Etail Systems Tip Sheet

Objective: To understand how each column in COMS appears on the site & its relevant to SEO.

Our system is built to make sure your product data is as SEO friendly as possible – as long as you put the correct information in the correct place, the system will display it all in an order which the search engines will understand.
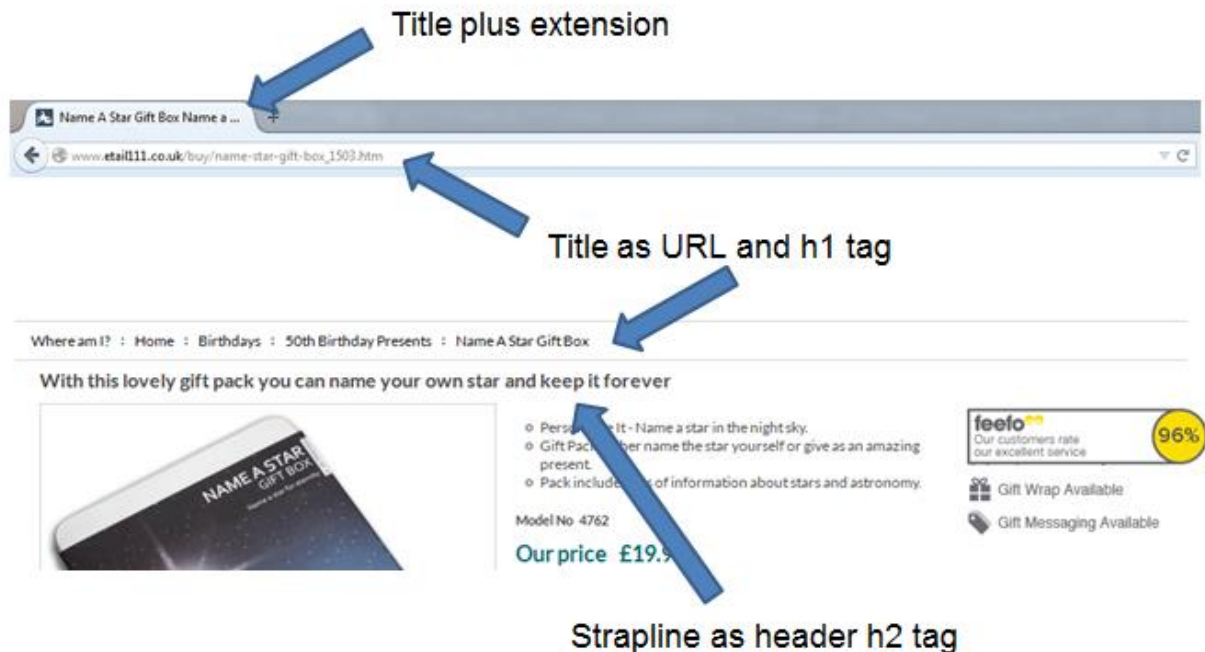
In COMS

Above are the basic boxes in COMS which we ask you to fill in for you product data. Below is where they appear on the site.

On site: products in departments/featured products page:

On site: On the product page:

The meta description appears below, as do the other elements shown above.

NB: Even if a meta description is provided, it doesn't mean Google will use it, but it is good practice to add well written descriptions in here.

For more information on how to add products in COMS, please ask for the "Adding your products (in COMS)" walkthrough.

If you'd like any help with the above, please call 0844 482 0908 or email support@etailsystems.com