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How to Use “Static Pages” for Search Engine Optimization

AGENDA

- ✘ Prerequisite Video
 - + Casting a Net For Search Engines Using Static Pages
- ✘ Purpose of a Search Engine Friendly Page
 - + Used for Products, Categories, Web Pages
 - + Vastly Improved Ranking in Search Engines
 - + Easier Identification by Customers (in Search Engines)
- ✘ How to Load the SEO Content
 - + Add-Edit Page in Web Driver (edit the record)
 - + CSV File Upload (static_pages table, use ID of record)
- ✘ Tips for Preparing the SEO Content
- ✘ Related Modules

TIPS FOR PREPARING SEO CONTENT

- ✘ Recommended Values for SEO Data
 - + See “Static Page Data Upload Fields” excel file
- ✘ Change Navigation Links
 - + Links in WSP modules change automatically
 - + Navigation links must be manually set (web pages)
- ✘ Content in the Record (Product, Category, Page)
 - + Make it compelling and keyword rich
 - + Obtain links from other sites (off-page)
- ✘ Two Phase Approach for Product Catalog
 - + Phase I: Quick, use excel tips
 - ✘ Get 70% of the benefit for 20% of the work
 - + Phase II: Comprehensive, optimize each product

Search Engine Static Page Data Upload Fields (for Products, Product Categories, Web Pages)

The following columns need to be included in the CSV file upload for Search Engine "static page" Data.

This data should be uploaded into the **static_pages** table (using Data Imports in the Web Driver control panel).

You should prepare a separate upload file for each type of content (one for Products, one for Product Categories, on for Web Pages).

Only ONE *_id field should be included PER upload.

Field (Column) Name	Label in Add-Edit Page	Description	Example Value
se_ref_id	N/A (hidden)	Upload Only. Must be unique across all static page records. Can randomly generate these or use something like the type-ID (i.e. "product"-<SKU>"). When you re-upload static_pages records (i.e. to make "Edits"), the system uses this "ref_id" to find the record and edit it (if it does NOT find it, it adds a new record).	product-WIDF
products_content_id	SKU	Upload Only. For Products Only. Must Exactly Match a Product SKU (Item #) in the website.	WIDF
categories_content_id	ID	Upload Only. For Product Categories Only. Must Exactly Match a Product Category's ID in the website.	CellPhones
pages_content_id	ID	Upload Only. For Web Pages Only. Must Exactly Match a Web Page ID in the website.	home
se_pagename	Page Name	Use letters, numbers, and dashes only. Use keywords. Separate each word with a dash. Must be Unique (within the directory). Must end in ".asp"	widget-f-stand-alone-product.asp
se_directory	Directory	Letters, numbers, and dashes only. Use keywords. Separate each word with a dash. Should group like records into these directories.	widgets
se_pagetitle	Page Title	Use keywords (very important). Keep this short (1/2 sentence or so). Should be the Product Name, Category Name, or Name of the page. Recommend that you include your company name as prefix or suffix (i.e. "XYZ Company: Product Name Goes Here").	ABC Company : Widget F - Stand-Alone Product
se_ds	Description	This should be 250 characters or less. Should include keywords. Should be human readable and marketing friendly. Should accurately describe the content on the page.	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras egestas feugiat est, scelerisque tristique odio convallis non.
se_keywords	Keywords	List one or more keywords / keyword phrases that describe the content on the page. Separate each keyword / keyword phrase with a comma. Note: This does NOT significantly impact the search engines (may not impact them at all).	widget f, widf, widgets, xyz company
se_content_type	N/A (hidden)	Upload Only. Needs to be "product", "prodcat", or "webpage".	product
se_content_template_cfv_id	N/A (hidden)	Upload Only. Needs to be "SiteFront pc_product_detail.asp", "SiteFront pc_combined_results.asp", or "SiteFront page.asp".	SiteFront pc_product_detail.asp
se_action_addmodify	N/A (hidden)	Upload Only. Needs to be "1".	1
se_action_delete	N/A (hidden)	Upload Only. Needs to be "0".	0

RELATED MODULES

- ✘ Site Map Generator
 - + Google, Yahoo!, Bing, Other Search Engine
 - + Auto Update the 3 Industry Standard Formats
 - + Include / exclude, update frequency, priority
- ✘ Product Feeds to Online Marketplaces
 - + i.e. Google Product Search