



websitepipeline™
university

A Quick Way to Prepare “Static
Page” Data For Your Products

TOPICS OF DISCUSSION

- ✘ Prerequisite Videos
 - ✘ Cast a Net for Search Engine Traffic Using Static Pages (23m41s)
 - ✘ How To Use Static Pages for Search Engine Optimization (33m)
 - ✘ Uploading Data (7m16s)
- ✘ Purpose of Video
 - + Address Common Situation (“too much data”)
 - + Convince You that Phase I Should be Done
- ✘ Suggested Phases
 - + Phase I: Quick, use excel tips
 - ✘ Get 70% of the benefit for <20% of the work
 - ✘ Not perfect, but very good “bang for the buck”
 - + Phase II: Comprehensive, optimize each product
- ✘ Suggested Steps (using an example)

SUGGESTED STEPS (PHASE I)

- ✘ Download product data
- ✘ Remove unneeded columns
- ✘ Remove “child” products
- ✘ Rename columns
 - + sku to products_content_id
 - + nm to se_pagetitle
 - + Ds to se_ds
- ✘ Add “static” columns (data is same for every product)
 - + se_content_type (set to “product”)
 - + se_content_template_cfv_id (set to “SiteFront|pc_product_detail.asp”)
 - + se_action_addmodify (set to “1”)
 - + se_action_delete (set to “0”)
- ✘ Build “dynamic” columns (data varies by product)
 - + se_ref_id (concatenate “product”-<sku>)
 - + se_pagename (copy nm, strip special chars, lcase, replace space w/ -, add sku, add .asp)
 - + se_directory (use searchfield or “category”, lcase, strip special chars, replace space w/ -)
 - + se_keywords (use anything easy or leave blank)
- ✘ Replace “bad” descriptions with the product name (no HTML)