

## 5-0006-EN-SEO, stand out with our Search Engine Optimiz...

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ShopFactory has been designed to help you stand out in search engines. After all, what good is a webshop, if no one can find it?

ShopFactory can help you boost your search engine listings straight out of the box. Search engines have become extremely important when it comes to generating business. But with so many websites on the net, achieving a good listing is not easy. ShopFactory has been designed with SEO &mdash; Search Engine Optimization &mdash; in mind, to give you all the functions you need to ensure you can get the best listing possible.

Have a look at the search engine functions below to find out more.

### **Static Pages**

Many search engines don't like it, if pages are generated dynamically from a database for every visitor. They prefer to read static pages. Unlike many other e-Commerce solutions ShopFactory knows this. So of course **ShopFactory creates static pages**, which can easily be found and read by Search engines.

### **Automatic page titles**

Search engines give a lot of weight to the HTML title fields of a website pages. These fields are created in the HTML code of a page and usually appear as the title of the search result in a search engine.

**ShopFactory automatically populates HTML title fields** with the title of your pages. As these would normally reflect the content of your page, they are an ideal match. And the fact the HTML title is repeated on the page as actually visible page content gives your page an automatic boost when it comes to search engine rankings.

Of course you can also on each page manually reset the HTML title field content by replacing the text with an easy to use Wizard.

### **Automatic Meta-Tags**

Meta tags are invisible text fields added to each page, to make it easier for search engines to find a summary of what is written on a page. **ShopFactory automatically creates a description Meta tag** based on the Introduction of each page. You can with the Meta the wizard change this text and also add Meta tag keywords, which will help your rankings in some search engines.

However Meta tags have lost a lot of their value in regards to search engine rankings. These fields were a good idea when invented, but many people abused them in the past. After all, because they are invisible, people added all sorts of text to them to try to improve their search engine ranking.

Often text, which had nothing to do with the content of their website.

For this reason many search engines such as Google today ignore Meta tags.

### **Website Maps**

ShopFactory **automatically creates a special website** map page for search engines, to make it easy for them to index you complete website. For Google, ShopFactory creates Google site maps based on the Google specifications.

When arriving at your website search engine spiders find these maps with all pages listed on the same level ensuring your site will be spidered properly.

This allows search engines to **even find pages which you have not directly linked** from one of the indexes and to give them the same relevance as all other pages.

### **Alt Tags**

Alt Tags are the small text bits which come up, when you put your mouse over an image. They can help improve search engine listings by repeating relevant search words. In ShopFactory you can **easily set up Alt Tags** simply by double clicking on any image.

### **Search engine friendly URLs**

ShopFactory uses an internal system to ensure that any page you create has a **unique file name or Internet address**, which can be picked up by search engines. This ensures, that the same page will always be found again, even if you change the title of a page.

### **Customized URL names**

ShopFactory Gold and Developer allow you to customize the name of of page file or URL to reflect a search word for this page.

### **Link pages**

The more websites link to your online shop, the higher it will be rated in search engines.

All things being equal, the shop which has more websites linking to it will be ranked higher.

ShopFactory makes it easy to **set up link programs**.

It even includes a function which allows you to keep track of who sent a customer your way, making it easy to set up **Affiliates programs**.

### **Automatic Headlines**

Search engines value text differently, based on how it is displayed on your pages. To do this search engines look for example if a text is contained in a Headline, if it is bold or if it is just normal text.

ShopFactory **automatically adds headlines** around important text such as Product titles and page titles, to help **boost the relevance rating** of these terms.

### **Links from santu**

The more sites link to your web pages, the better. ShopFactory ensures that **your website is automatically indexed** by the shopping portal santu &mdash; giving your website more exposure. An added benefit: Other search engines, which index santu, count the link to you as external link to **boost your relevance** rating.