

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

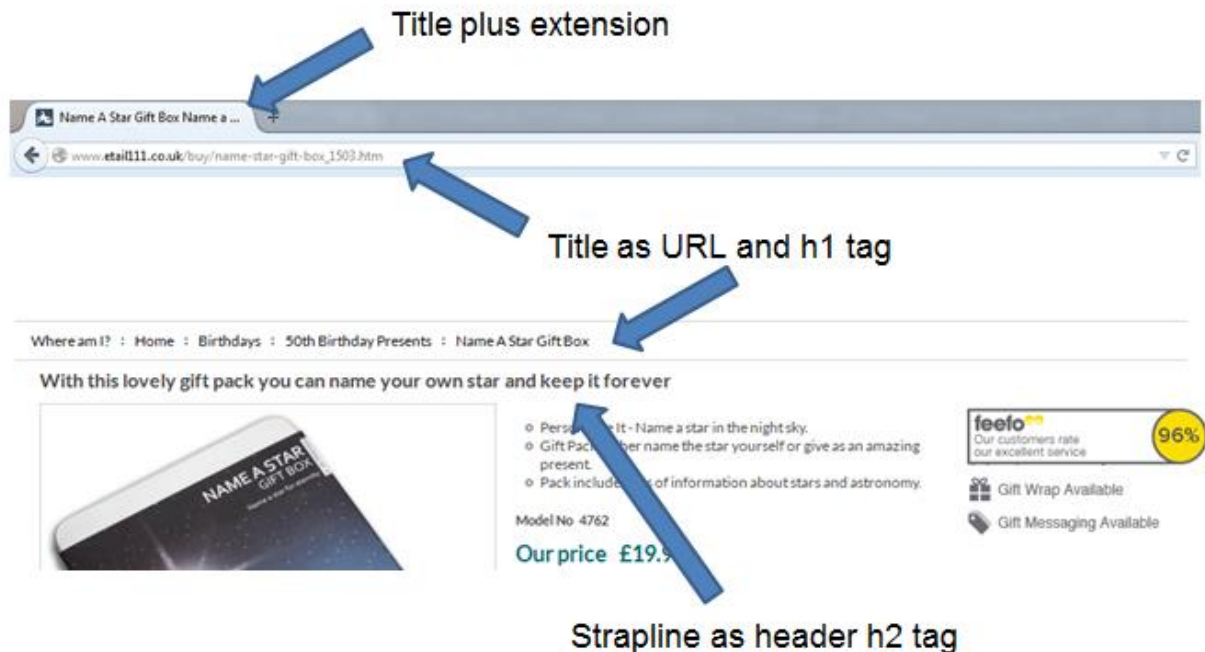
The screenshot shows the COMS product data entry interface. It includes fields for Product Title, Product Title Extension, Product Strapline, and Description. The Product Title is 'Name A Star Gift Box', the Product Title Extension is 'Name a star for eternity', and the Product Strapline is 'With this lovely gift pack you can name your own star and keep it forever'. The Description field contains a rich text editor with the following content: '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.', and 'Either use the gift box yourself to name a star or why not give as an amazing 'out of this world''. Below the Description field is a Meta description field with the text 'With this lovely gift pack you can name your own star and keep it forever! This is the perfect sentimental gift that will be remembered forever.' and a character count of '111 characters remaining'.

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.

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.

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