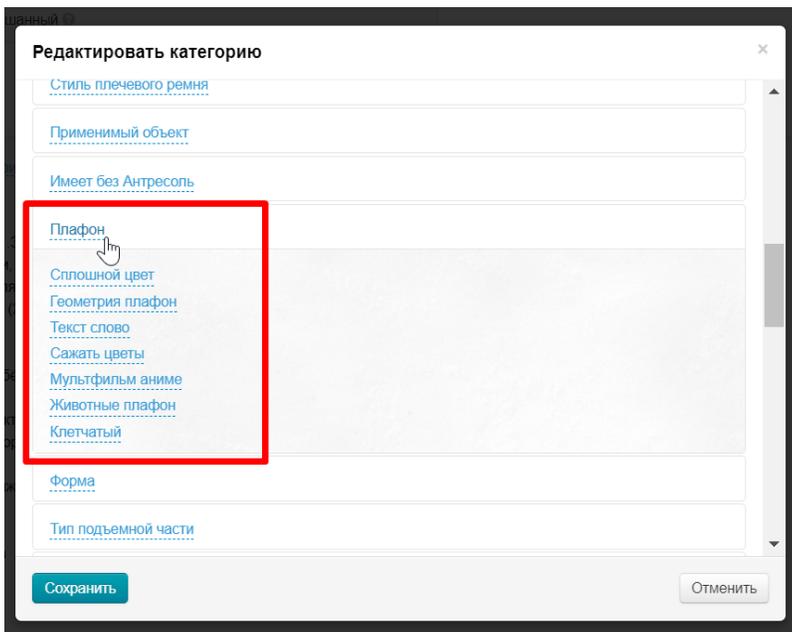
Find filter you need to edit on "Filters" tab.



Below example shows the best option how to edit titles. Therefore, edit and save.



Open the filter on the site and see what products will be shown if the filter is not clear.



КОРОБКА ПАКЕТ ТВЕРДОСТЬ ▾

ЯВЛЯЕТСЯ ЛИ ЭТО ВОЗМОЖНЫМ СО ▾

СТИЛЬ ПЛЕЧЕВОГО РЕМНЯ ▾

ПРИМЕНИМЫЙ ОБЪЕКТ ▾

ИМЕЕТ БЕЗ АНТРЕСОЛЬ ▾

ПЛАФОН ▲

- Сплошной цвет 199371
- Геометрия плафон 14330
- Текст слово 11116
- Сажать цветы 10820
- Мультфильм аниме 10252
- Животные плафон 9655
- Клетчатый 5065

[Применить](#) [Сбросить](#)

ФОРМА ▾

ТИП ПОДЪЕМНОЙ ЧАСТИ ▾



Весенняя сука пакет пакет ...

7 \$ 22 \$ -66%

Продано: 72



Цепь полосатый Ниша суп...

Click any criteria and "Apply" button.

ПЛАФОН ▲

- Сплошной цвет 199371
- Геометрия плафон 14330
- Текст слово 11116
- Сажать цветы 10820
- Мультфильм аниме 10252
- Животные плафон 9655
- Клетчатый 5065

[Применить](#) [Сбросить](#)

ФОРМА ▾

ТИП ПОДЪЕМНОЙ ЧАСТИ ▾

<p>7 \$ 22 \$ -66%</p> <p>Продано: 72</p>  <p>Цепь полосатый Ниша суп...</p>	<p>349 \$ 438 \$ -20%</p> <p>Продано: 11717</p>  <p>Западный стиль винтаж Не...</p>
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We see products with "Solid color". Click "Reset" and look at the next filter criteria.

ПОДКАТЕГОРИИ

ЦЕНА

РЕЙТИНГ ПРОДАВЦОВ

ТОВАРЫ СО СКИДКАМИ

TMALL

ПЛАФОН

Сплошной цвет 204032

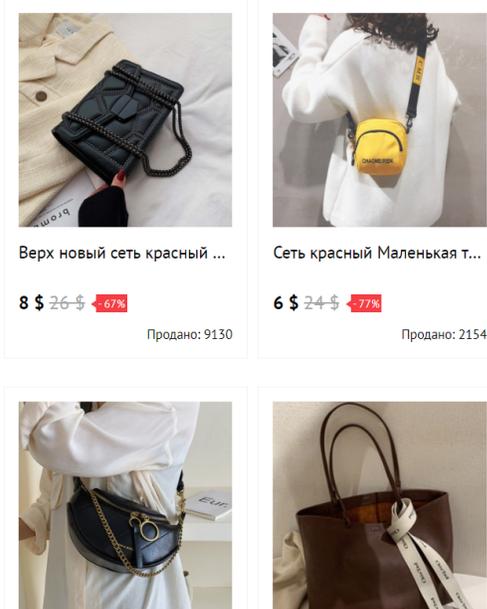
Применить Сбросить

ЦВЕТ

ВНУТРЕННЯЯ СТРУКТУРА

ТИП

РАЗМЕР



Верх новый сеть красный ...
8 \$ 26 \$ -67%
Продано: 9130

Сеть красный Маленькая т...
6 \$ 24 \$ -77%
Продано: 2154

Write down separately or immediately edit title in the admin panel.

Редактировать категорию

[Стиль плечевого ремня](#)

[Применимый объект](#)

[Имеет без Антресоль](#)

Плафон

Однотонный

[Геометрия плафон](#)

[Текст слово](#)

[Сажать цветы](#)

[Мультфильм аниме](#)

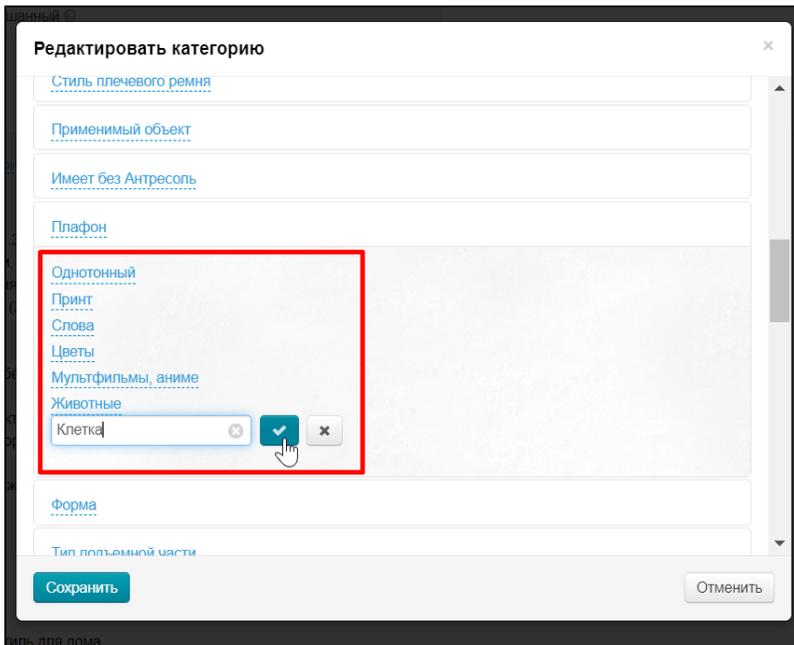
[Животные плафон](#)

[Клетчатый](#)

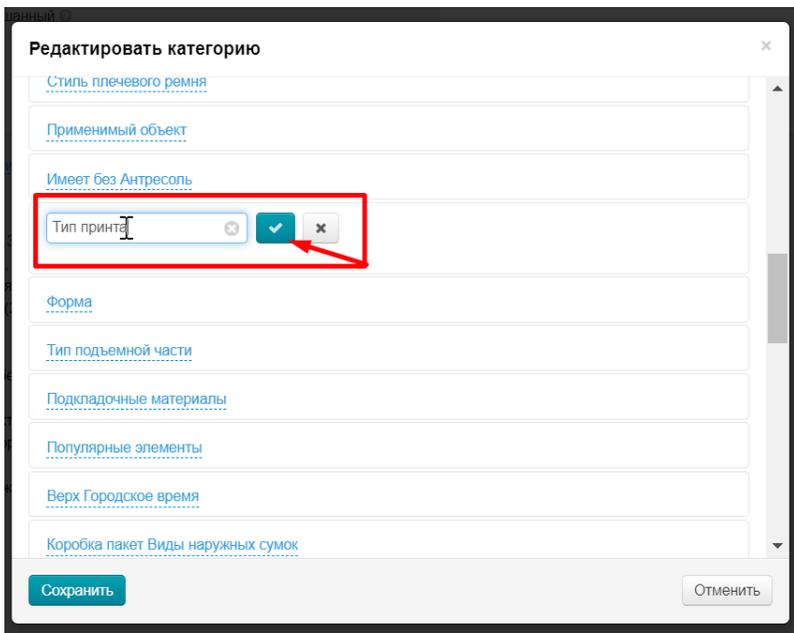
Форма

[Тип полъемной части](#)

Write all the titles of the criteria in the same way.



Write filter title when all the criteria are written



Click "Save" button

Редактировать категорию

Стиль плечевого ремня

Применимый объект

Имеет без Антресоль

Тип принта

- Однотонный
- Принт
- Слова
- Цветы
- Мультфильмы, аниме
- Животные
- Клетка

Форма

Тип подъемной части

Сохранить

Отменить

Edit all category filters in the same way.