

Search Engine Optimisation (SEO)

You can supply your own metadata via the in-built Content Management System, and, perhaps more importantly, the Complete Commerce's eCommerce engine will auto populate the meta tag data for the web page based on the web categories and product information available as the user browses your site. This ensures the search engines **automatically get a complete picture of what you are selling** in a rich and detailed format.



Complete Commerce makes it easy for search engines to read and index your site

When viewing a product page the following meta data is dynamically adjusted:

Title tag – tells the search engine this page is dedicated to this search criteria

```
<title>HALF-LIFE</title>
```

Keyword tag – tells the search engine what search terms are also related to this product

```
<meta name="keywords" content="HALF-LIFE, Author: Valve Corporation" / >
```

Description tag – helps the search engine display extra information about the search to the user

```
<meta name="description" content="The half-life game start with Gordon Freeman arriving late for work at the Black Mesa Research Facility...">
```

Image tag – having an image file name and Alt (alternate name) populated further aids indexing

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URLs – having a descriptive URL that includes product code, name & category is perhaps the single greatest SOE technique to get your site ranked

View item: <http://www.cc-demo.co.uk/Item/Games~Classics/PC272/HALF-LIFE.html>

Buy item: <http://www.cc-demo.co.uk/AddItem/PC272/HALF-LIFE.html>