Edit category: contents, SEO, filters

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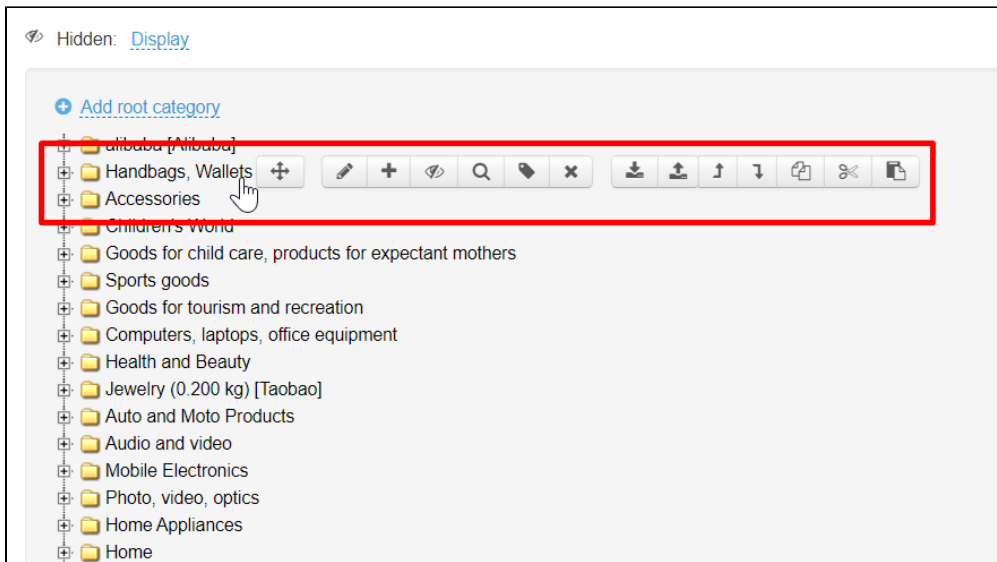You can configure each category of catalog separately:

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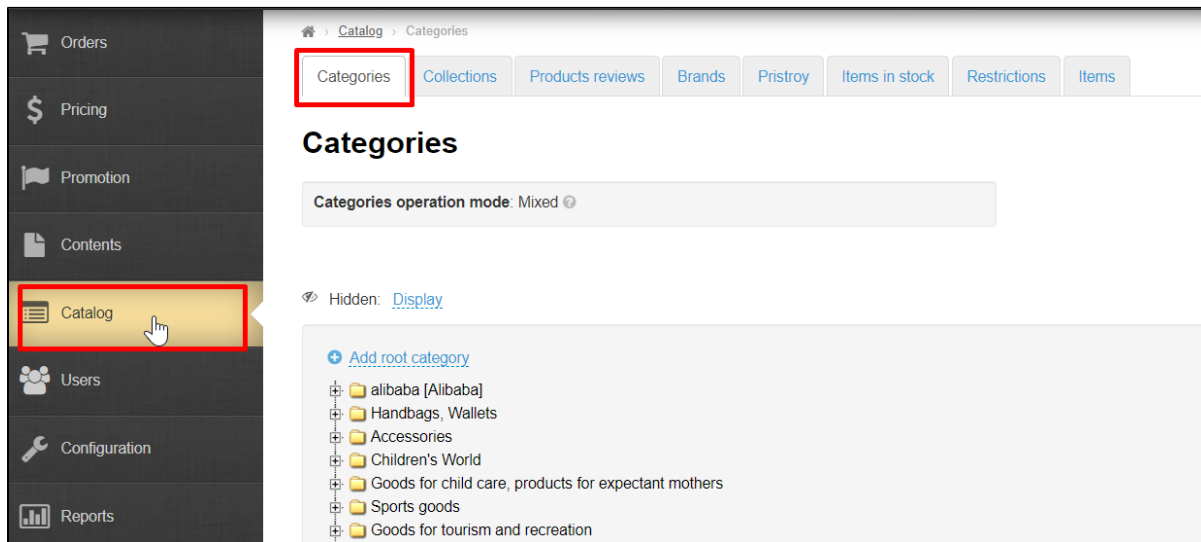
Select existing category in catalog and click it to open menu:

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.
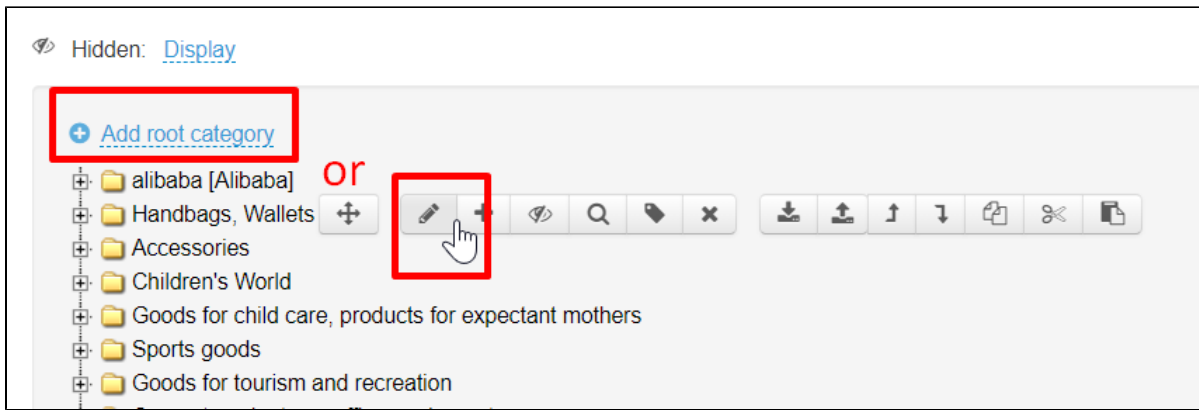
"Contents" tab

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).
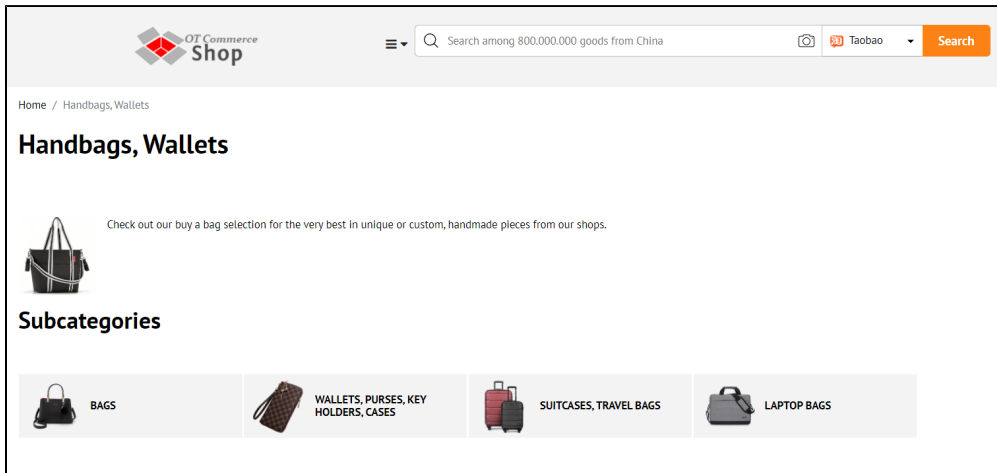
Add the following information into "Contents":

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

> ⓘ **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.
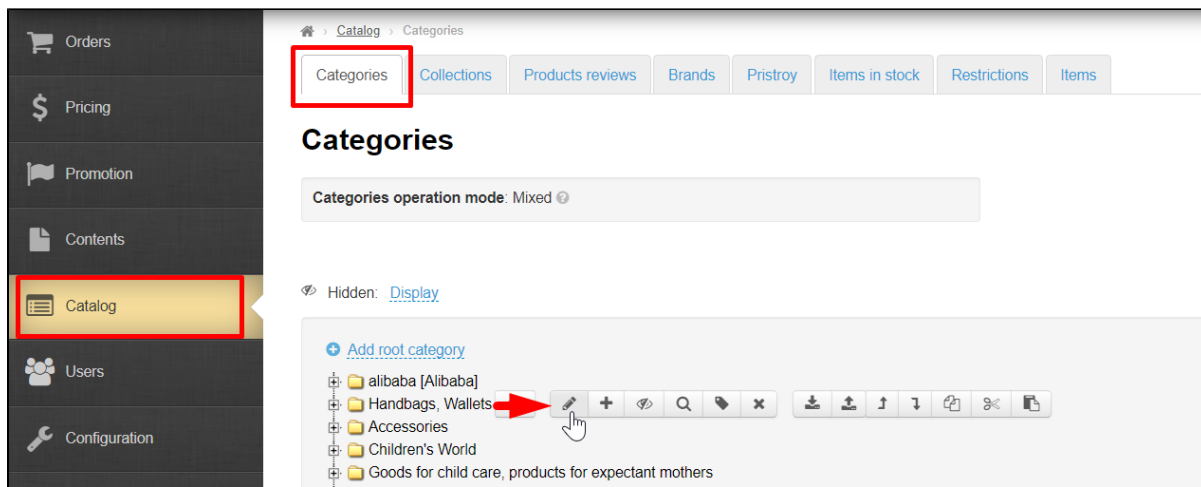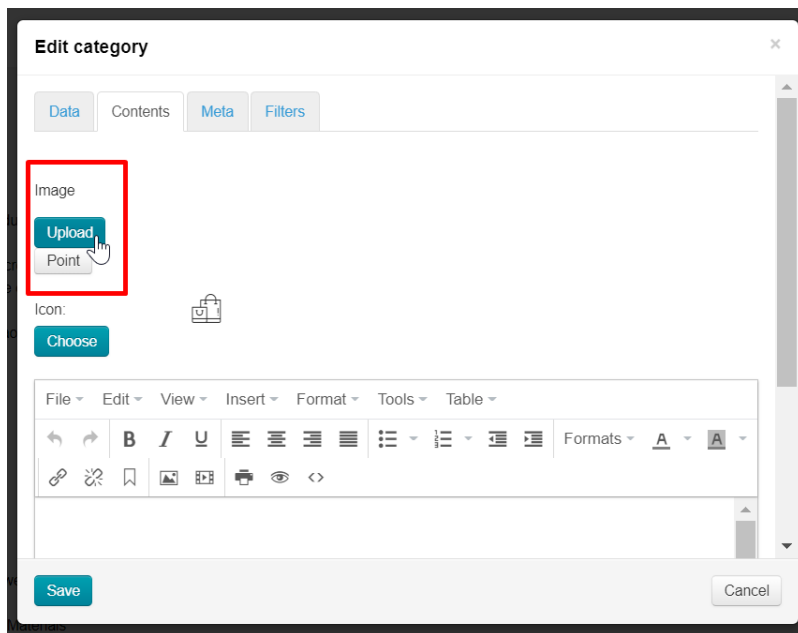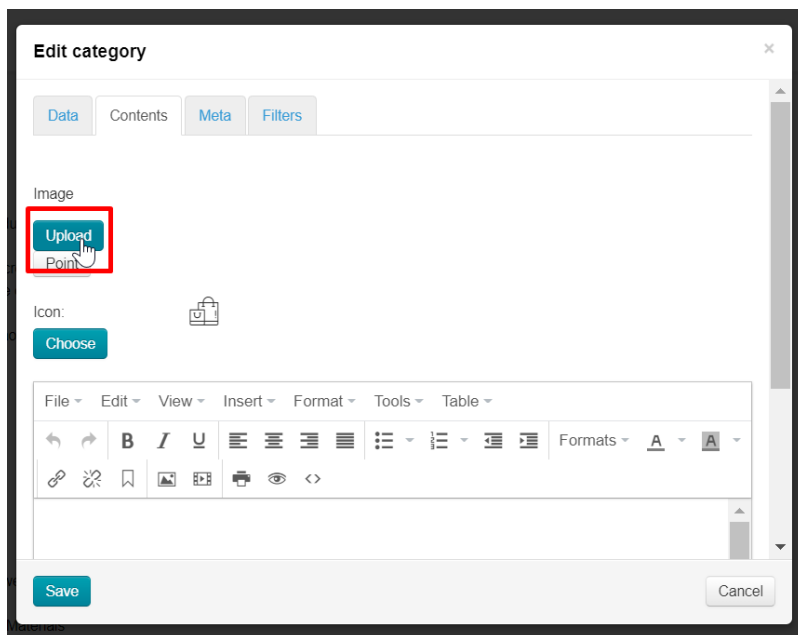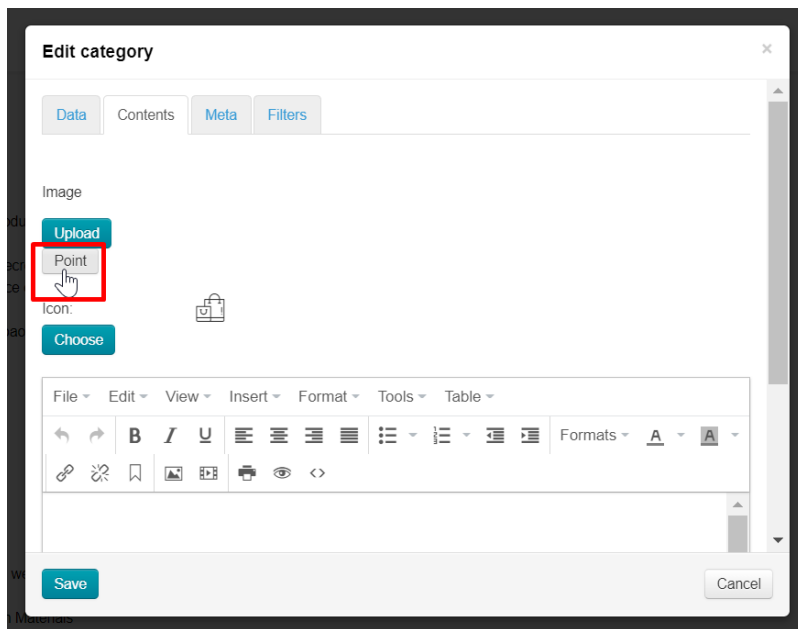
Select "Contents" button.
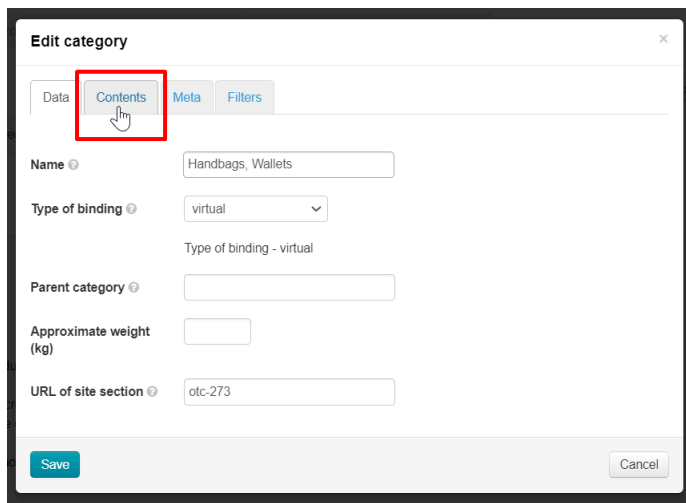
Image

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.
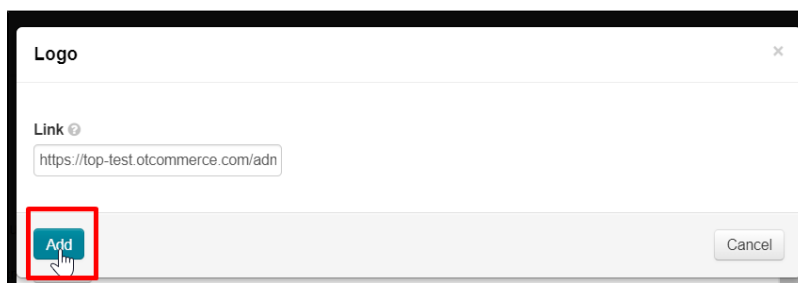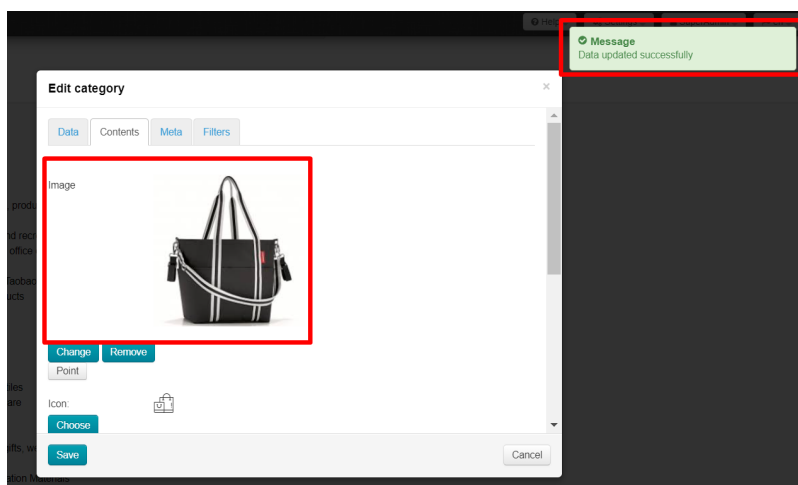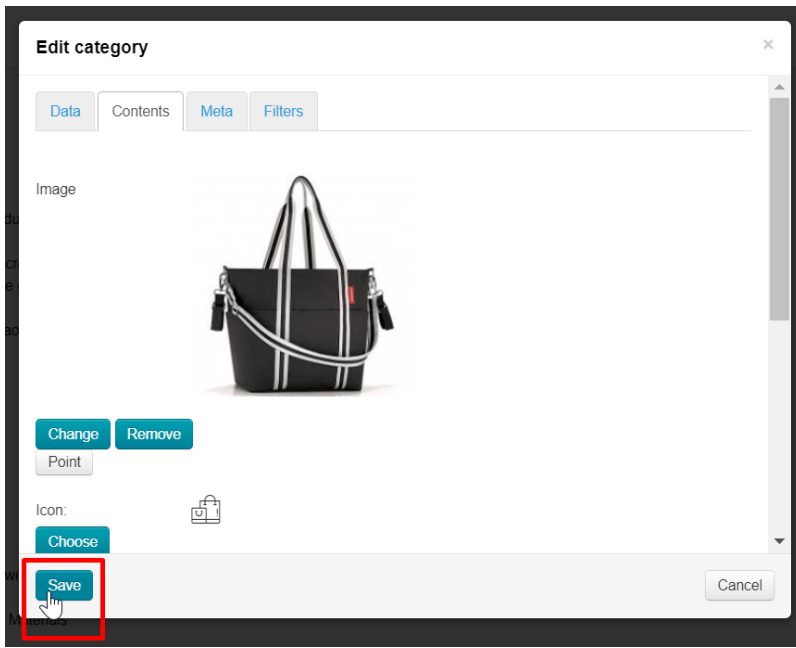
And click "Add" button.
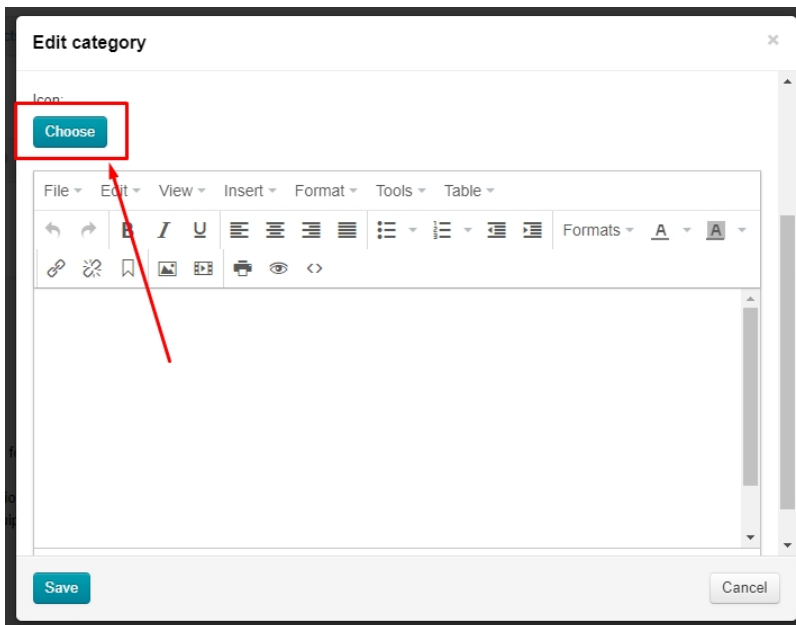

Image will be attached to the category.

Click "Save" button.

Icon

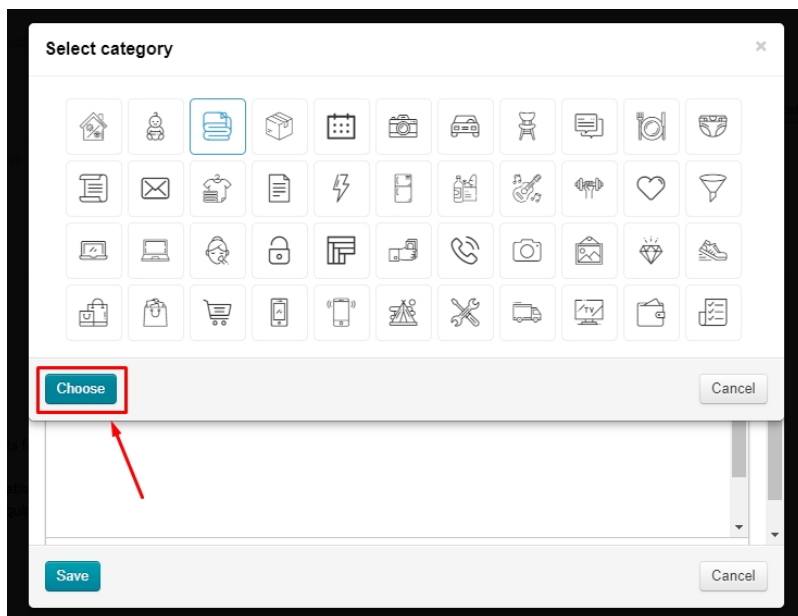A set of icons suitable for site design has already been uploaded to OT Box.

Click "Choose" button.

Select necessary icon by mouse click
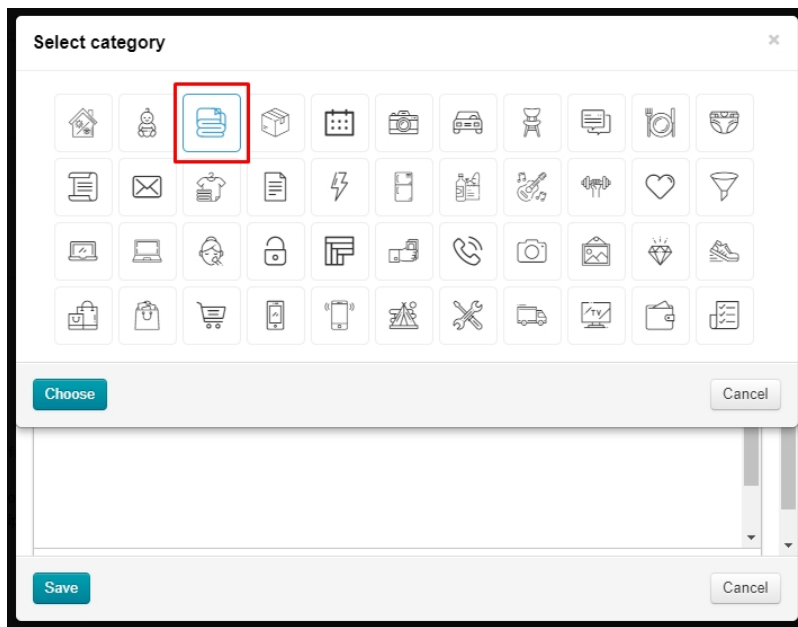
Click "Choose" button

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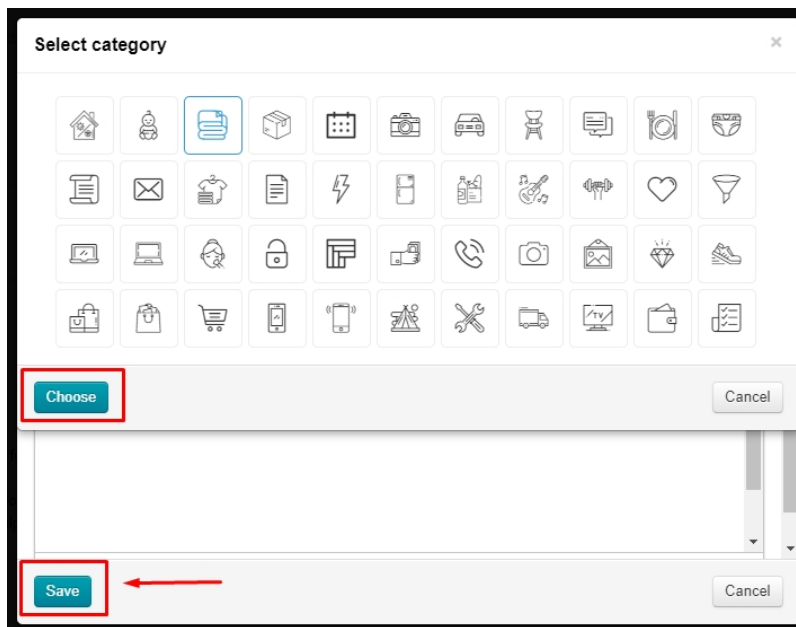
Description

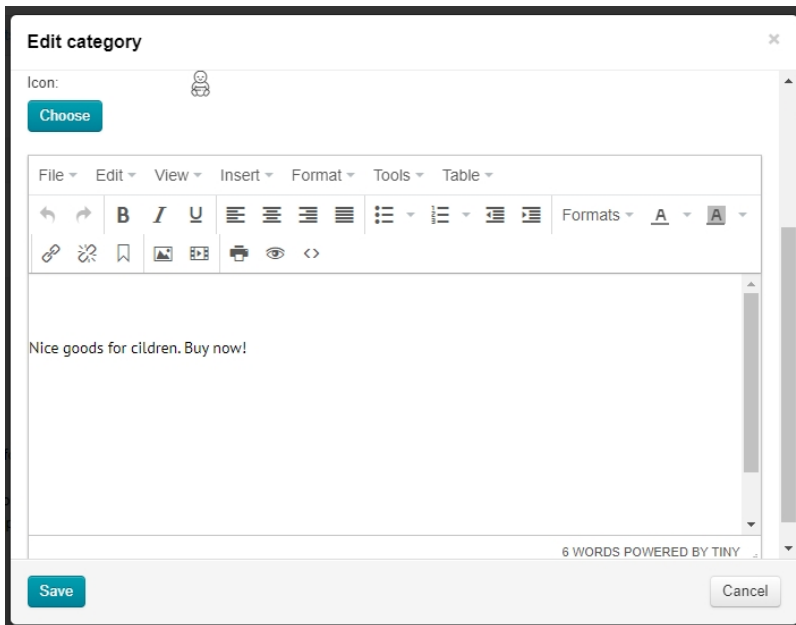Location of description depends on website design (below is the example of Elastic design).
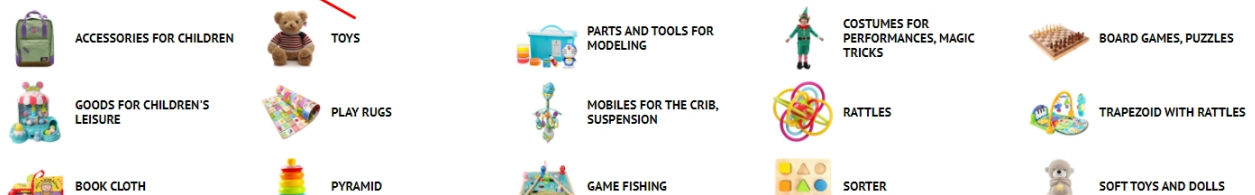
There is a block for entering text at the bottom of "Contents" tab. Its interface is similar to MS Word.

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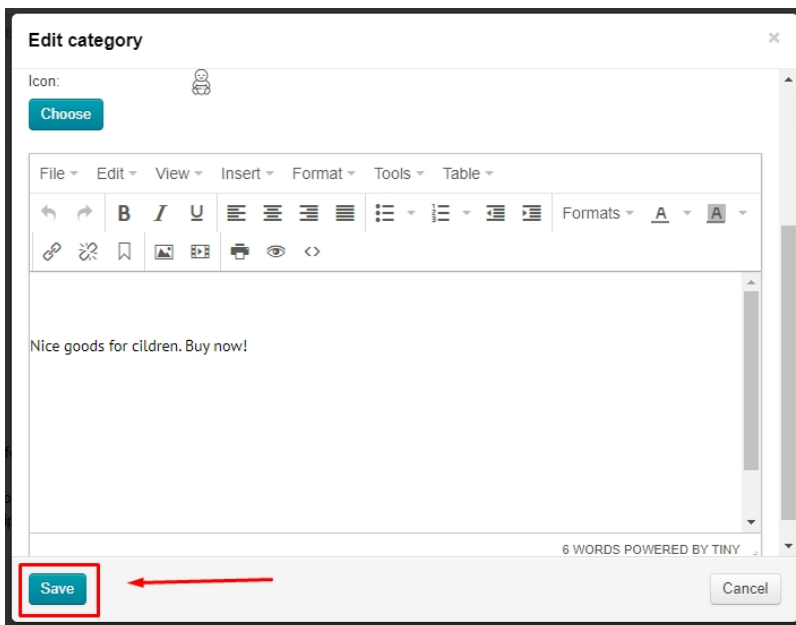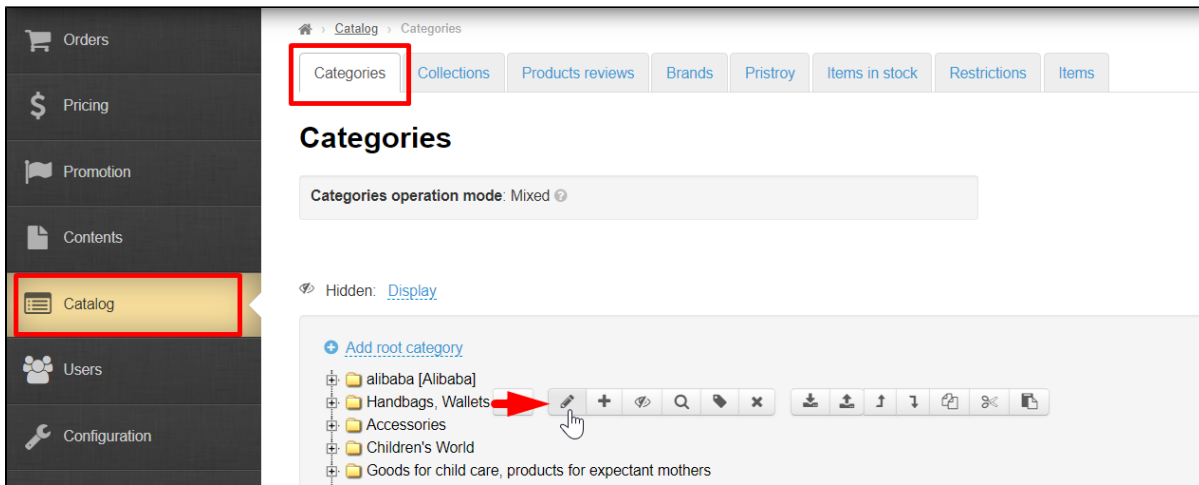

"Meta" tab

> ⓘ "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

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

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

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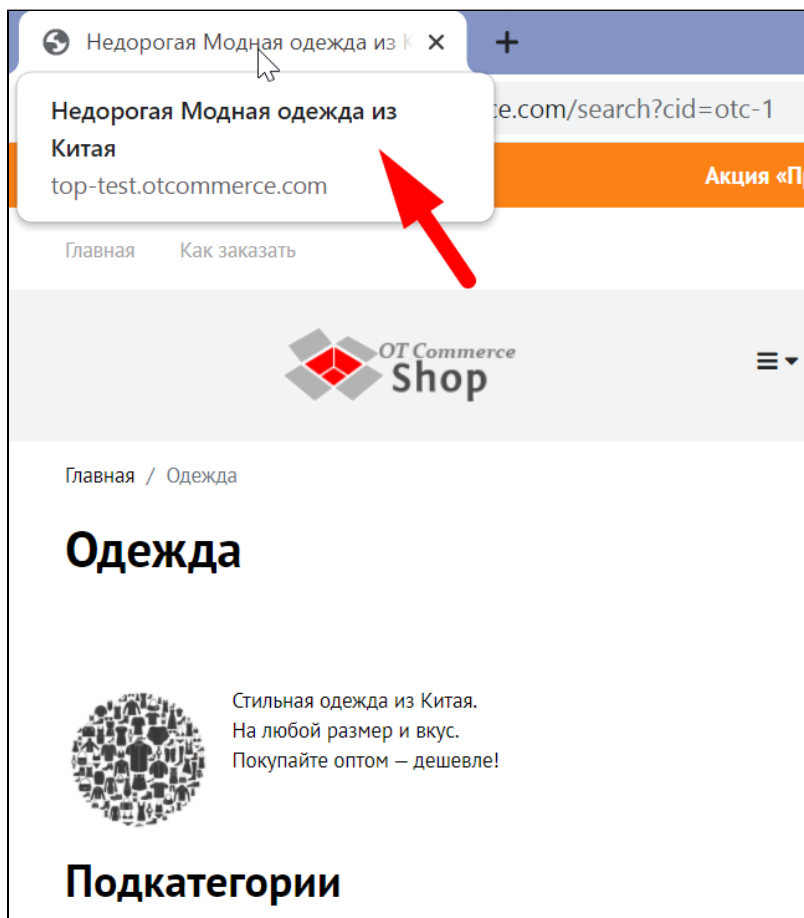
You can add Text before and after title in "Promotion" section in "SEO" tab. There you can set Text Before and After for the entire site.

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.

Add Text before title first
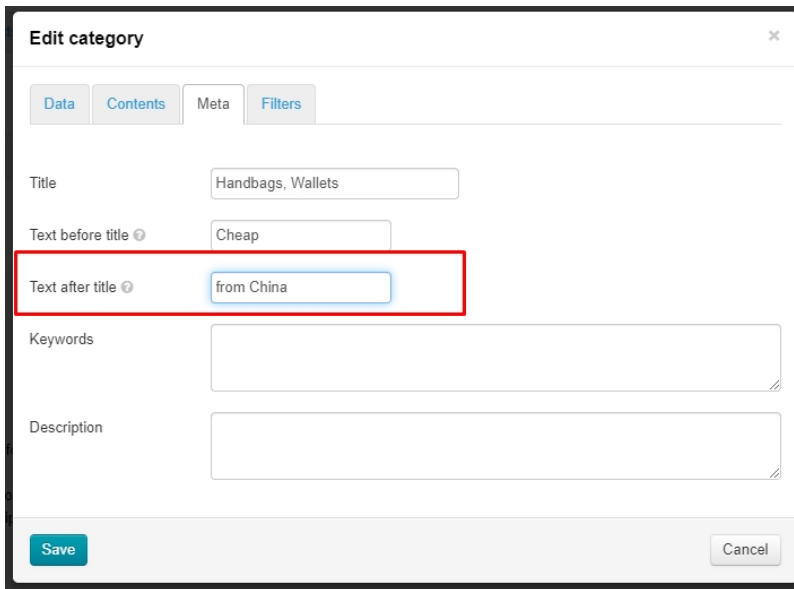
Add text after title after that
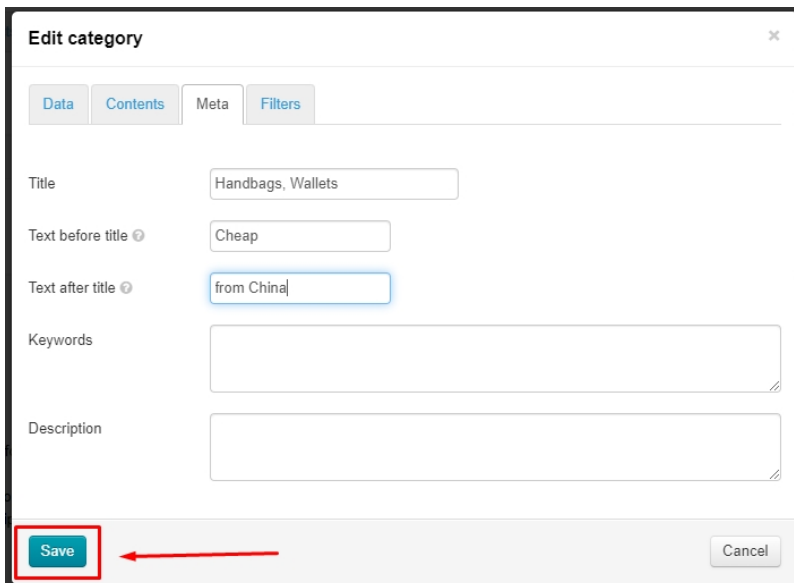
Click "Save" button , if any other actions are not required.

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

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

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

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#writegooddescriptions

Select "Description" field

Write the text that search engines will see:

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

"Filters" tab

Filters help customers selects a product for himself. This block is located to the left of products list in the category.
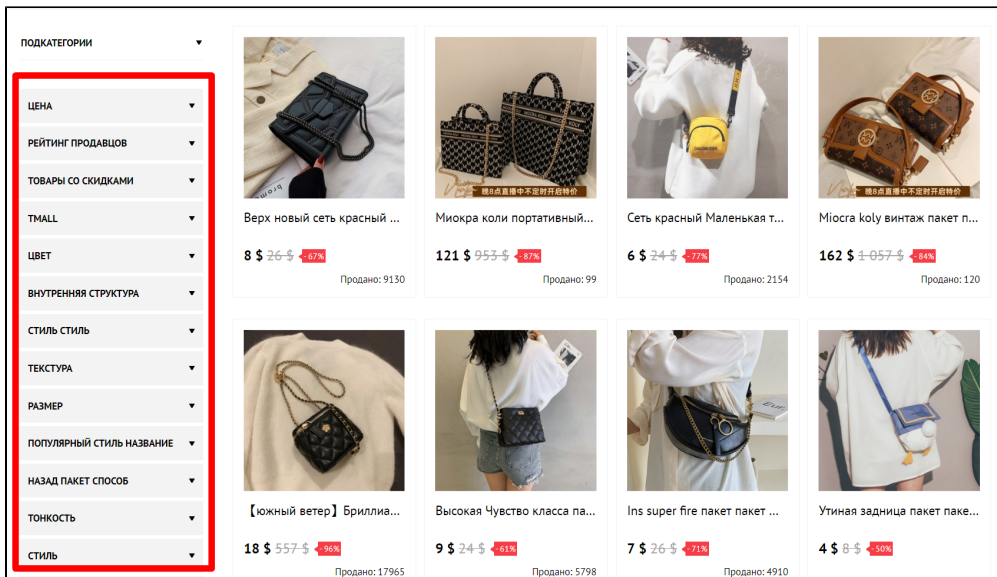
Some filters have imprecise names and make it difficult to work with.
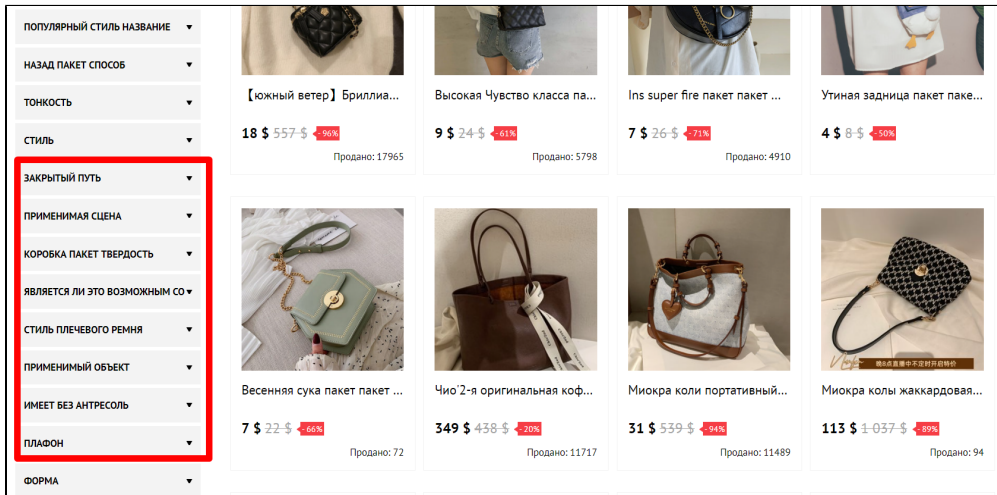
Such filters should be edited.

Edit filters

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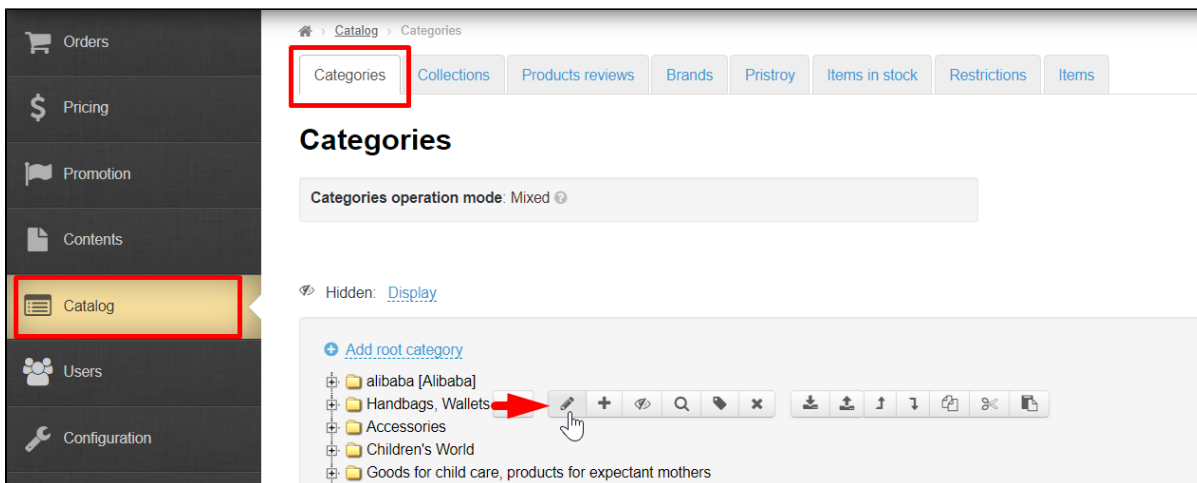
Select "Filters" tab

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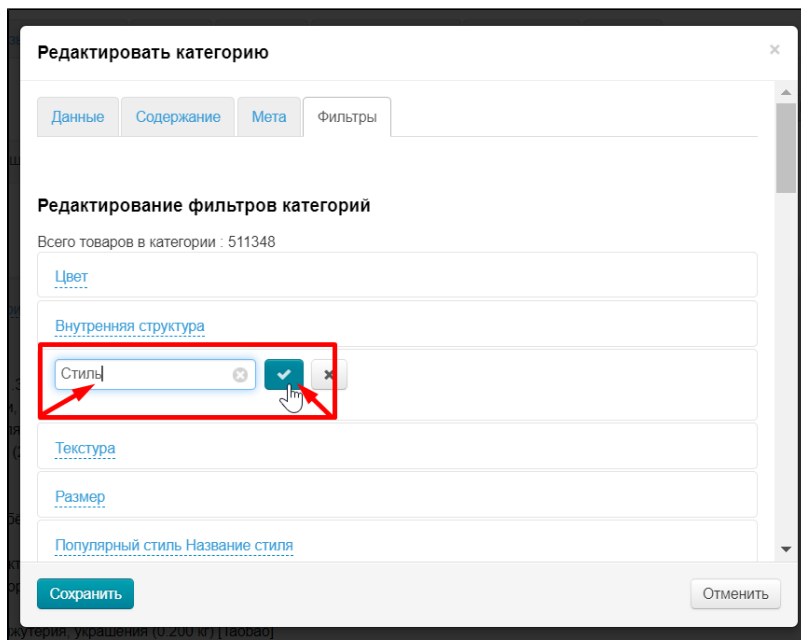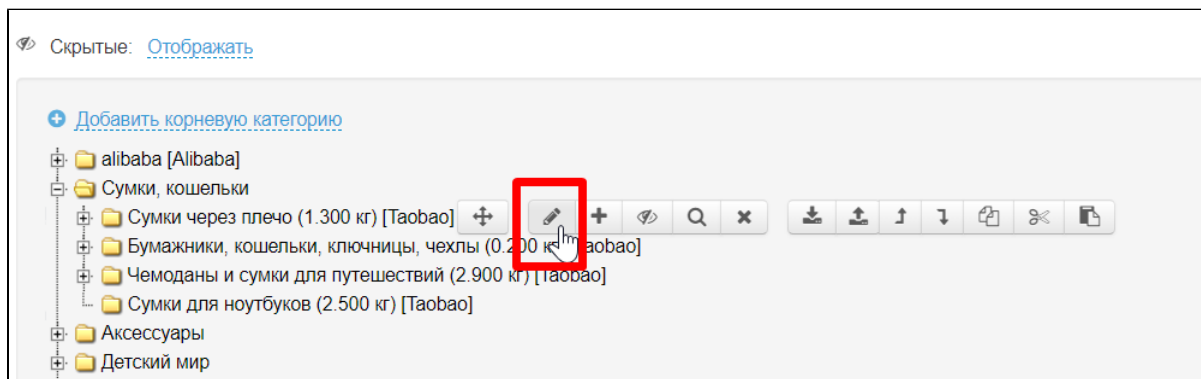
How to find correct title for a filter and its criteria?

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.
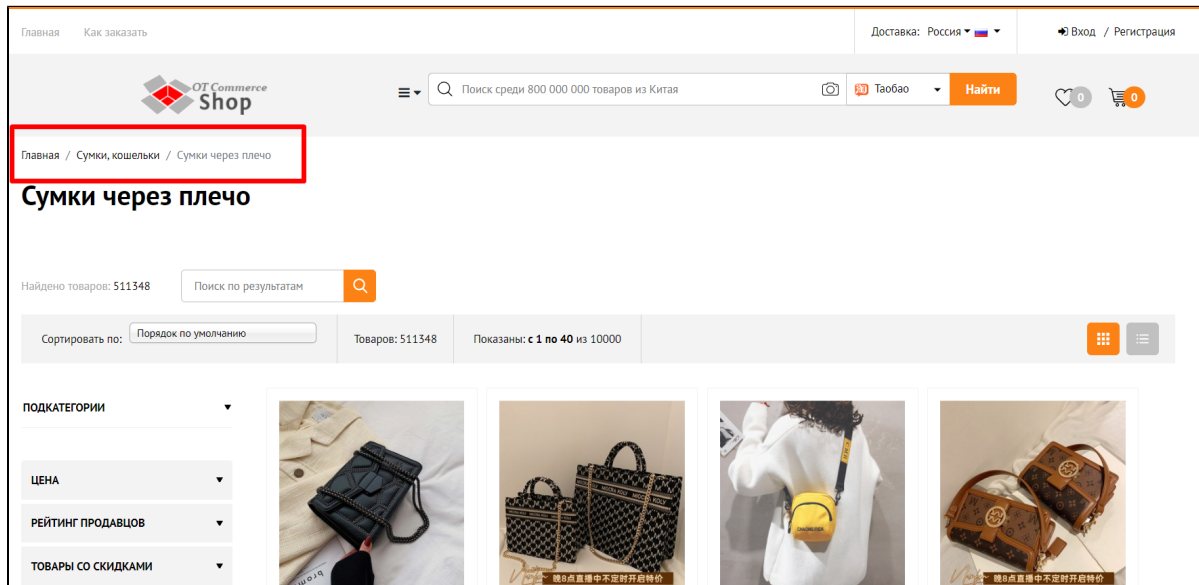
Find category in admin panel in "Catalog Categories" section.
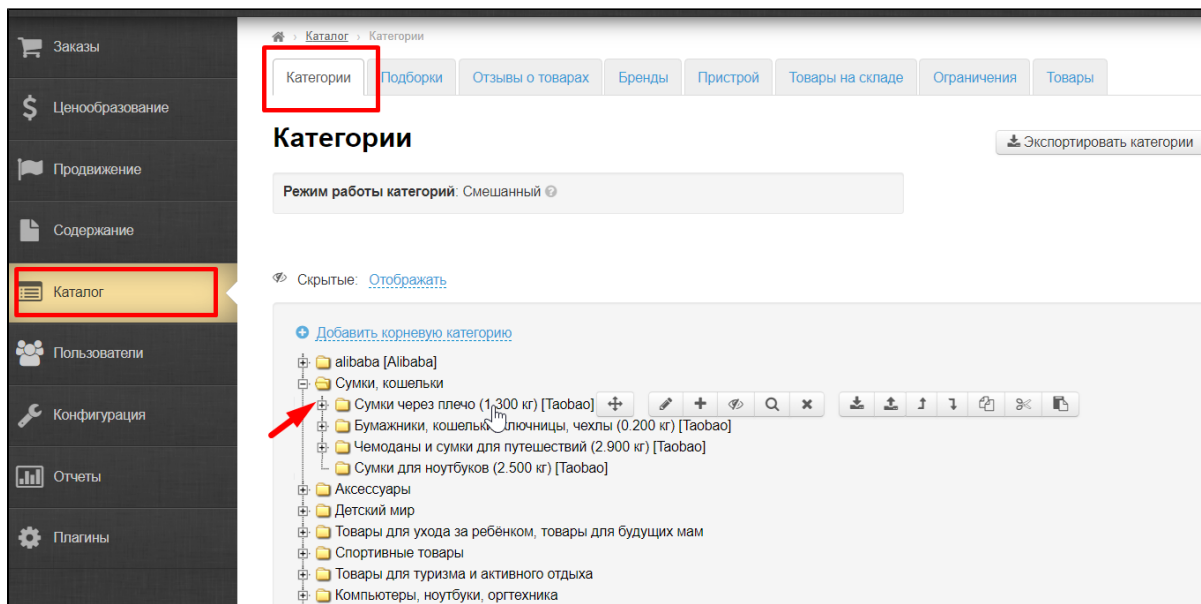
click "Edit" button

Find filter you need to edit on "Filters" tab.
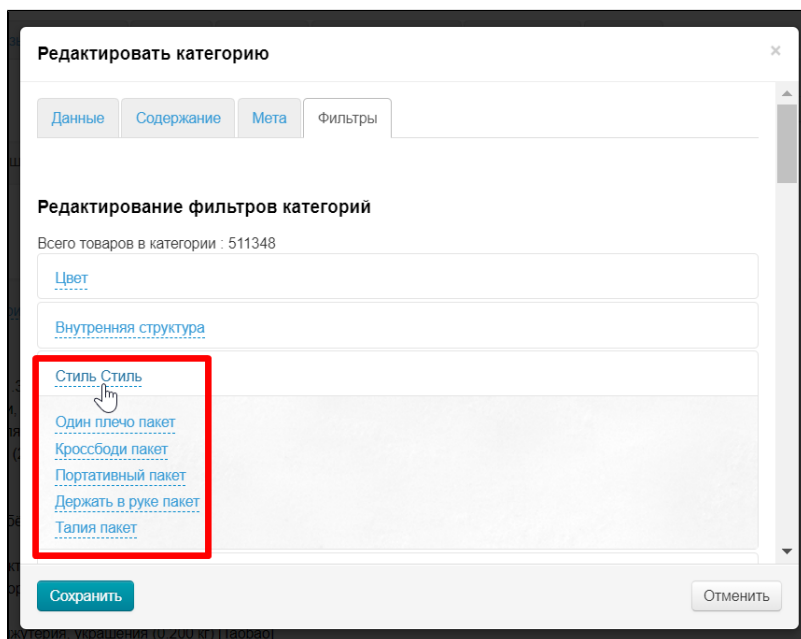
Below example shows the best option how to edit titles. Therefore, edit and save.

Open the filter on the site and see what products will be shown if the filter is not clear.
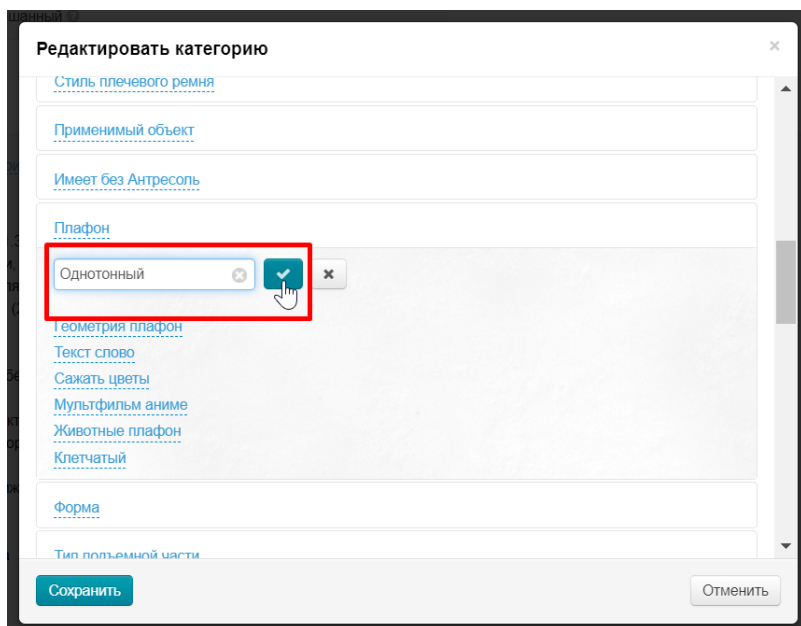
Click any criteria and "Apply" button.

We see products with "Solid color". Click "Reset" and look at the next filter criteria.
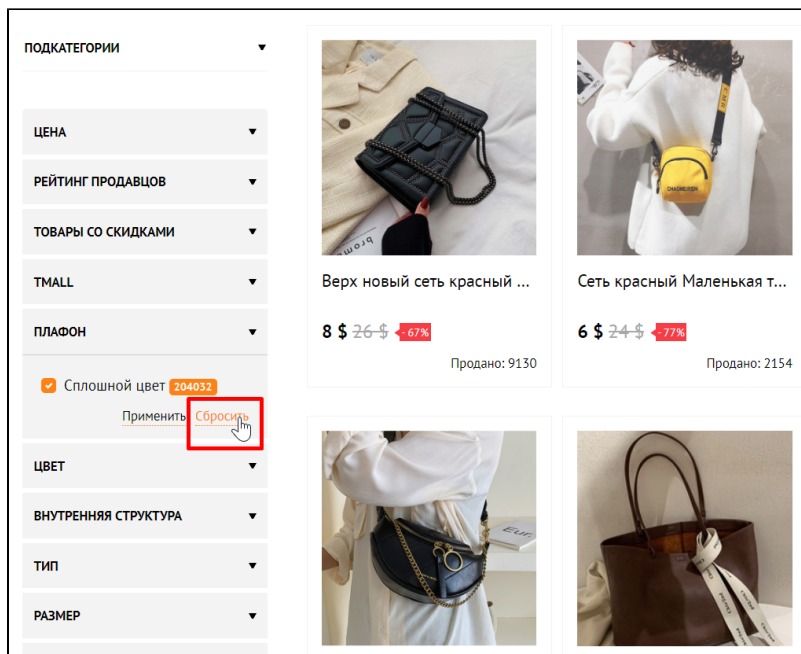
Write down separately or immediately edit title in the admin panel.

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

Write filter title when all the criteria are written

Click "Save" button

Edit all category filters in the same way.