

Etail Systems Tip Sheet

Objective: To understand how the various boxes against a product appear on the site & how they should be used for SEO.

Probably the most important data on your site for customers and SEO is the:

- Product title
- Product title extension
- Strapline
- Product description
- Meta description

In COMS

The list above appears as below in COMS:

Product Title: *

Product Title Extension:

Product Strapline:

Description:

Name A Star Gift Box

With trillions of stars in the sky, wouldn't it be nice if you could name one just for yourself!

With the **Name A Star Gift Box** you can name a real star in the night sky, the star will keep the name you choose forever!

The gift pack includes lots of information regarding stars and astronomy along with a welcome letter, registration form, Star Details Sheet, Constellation Poster and lots more.

Either use the gift box yourself to name a star or why not give as an amazing 'out of this world'!

Meta description:

111 characters remaining

In CSV

The list above appears as below in a CSV file:

Understanding your product data elements

ShortDescription	ShortDescriptionExtn	Strapline	LongDescription	MetaDescription
Name A Star Gift	Name a star for eternity	With this	<h2>Name A Star	With this lovely g

In Searches & Departments

When you look at a product on a search page or department page, the various elements appear as so:



The little boxes with text in that appear are called “alt text”, which appear when you hover over an image or a link – Google does read this text & it is classes as text on the page.

NB: Your images should also be named appropriately – “img_1234.png” won’t mean anything to Google, but “Name a Star Gift BoX.png” will!

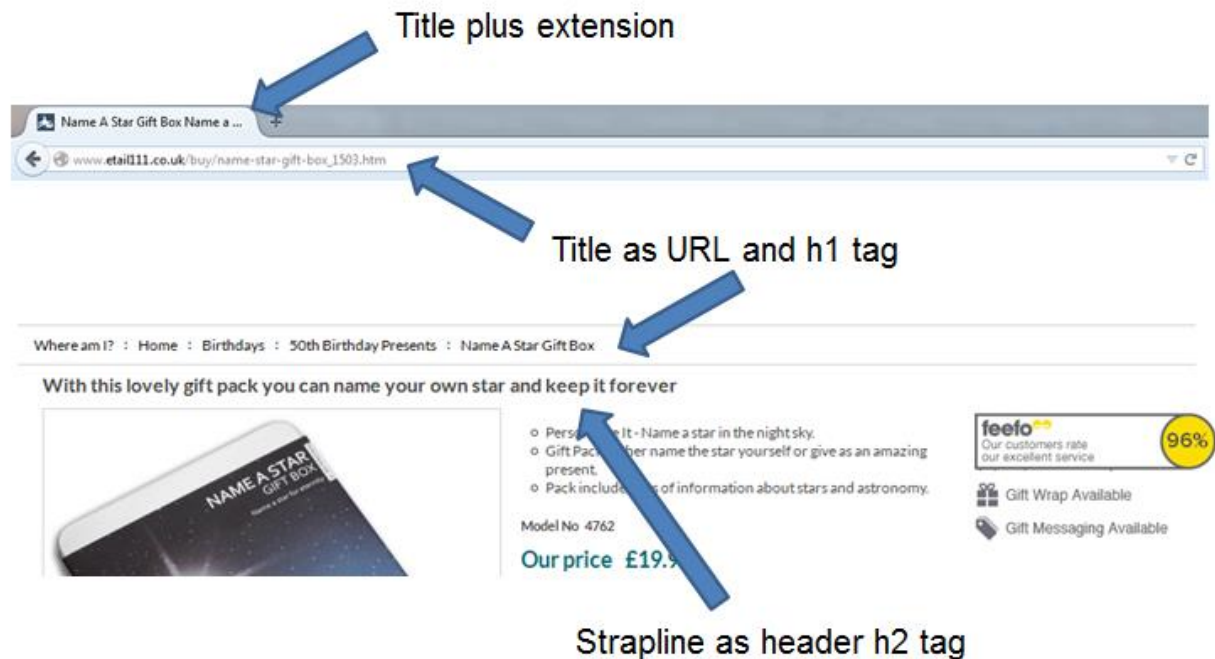
The various parts are explained below:

- “Name A Star Gift Box | Name a star for eternity” is the alt text of the image, made up of the Product Title & the Product Title Extension.
- “Name A Star Gift Box” is the Product Title, which acts as the anchor text.
- “With this lovely gift pack you can name your own star and keep it forever” is the strapline, & appears as the alt text of the Product Title.

NB: An “anchor” is a link which is clickable & take you through to a page – it ‘anchors’ the link to the page.

On a Product Page

The image below will show you where all these items appear on the product page:



- The Product Title plus the Product Title Extension – this is placed in the browser “Title tag”.
- The Product Title appears in the URL, as well as in the breadcrumb of the site. This is also used as the H1 tag – this means that this phrase tells Google what the page is about.
- Next, we’d suggest using the Strapline as a header tag instead of your Product Title (as this is already on the page 3 times). This is also used a H2 tag – so this is telling Google this is the secondary most important information on the page.

NB: If you like to use HTML, you shouldn’t use a H1 tag in your product description, as there should only be one H1 tag on the page, which COMS automatically does for you.

- Your product description is the optimum place to get all your keywords in – make it lengthy & relevant – we suggest 3 in every 100 words should be the keyword you want to be found more. The most times a word or phrase is seen on the page, the more Google sees that page as relevant to that topic. But don’t spam, Google will know!

Name A Star Gift Box

With trillions of stars in the sky, wouldn't it be nice if you could name one just for yourself?

With the **Name A Star Gift Box** you can name a real star in the night sky, the star will keep the name you choose forever!

The gift pack includes lots of information regarding stars and astronomy along with a welcome letter, registration form, Star Details Sheet, Constellation Poster and lots more.

Either use the gift box yourself to name a star or why not give as an amazing 'out of this world' present to someone for a Birthday or Christmas.

What's inside the Gift Box:

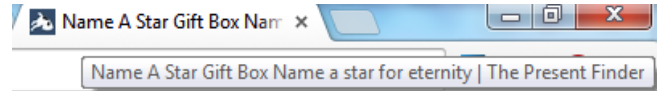
- Welcome Letter.
- Your Gift Explained.
- Gift registration form.
- Star Details leaflet.
- A History of Stars leaflet.
- Stars Facts & Figures leaflet.
- Stars & Astronomy booklet.
- Constellations souvenir poster.

Product Details:

- **Gift Box Size (Length, Width, Height):**
L22, W16, H2.5 cms (L??, W??, H?? inches) approx.
- **Packaging:**
Presented in a lovely reusable metal tin with decorative/information sleeve.
- **Extra Information:**
A 'something different' gift for all occasions.
Includes everything you need to Name a Star whatever you like.
Name the star yourself or give as a gift.

NB: At the end of all your URLs, you have the options of having:

1. Your Site's Name online shop
2. Your Site's Name
3. Nothing is added



The image to the right shows option 2, which we would suggest.

Google Result

Once all the above is in place, you will see how this is presented when you search for this item in Google:

Name A Star Gift Box Name a star for eternity | The Presen...
www.thepresentfinder.co.uk/buy/name-star-gift-box_1503.htm ▼
With this lovely gift pack you can **name** your own **star** and keep it forever! This is the ...
Gift Pack, either **name** the **star** yourself or give as an amazing present.

Everything is in the correct place giving you the best chance of Google ranking your pages well for that item.

If you have any questions on understanding your product data, please call 0844 482 0908 or email support@etailsystems.com