



Commerce Cloud Platform Adoption Playbook:

SEO

Optimize SEO to make sure your products
are findable by search engines.



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SEO Overview

Search engine optimization is a must for any business wanting to be “found” online. Commerce Cloud offers numerous features that allow you to optimize your site for search engines. The SEO that you can manage on the platform can be divided into two main buckets: On-page SEO and Crawlability.

On-page SEO consists of taking your keyword strategy and applying it to on-site content across the various pages of your website.

On-page SEO includes the following elements:

- Storefront URLs
- Titles and descriptions
- H1 tags
- Image alt tags
- Other on-page content

The second bucket of functionalities is a bit more technical and deals with site crawlability. This is the ability of search engines to find and index pages of your site.

The elements of site crawlability include:

- Sitemaps
- Canonical tags
- Robots.txt
- Redirects & Error Handling
- 404 page

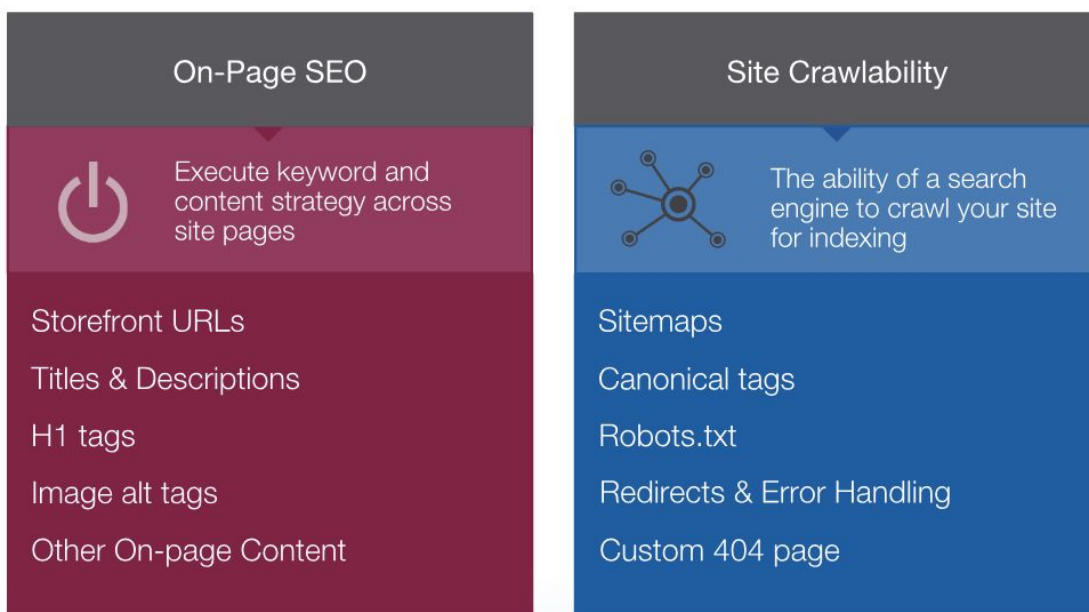


Figure 1. SEO at a glance.



On-Page SEO

Storefront URLs

Commerce Cloud offers robust functionality to manage site URLs. It's important to first understand the following best practices for site URLs.

Make sure URLs are readable

- Keep URLs short.
- Use fewer folders when possible.
- Avoid parameters when possible.

URLs should provide a sense of the page's content

URLs should accurately describe the content of the page for usability reasons. A secondary outcome of this is that you can integrate specific keywords into the URLs.

- Mirror your titles when possible.
- Keywords in URLs can improve your rankings.

Be aware of the technical aspects of URLs

There are a few pitfalls you will want to avoid when managing URLs.

- Avoid unsafe and reserved characters because they will not render correctly in URLs.
- When you are constructing URLs, keep in mind that Google looks at hyphens as separators meaning that two words are considered as separate words, while underscores are joiners meaning that individual components of that phrase will be read as a phrase by search engine.
- Case sensitivity matters.

There are various utilities within the Commerce Cloud platform that help you adhere to these best practices.

Turn on SEO-Friendly URLs

SEO-friendly URLs need to be enabled on the platform. If you launched your site within the last couple of years, you are most likely using this functionality by default. If you've been on the platform for a few years, you may still be using the older version of the URL functionality.

One benefit of adopting this functionality is that 301 redirects are going to be implemented on your behalf. If you enable this functionality, when URLs are refreshed in the Staging environment, 301 redirects from the old version of the pages will be created to the new URLs.

Storefront URL preferences are set in: **Merchant Tools > Site Preferences> Storefront URL**

Storefront URL Preferences

Use this page to manage storefront URL settings for this site.

Enable Storefront URLs:	<input checked="" type="checkbox"/>	Enable new rule-based storefront URLs to replace legacy SEO URLs.
Copy Source URL Parameters:	<input checked="" type="checkbox"/>	Copy the source parameters from the original request for URL redirects. The setting will be used for objects with the "Copy Source URL Parameter" value 'Default'.

Figure 2. Enable storefront URL preferences.

SEO Tip: there could be technical and other internal considerations when enabling Storefront URLs, so we recommend consulting with your technical team, looking at product data, and involving an SEO agency where possible.

Resolve URL Conflicts

The new functionality of managing URLs references individual page attributes for the purposes of generating URLs. There is also a URL conflict checker available. This tool is designed to notify you when two pages are generating the same URL and show what the conflicting URL is.

The most common case for duplicate URLs is for category page URLs. For example, if the category URL rule is configured to use the category display name, and two categories have the same display name (i.e. shoes) then the first category will have the URL with the word “shoes”, and the second category will have the URL with the word “shoes” and appended index number, “shoes-1.” This is done because two pages cannot share the same URL. It’s generated automatically by the system, so if you are ok with numbers then you don’t need to do anything.

If you want to manually resolve the URLs, the best practice would be to work through conflicts and solve them from the product data side (i.e. change one of the category display names). Alternatively, you can implement a URL override for one of the URLs using the pageURL category attribute, or use the category ID for the URLs instead.

To check for URL conflicts go to: **Merchant Tools > SEO > URL Rules - General tab**

URL Generation Status				
Storefront URLs are updated automatically when catalog data, library data, or URL settings have been changed. The reports below show the status of the URL update process as well as any conflicts detected and resolved during the last execution of the update process.				
🚩 Catalog URLs		Update on Mar 23, 2016 9:55:13 pm		20 conflicting Categories found
Type	ID	Locale	Conflicting URL	Resolution
Category	mens-features	default	features	features-1
	womens-features	default		features-2
Category	mens-top-rated	default	top-rated	top-rated-1
	womens-top-rated	default		top-rated-2
Category	electronics	default	electronics	electronics-1
	sale-electronics	default		electronics-2
Category	mens-top-sellers	default	top-sellers	top-sellers-1
	womens-top-sellers	default		top-sellers-2
🟢 Content URLs		Update on Mar 23, 2016 9:55:13 pm		0 conflicting Folders found
🚩 Global Conflicts		Update on Mar 23, 2016 9:55:13 pm		2 conflicting URLs found
Type	ID	Locale	Conflicting URL	
Pipeline	GiftCert-Purchase	default	gift-certificates	
Category	gift-certificates	default		

Figure 3. URL conflicts.

Configure URL Settings

General URL Settings

In **Merchant Tools > SEO > URL Rules - Settings tab** there are several general configuration rules available to help you implement URL best practices.

Convert all characters to lowercase

Lowercase URLs help maintain better readability and avoid any issues that may arise from customers using capital letters versus lower case letters.

Replace white spaces with "-"

If white spaces are not replaced by a special character per this setting, white spaces will render as %20 which is not very customer-friendly. It is best practice to replace %20 spaces with a hyphen since a hyphen is considered a separator by Google.

Map character replacements for any other special characters in the URLs

The ampersand symbol is another un-customer friendly example that will render in the URL as %26. This character is often hard to avoid in URLs because an ampersand often acts as a delimiter between words. To avoid showing %26 you can use the “Edit Rules” button which is available on this URL rules setting tab, and map any special characters to user-friendly ones. You can also map them to no character if you want to strip them out entirely.

Use character replacements if you are using page URL override.

Lower Case:	<input checked="" type="checkbox"/>	Enable this to convert any URL content to lower case.
White Space:	- (Minus)	Define how white spaces in URL content are replaced.
Custom Replacements:	<input checked="" type="checkbox"/>	Enable this functionality to activate custom character replacement rules.
Custom Replacement Rules:	Edit Rules	Set up rules how characters are replaced.
Character Replacement for 'pageURL':	<input checked="" type="checkbox"/>	Enable this to apply character replacement for URLs overridden with 'pageURL' attribute.

Character	Replacement
&	Replace With and
'	Replace With
/	Replace With -
™	Replace With
"	Replace With -inch
?	Replace With

www.yoursite.com/mens/jackets-%26-coats/

VS.

www.yoursite.com/mens/jackets-and-coats/

Figure 4. Configure general URL settings.

Category URL Settings

The URL rules settings offer the ability to pull any specific attribute into the category URL. This is done in: **Merchant Tools > SEO > URL Rules - Catalog URLs tab.**

In the example below, we are referencing a category display name for “ties,” and as a result this attribute value appears in the URL.

There is an ability to incorporate a sub-directory folder path into generated URLs. You can do this in two ways – by including the category parent or the category path.

Category parent will list one level of categorization above the given category and display that within the URL.

Category path does not only include the one level above, but also includes the entire categorization path up to the root level. You will see a complete breadcrumb style folder path in the generated URL.

attribute	<i>attribute</i> includes a category attribute value. [attribute, <u>displayName</u>] www.yoursite.com/ ties /
category-parent	<i>category-parent</i> includes the category's parent. [category-parent , [attribute, <u>displayName</u>], /] www.yoursite.com/ accessories / ties /
category-path	<i>category-path</i> includes the breadcrumb-style path. [category-path , [attribute, <u>displayName</u>], /] www.yoursite.com/ mens / accessories / ties /

Figure 5. Category URL syntax options.

SEO Tip: when using category path, consider the length of the URL. If you have a very deep category structure and long names, then this solution is not advised. If a category path includes only a couple of categories and the names are not that long then you can try this approach.

Additional settings for category URLs include:

- **Enable override with page URL** - this allows you to override the generated URL.
- **Append trailing slash** - categories are considered directories for the purposes of SEO, and as best practice a directory should be followed by a trailing slash.
- **Enable category search refinement URLs** - category search refinement URLs allow you to identify specific filters which may exist on category pages. Rather than having those filters show as parameters in the URLs, you can make them appear as a nice clean subdirectory of categories.

Example:

Before: www.yoursite.com/mens/accessories/ties/?prefn1=refinementColor&prefv1=Red

After: www.yoursite.com/mens/accessories/ties/red/

For more information on Category Refinement URL set up, see our [guide](#).

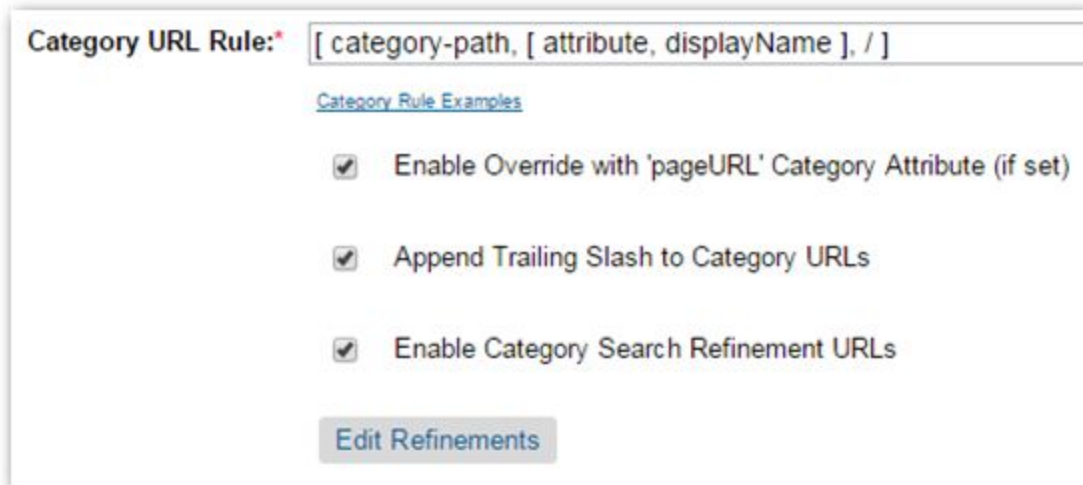


Figure 6. Additional category URL settings.

Product URL Settings

The syntax required for product URLs uses a similar principle as category URLs. You have the ability to reference a specific attribute value for any attribute you want to include in the URL.

The examples below demonstrate the options available to include the product name in the URL and show the category path and directory structure. This category element calls in the category value for the product's primary category.

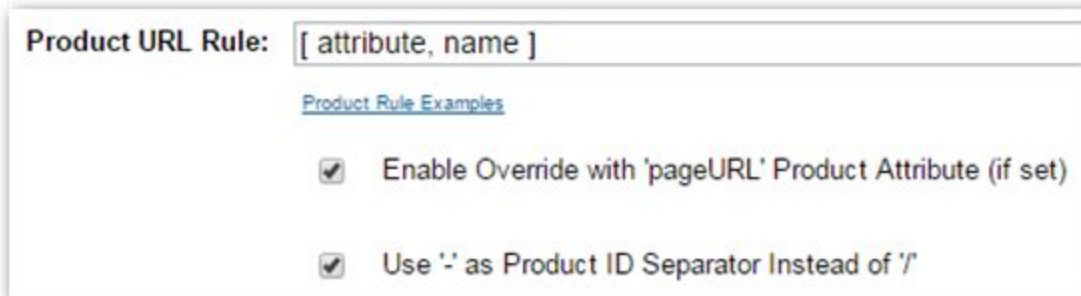
attribute	<i>attribute</i> includes a product attribute value. [attribute, name] www.yoursite.com/ striped-silk-tie -25752986.html
category	<i>category</i> includes the URL of the product's primary category per the site's category URL rule. [[category], /, [attribute, name]] www.yoursite.com/ accessories/ties / striped-silk-tie -25752986.html

The productID.html portion of the URL cannot be removed from Product URLs

Figure 7. Product URL syntax.

Note: the last portion of the product URL with .html is going to be constant for all product pages. This ID.html portion is required and maintained for the purpose of keeping URLs unique.

Product URL rules are accessed in: **Merchant Tools > SEO > URL Rules - Catalog URLs tab.**



Product URL Rule: [attribute, name]

[Product Rule Examples](#)

- Enable Override with 'pageURL' Product Attribute (if set)
- Use '-' as Product ID Separator Instead of '/'

Figure 8. Product URL rule.

Additional settings for product URLs include:

- **Override with the page URL attribute** - this allows you to override the generated URL.
- **Use the hyphen separator** between the ID.html portion and the other generated portion of the product URL, instead of a forward slash. Forward slash is normally used for directories, and product pages are not directories but rather single elements.

Pipeline URL Settings

Like other URLs, you can configure pipeline URL aliases in Business Manager. A pipeline is a process that runs on the backend. For example, the checkout process is driven by a pipeline. Without an alias mapped to the various pipeline IDs, you will have very long URLs. You can simply identify the pipeline ID, and map this for a nice clean alias.

Pipeline URLs are configured in: **Merchant Tools > SEO > URL Rules - Pipeline URLs tab.**

Example:

Before: www.yoursite.com/on/demandware.store/Sites-YourSite/Site/default/Cart-Show

After: www.yoursite.com/cart/

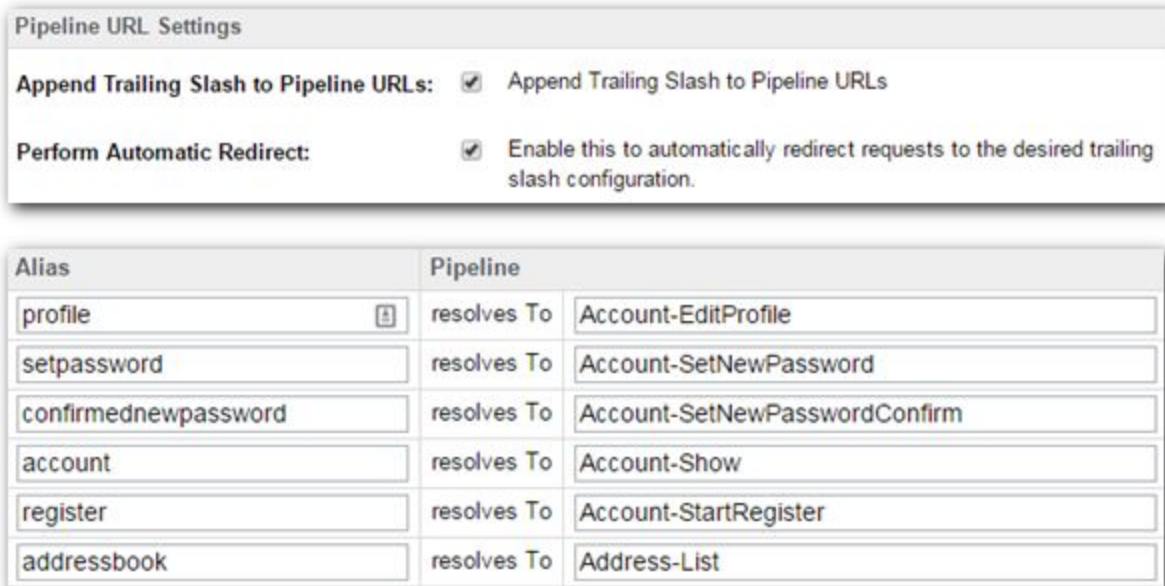


Figure 9. Pipeline URL rules.

Metadata Management

There are three ways to manage metadata which we'll cover in this section along with general best practices. You can manage metadata manually, via bulk import or with SEO Meta Tag Rules.

Metadata Best Practices

Page Titles

Page titles are the most important on-page element with regard to keywords, because search engines crawl the page titles and look for specific keywords.

- **Add page-specific keywords.** "Primary Keyword - Secondary Keyword | Brand Name".
- **Titles should be unique for each page.** Conduct SEO planning and research to determine page-specific keywords. Search engines punish websites for having duplicate content, so you need to make sure that titles are unique and not being reused across pages. Also there is a concept of not cannibalizing keywords. You should go through the exercise of identifying specific page keywords, while avoiding too much overlap so you are not competing against your own pages for the same keyword.
- **Aim for a length of 65 characters.** Anything longer than 65 characters will be cut off and unreadable in search engines. Keywords are weighted left to right by Search Engines, so the most important keywords should be placed at the beginning.

Page Descriptions

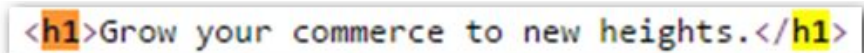
- **Write descriptions to drive click-thru rates.** Descriptions are not crawled for keyword ranking; however, descriptions are important for driving click through. Add compelling copy and unique selling points to your descriptions. Descriptions have an indirect effect on SEO: if click through increases, your search engine ranking will be improved in the end.
 - **Descriptions should be unique for each page.** Conduct planning to determine page-specific keywords.
 - **Aim for a length of <155 characters.** Keywords are weighted left to right by Search Engines, incorporate your most important keywords towards the beginning of your description.

H1 Tags

H1 tags are the header element within your site pages. For a category page, this typically maps to the category name, for product pages these typically map to the individual product names. To amend H1 tags, you need a developer to modify page templates.

Best Practices for H1 Tags

- You should have a single H1 tag per page.
- The H1 tag should be unique for each page.
- Incorporate keyword elements within the page that map to the category name or product name.



```
<h1>Grow your commerce to new heights.</h1>
```

Figure 10. H1 tag in a page source code.

Manually Configure Metadata in Commerce Cloud

There are Search Engine Optimization Support attributes in Commerce Cloud at the page level available for Category Pages, Product Pages, Library Folders, and Content Assets.

Metadata can be configured in Commerce Cloud in the following locations:

- **Merchant Tools > Products and Catalogs > Products > Edit Product - General tab**
- **Merchant Tools > Products and Catalogs > Catalogs > Edit Category - Category Attributes tab**
- **Merchant Tools > Content > Edit Content Asset - General tab**

Search Engine Optimization Support

🕒 **Page Title:**

🕒 **Page Description:**

🕒 **Page Keywords:**

🕒 **Page URL:**

Figure 11. Category metadata.

- **Page Title** corresponds with the title tag.
- **Page Description** is the meta description attribute.
- **Page Keywords** is available, but Google and other popular search engines found that marketers were stuffing this meta tag with keywords that were often irrelevant, therefore they have removed the relevancy of the keywords tag. However, if you are doing business in countries with browsers that are still using keywords, then you should consider adding page keywords.
- **Page URL** is used to override the URL that exists for the generated URLs for the page.

Bulk Upload for Metadata

Import/export functionality can be used to manage and bulk upload metadata. Commerce Cloud offers an [Excel to XML template](#) to help you populate page titles, descriptions, keywords, and page URLs for categories, product, and content.

A	B	C	D	E	F
<pre><?xml version="1.0" encoding="UTF-8"?> <catalog xmlns="http://www.demandware.com/xml/impex/catalog/2006-10-31" catalog-id="storefront-catalog"> </catalog></pre>					
Catalog ID	storefront-catalog				
Category ID	Page Title	Page Description	Page Keywords	Page URL	XML Output
category-name	title	description	keywords	pageURL	<category category-id="categ

Figure 12. Excel to XML template.

Configure Default Product Image Alt Tags

You can configure default product image alt tags and titles for product images in **Merchant Tools > Products & Catalogs > Catalogs > Edit Master Catalog - Image Settings tab**.

- Go to the Master catalog (not the Storefront catalog), click on the Image Settings tab.
- Set defaults in the Default Image Alt and Default Image Title fields.

Image Location:	Internal
Base Path:	/images
View Types:	<input type="text" value="large"/> <input type="text" value="medium"/> <input type="text" value="small"/> <input type="text" value="swatch"/> <input type="text" value="hi-res"/> Add View Type
Variation Attribute ID:	color
Default Image Alt:	\$(productname), \${variationvalue}, \${viewtype}
Default Image Title:	\$(productname), \${variationvalue}

Figure 13. Image alt tag and title configuration

There are two elements that you would want to identify here:

- Product Name
- Variation Value - variation value refers to the value of the attribute, example on Figure 13 shows color as the Variation Attribute ID.

The rule has to be written exactly how it is shown on Figure 13 using this type { } of brackets. You can add words in the rule (i.e. your brand name), but keep in mind that these will be constant for all images.

The manifestation of the rule you see in Figure 13 would be a product name, followed by a comma and space, and then a variation color. For example: “Floral Dress, Red.” If you are using additional words, you can configure it to read “Floral dress, in Red, on Mysite.com.”

Configure Metadata with SEO Meta Tag Rules

SEO Meta Tag Rules allow merchants to define meta tags using a rule-based approach for several page types including category pages, product detail pages, content pages, and search result pages. The rules allow merchants to create unique meta tag content and avoid duplicate or missing meta information. This helps maximize search engine ranking, improve organic traffic, and grow GMV.

Note: There is development effort needed in order to leverage this functionality. [See documentation.](#)

In Business Manager, Meta Tag Rules are created in: **Merchant Tools > SEO > Page Meta Tag Rules.**

With Meta Tag Rules you have full control to leverage existing static and dynamic content. Here are a couple examples of rules you could create:

- “Buy \$SearchTerm for \$RefinementPrice at \$SiteName!”
- “IF \$RefinementColor (noindex,nofollow) ELSE (index,nofollow)”
- Shop our site for \${Category.displayName} and receive Free Shipping over \$100 | \${Site.displayName}

Short Codes in the Rule Editor allow you to quickly define a rule by utilizing text snippets for common use cases. Clicking a short code will insert predefined rule text snippets for Request URL, Search Phrases, IF-Then-Else, or Contains and more. The Page Meta Tag Rule editor now checks and validates syntax that is being entered into the text box and will display an error for invalid syntax.

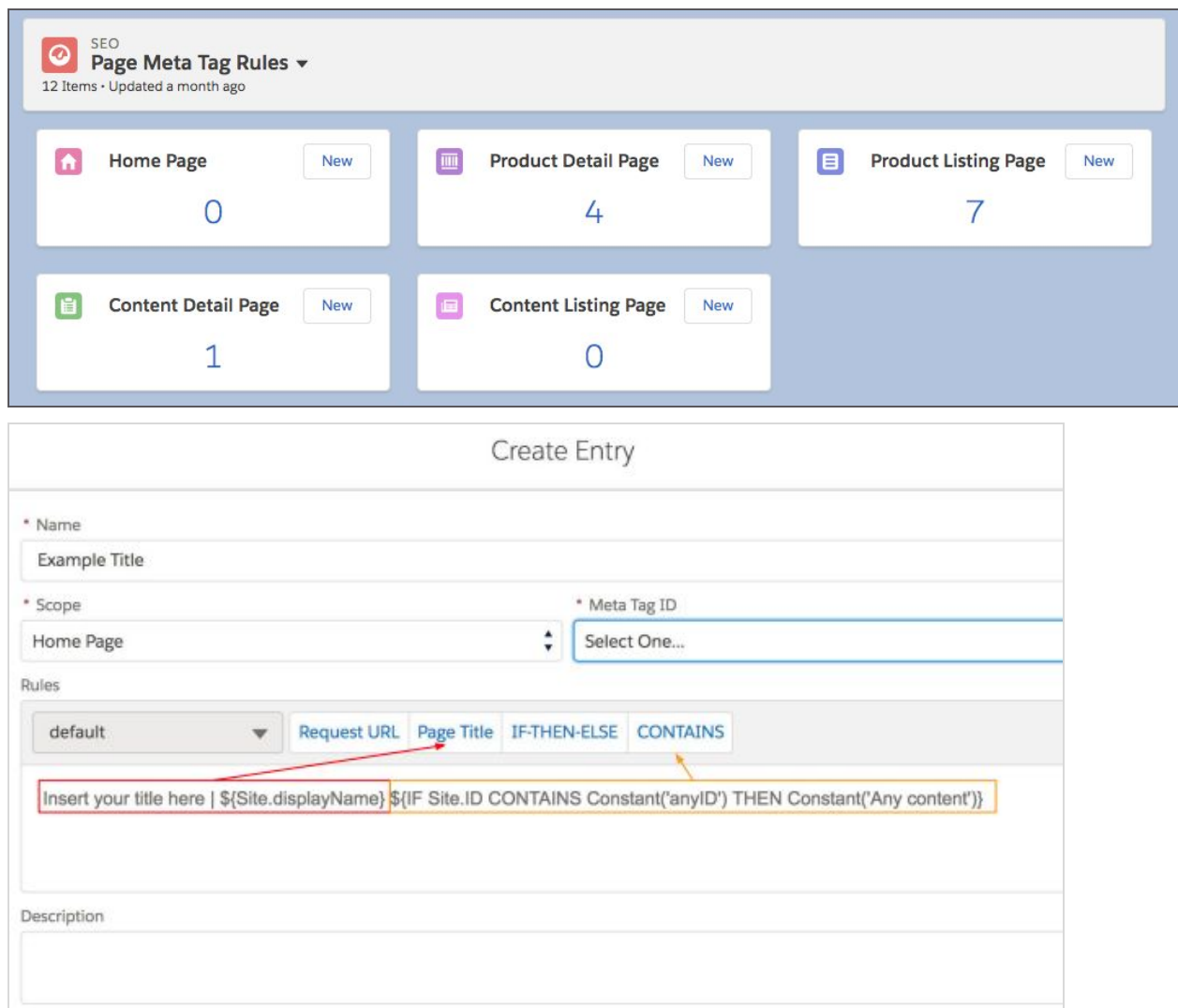


Figure 14. Meta Tag Rules configuration in Business Manager.

For more information, view the [Meta Tag Rules Overview](#).

See this guide for more information on [Meta Tag Rule Syntax](#).

Crawlability

Optimize Page Canonical Tags

Canonical tags prevent sites from creating several duplicate versions of the same page. Duplicate pages create a negative effect on SEO because they are competing against one another for the same keywords.

Examples of how duplicate pages can be created:

- Same category page but different refinement filters applied. Even though you are on the same page, the system adds different parameters to the URL depending on the filters used. To search engines, these appear as a different page.
- Sorting rules. If you sort by price or best seller, two different URLs with parameters are created.
- Pagination
- HTTP vs HTTPS

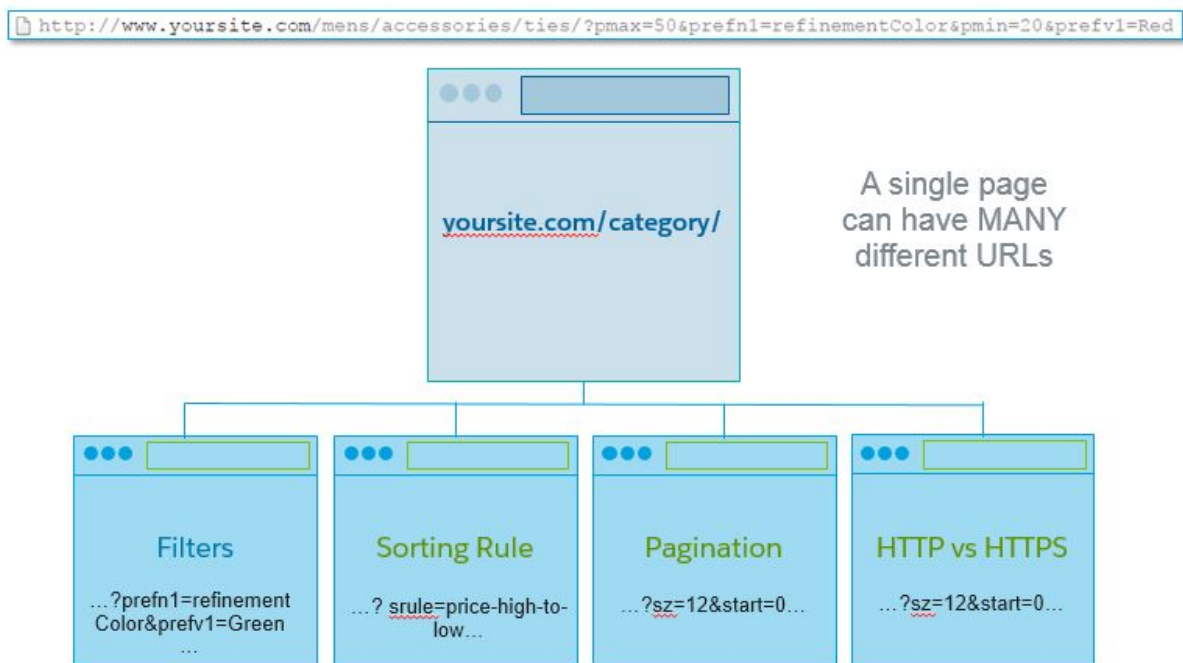


Figure 15. Examples of how duplicate pages can be created.

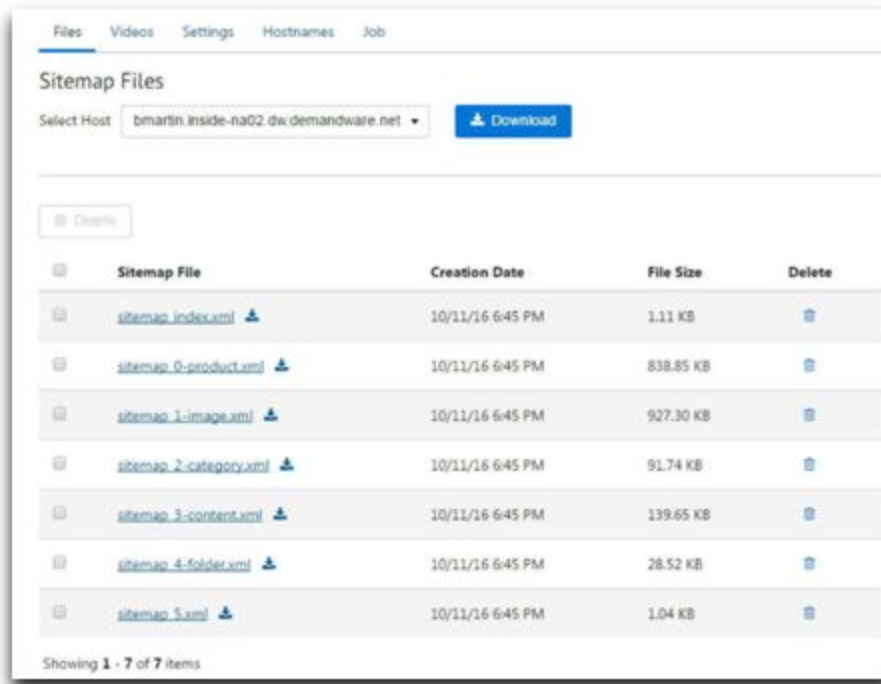
The way the canonical tag works is declaring what the canonical version of this page is. (i.e. it identifies the single URL which all of the URL variations should roll up to). Canonical tags can be absolute or relative.

Canonical tags need to be added by developers, canonicals cannot be controlled in Business Manager.

Optimize the Generated XML Sitemap

Sitemaps are XML files that provide search engines with information about a given website so the crawler can index it more efficiently. Sitemaps contain the list of all the URLs available for indexing and can provide the search engine with additional information, such as when a page was last updated, frequency of updates, and the relevance of a page. The search engine uses this information to construct links to your site and control the ranking of links in search results.

Commerce Cloud has an enhanced sitemap functionality which is aligned with industry best practices. Any sitemap which has been generated by the system or uploaded by a user will be listed in **Merchant Tools > SEO > Sitemaps**.



The screenshot shows a web interface for managing Sitemap Files. At the top, there are navigation tabs: Files, Videos, Settings, Hostnames, and Job. Below the tabs, the title 'Sitemap Files' is displayed. A 'Select Host' dropdown menu is set to 'bmartin.inside-na02.dix.demandware.net', and a blue 'Download' button is next to it. A 'Delete' button is also visible. The main content is a table with the following columns: Sitemap File, Creation Date, File Size, and Delete. The table lists seven files, all created on 10/11/16 at 6:45 PM.

Sitemap File	Creation Date	File Size	Delete
sitemap_index.xml	10/11/16 6:45 PM	1.11 KB	
sitemap_0-product.xml	10/11/16 6:45 PM	838.85 KB	
sitemap_1-image.xml	10/11/16 6:45 PM	927.30 KB	
sitemap_2-category.xml	10/11/16 6:45 PM	91.74 KB	
sitemap_3-content.xml	10/11/16 6:45 PM	139.65 KB	
sitemap_4-folder.xml	10/11/16 6:45 PM	28.52 KB	
sitemap_5.xml	10/11/16 6:45 PM	1.04 KB	

Showing 1 - 7 of 7 items

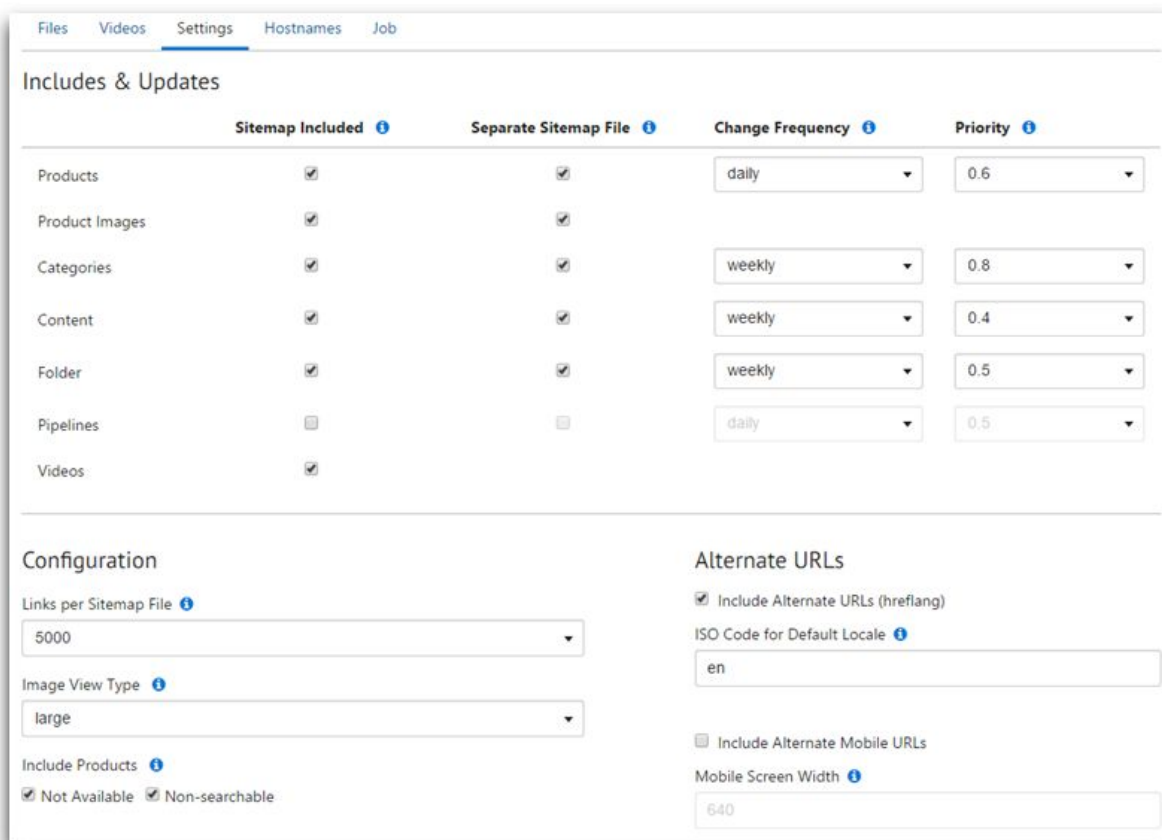
Figure 16. A list of sitemaps generated by the system.

You can also download these files so that you can submit them to Google and other search engines via the Google Search Console.

SEO Tip: XML sitemap should be enabled on Production and disabled on Staging. You don't want search engines to crawl your Staging site.

Sitemap Settings

Sitemap settings can be modified in **Merchant Tools > SEO > Sitemaps - Settings tab**.



	Sitemap Included ⓘ	Separate Sitemap File ⓘ	Change Frequency ⓘ	Priority ⓘ
Products	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	daily	0.6
Product Images	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Categories	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	weekly	0.8
Content	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	weekly	0.4
Folder	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	weekly	0.5
Pipelines	<input type="checkbox"/>	<input type="checkbox"/>	daily	0.5
Videos	<input checked="" type="checkbox"/>			

Configuration

Links per Sitemap File ⓘ
5000

Image View Type ⓘ
large

Include Products ⓘ
 Not Available Non-searchable

Alternate URLs

Include Alternate URLs (hreflang)

ISO Code for Default Locale ⓘ
en

Include Alternate Mobile URLs

Mobile Screen Width ⓘ
640

Figure 17. XML sitemap settings.

Consider the following recommendations as you configure sitemaps.

Includes & Updates section

- **Sitemap Included** - include products, product images, categories, and content assets. If you are using folders, include them as well.
- **Pipelines** - omit pipelines
- **Videos** - only use videos if you are actually uploading custom site maps.
- **Separate Sitemap Files** - there is no direct impact on SEO, but this will help you to manage your index in search engines.



- **Select change frequency and priorities.**

Frequency should correspond with the frequency of updating categories, product, and content pages.

The priority tag is used in XML sitemaps to identify the importance of individual pages in the website to search engines. You should use it to increase the chances that your most important pages are present in a search index. Priority values are relative within your website, they don't compare your site to others. Normally on an ecommerce site, priorities for categories are a bit higher than priorities for products, and priorities for content are a bit lower than for products.

An example of typical settings:

- Categories (weekly, 0.8)
- Products (weekly, 0.6)
- Content (monthly, 0.4)
- Folder (monthly, 0.5)

Configuration section

- **Define number of links per sitemap file.** You can provide multiple sitemaps, and the maximum number of URIs for an individual sitemap is 50,000 URIs.
- **Image view type** - the recommended value should correspond to the default image type used by the product detail page.
- **Include products.** You have the flexibility to choose whether or not to include out of stock products in the generated sitemap. By default all online, searchable and available products are included in the sitemap.

Alternate URLs section

- **Alternate Language** - the hreflang (h ref lang) tag indicates to search engines which URLs on the site are alternate language versions of the same content. This will help the search engine deliver the right content to the right audience.
- **Alternate Mobile URLs** can be used if you have a separate mobile or m. site for mobile traffic. This will indicate to the search engine which URLs are for mobile devices versus desktop.

Included Locales section

Select which locales should be included in sitemaps.

Hostname tab

Enter hostname under the hostname tab. Hostnames must first be defined in the alias file.

Jobs tab

Sitemap scheduling can be found on the job tab. Schedule sitemaps to run regularly, typically at night, after your normal replication.

Sitemap Index

If you generate several sitemaps on your site, they are bundled up in a sitemap index located here:

http://www.yoursite.com/sitemap_index.xml

The Sitemap index is a list of all individual sitemaps you have. The example below shows two sitemaps from the default locale and French (Canada) locale:

- `sitemap1_default.xml`
- `sitemap2_fr_CA.xml`

This XML file does not appear to have any style information associated with it. The document tree is shown below.

```

▼ <sitemapindex xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
  xmlns="http://www.sitemaps.org/schemas/sitemap/0.9"
  xsi:schemaLocation="http://www.sitemaps.org/schemas/sitemap/0.9
  http://www.sitemaps.org/schemas/sitemap/0.9/siteindex.xsd">
  ▼ <sitemap>
    ▼ <loc>
      http://bmartin.inside-na02.dw.demandware.net/sitemap1_default.xml
    </loc>
    <lastmod>2015-12-08T18:09:54+00:00</lastmod>
  </sitemap>
  ▼ <sitemap>
    ▼ <loc>
      http://bmartin.inside-na02.dw.demandware.net/sitemap2_fr_CA.xml
    </loc>
    <lastmod>2015-12-08T18:09:54+00:00</lastmod>
  </sitemap>
</sitemapindex>

```

Figure 18. Sitemap index example.

Sitemap index is identified within the robots.txt file. Below is an example of an individual sitemap. The name of the file is in the following format: http://www.yoursite.com/sitemap1_default.xml, where '1' is the number of the sitemap and 'default' is the locale identifier. In this sitemap file you can see pages URLs, last modified date, change frequency, priority, and product images. All the setting defined in the sitemap section of Commerce Cloud.

This XML file does not appear to have any style information associated with it. The document tree is shown below.

```

<?xml version="1.0" encoding="UTF-8" ?>
<urlset xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
xmlns="http://www.sitemaps.org/schemas/sitemap/0.9"
xmlns:image="http://www.google.com/schemas/sitemap-image/1.1"
xsi:schemaLocation="http://www.sitemaps.org/schemas/sitemap/0.9
http://www.sitemaps.org/schemas/sitemap/0.9/sitemap.xsd
http://www.google.com/schemas/sitemap-image/1.1 http://www.google.com/schemas/sitemap-
image/1.1/sitemap-image.xsd">
  <url>
    <loc>
      http://bmartin.inside-na02.dw.demandware.net/s/SiteGenesis/infinity-stretch-worn-
      silver-bracelet-25720050.html
    </loc>
    <lastmod>2012-09-25T15:36:39+00:00</lastmod>
    <changefreq>daily</changefreq>
    <priority>1</priority>
    <image:image>
      <image:loc>
        http://bmartin.inside-na02.dw.demandware.net/on/demandware.static/-/Sites-apparel-
        catalog/default/dw0c983597/images/large/PG.60119255.JJG03XX.PZ.jpg
      </image:loc>
      <image:caption>Infinity Stretch Worn Silver Bracelet, , large</image:caption>
      <image:title>Infinity Stretch Worn Silver Bracelet,</image:title>
    </image:image>
  </url>

```

Figure 19. Example of an individual sitemap.

Configure Robots.txt Statement

Robots.txt file provides instructions to search engines of how to handle different URLs for the purposes of indexing. When a search engine crawls the site, the robots.txt file is typically the first thing the search engine checks. Search engines analyze the file to see which pages on the site they are allowed to index. You can edit the robots file in your Production environment in **Merchant Tools > SEO > Robots**. We recommend using Custom robots.txt definition as with this option you can include any definition you want in the text field.

- Define an instance type specific robots.txt.
 - All spiders are allowed to access any static resources (recommended for Production).
 - All spiders are disallowed to access any static resources (recommended for Staging).
 - Custom robots.txt definition.

```

User-Agent: *
Disallow: /my-account
Disallow: /cart
Disallow: /checkout

Sitemap: http://www.yoursite.com/sitemap_index.xml

```

You may enter up to 4000 characters. characters left.

Figure 20. Robots.txt - custom definition.

Robots Best Practices

- Add an asterisk to User-Agent to identify a wild card, meaning that these instructions are applicable to all spiders.
- Add individual disallow statements to instruct search engines not to index specific pages. Choose to disallow account, cart or other pages that don't have much value in being indexed by search engines.
- Reference the location of the sitemap here.

Below is a sample Robots.txt definition, but you can create your own:

```

User-Agent: *
Disallow: /account*
Disallow: /cart*
Disallow: /checkout*
Disallow: /order-history *
Disallow: /search*
Disallow: /wishlist*
Sitemap: http://www.yoursite.com/sitemap_index.xml

```

Optimize the 404 Experience

404 is the error page that is served when a page cannot be found on the server. A well-designed 404 page makes it easy for customers to continue the shopping experience by offering a search box, links to categories or services, product recommendations, or engaging banners.

From a technical perspective, you need to ensure your server is configured to return the proper status code 404 for this page. For example, if a 404 page returns a 200 server response, search engines can continue indexing this page when they shouldn't. Modification to this page requires developer efforts and page template updates.

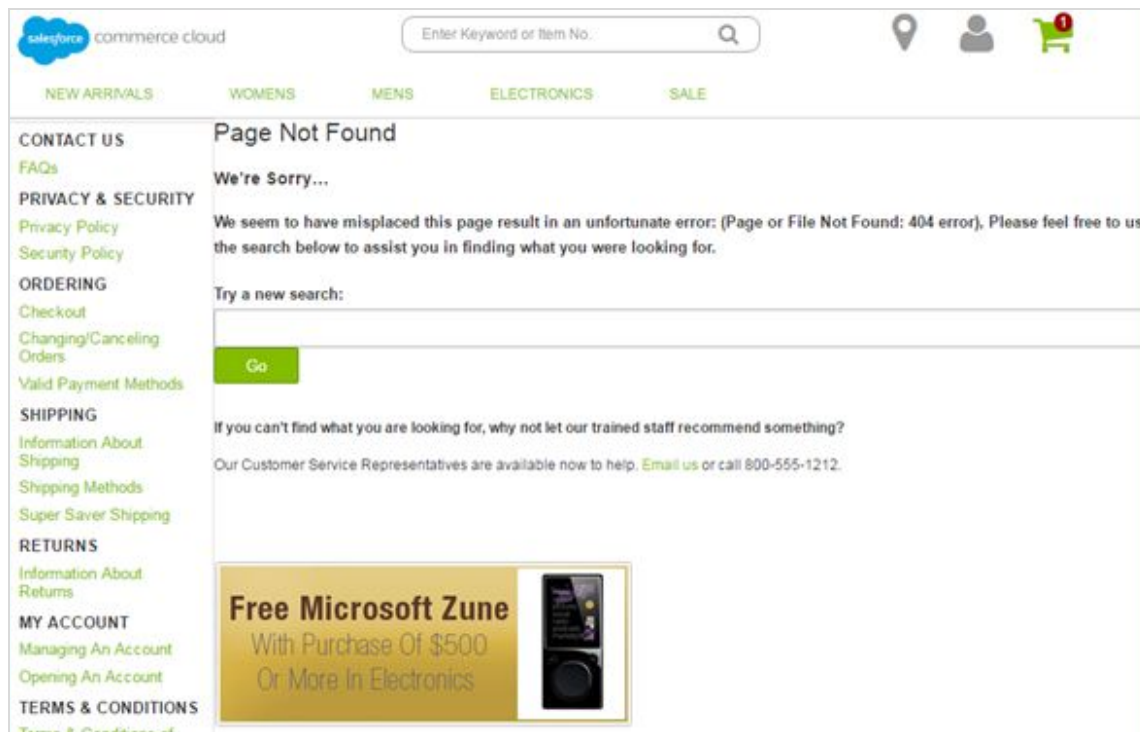
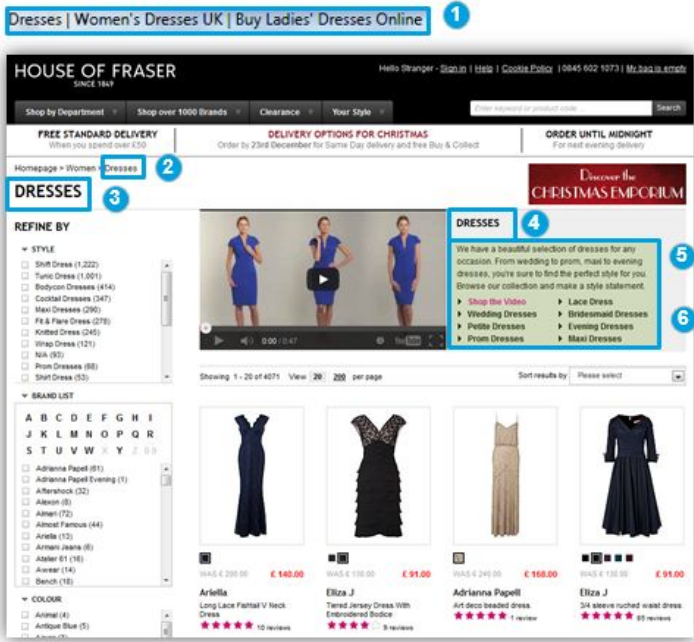


Figure 21. 404 page

On-Page Content & Keyword Strategy

Website owners should be aiming to create an SEO-friendly content and keyword strategy. These strategies normally include integrating keywords into site pages and leveraging content slots.

Visual example of where to integrate keywords into your site:



- 1 Keywords target page title
- 2 Keyword in breadcrumb
- 3 Text Category Heading or Product Name set as H1
- 4 Text subheading set as H2
- 5 Page copy or product description using keywords
- 6 Internal link anchor text



Figure 22. Keyword placement for SEO.

We also recommend leveraging **content slots** on your site to include text and important keywords.

In the example below, content slots are located at the top and bottom of the “Girls Boots” category page. Each slot has a nicely written piece of text referencing girls boots.

GIRLS' SNOW AND RAIN BOOTS
 Comfortable boots for girls during the wet and cold weather season.
 Crocs™ girls' winter and rain boots will keep her feet warm and dry whether it's raining or snowing.

8 items

Sort by

OUR FAVORITES

- New Arrivals
- Best Sellers
- Classic Crocs™
- Sale
- Shop All

FILTERS

- Style +
- Size +
- Color +
- Fit +
- Price +
- Wearing Occasion +

Kids' Handle It Rain Boot (Purple) ★★★★★ (536) \$34.99

Kids' Handle It Rain Boot (Red) ★★★★★ (536) \$34.99

Kids' Handle It Rain Boot (Yellow) ★★★★★ (536) \$34.99

Kids' Handle It Rain Boot (Green) ★★★★★ (536) \$34.99

Kids' Handle It Rain Boot (Pink) ★★★★★ (536) \$34.99

Kids' Handle It Rain Boot (Cyan) ★★★★★ (536) \$34.99

Kids' Handle It Rain Boot (Dark Blue) ★★★★★ (536) \$34.99

Kids' LodgePoint Snow Boot (Pink) ★★★★★ (21) ~~\$49.99~~ **\$24.99** Last chance! Final Sale.*

Snow and Rain Boots for Girls

Keep your little girl warm, dry and happy in any condition with Crocs™ collection of comfortable snow and rain boots for girls! Our girls' boots are perfect for every adventure, from snowball fights to dancing in the rain. The fun will never end when she is wearing a pair of Crocs™ rain boots or snow boots for girls! Not only will her toes stay cozy and dry, she will be sure to love our fun styles and vibrant colors. Best of all, their lightweight, yet waterproof built can withstand even the wettest days, keeping her toasty warm all day long! Find the perfect pair of snow and rain boots for your little girl at Crocs™.

For even more cute shoe styles for your little girl, be sure to check out our complete collection of girls' shoes at Crocs™. Looking for a pair of boots for yourself, or your little boy too? Shop our selection of boots for women, boots for men, and little boys' boots and find the perfect pair for the entire family at Crocs™.

Figure 23. Leveraging content slots to include keywords within text.



Keyword Planning Resources

Outside of speaking with your customers and brainstorming internally, consider also using the following tools to choose which keywords you are going to target.

Commerce Cloud Search Reporting

Within Commerce Cloud from your Production instance, you can review onsite search analytics. Site search reports will give you helpful insights into what customers are searching for on your site. Use on-site search reports as guidance for SEO keywords to target. Search reports are found on Production in: **Merchant Tools > Analytics > Conversion Reports - Search Conversions report**.

Google Trends and Google Adwords Keyword Planner

Google Trends and Google Adwords Keyword Planner are great tools to help you understand keyword search volume.

Use [Google Adwords Keyword Planner](#) to flag any terms on your targeted list that have too little (or too much) search volume. These terms may not help you maintain a healthy mix of keywords to focus on.

In [Google Trends](#) you can review trend history and projections for keywords. For example, you can see whether some low-volume terms might actually be something you should invest in now and reap the benefits later. Or perhaps you have too many keywords and aren't sure where to focus, Google Trends can help you determine which terms are trending upward, and are thus worth more focus.

If you're struggling to think of more keywords around a specific topic, simply go to [Google.com](#) and take a look at the related search terms that appear when you type in a keyword. You can see the related phrases at the very bottom of Google's search results. These keywords can spark ideas for other keywords you may want to take into consideration.

A basic approach to keyword planning & execution

1. Create a list of your site categories.
2. Choose 1-3 SHORT-TAIL (high volume) keywords to target for each page.
3. Incorporate keywords into on-page content.
4. Consider LONG-TAIL (low volume) keywords to drive aggregate traffic.

Download our handy [keyword mapping worksheet](#) to help with your planning.



Additional Resources

On-Demand Videos

Listen to and watch [Platform Adoption Webinars](#).

Ask the Community

Get answers to your questions from Commerce Cloud experts, partners, and other customers via the [Ask the Community](#) forum on XChange. Commerce Cloud XChange login required.

1-on-1 Help

Request a [Commerce Cloud Accelerator](#).

Upcoming Events & Webinars

Review the [calendar](#) of upcoming Commerce Cloud learning opportunities.