

Better SEO practices using native VTEX tools

# VTEXbook



**VTEX**

**The True Cloud  
Commerce Platform**

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**Second Edition**

## Second Edition (September 2019)

This edition applies to VTEX The True Cloud Commerce <sup>tm</sup> Platform

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# Summary

1	Introduction	P. 10	>
2	Importance for successful e-commerce businesses	P. 12	>
2.1	Profitable e-commerce businesses show up in organic results	P. 13	>
2.2	Being well ranked on Google is essential	P. 13	>
2.3	Quality content	P. 14	>
3	Information Architecture (IA)	P. 15	>
3.1	Defining Information Architecture	P. 16	>
3.2	Home	P. 17	>
3.2.1	Browsing menu	P. 17	>
3.2.2	Benefits bar	P. 20	>
3.2.3	Banners	P. 20	>
3.2.4	Newsletter	P. 20	>
3.2.5	Footer	P. 21	>
3.2.6	Indexable Free Text	P. 21	>
3.2.7	Shop window	P. 23	>
3.3	Departments, Categories and Subcategories	P. 24	>
3.3.1	Registration	P. 24	>
3.3.2	Including content in departments and categories	P. 26	>
3.4	Brands	P. 28	>
3.5	Products	P. 30	>
3.5.1	Title	P. 30	>
3.5.2	Product Description	P. 31	>
3.5.3	Difference between Products and SKUs	P. 31	>
3.6	Optimization of Images and Videos	P. 33	>
3.6.1	Edit source/name	P. 34	>
3.6.2	Alt of the image	P. 34	>
3.7	Friendly URL	P. 35	>
3.8	Search parameters	P. 36	>

3.8.1	Default I	P. 37	>
3.8.2	Default II	P. 38	>
3.9	Duplicated content	P. 39	>
3.10	Create HTML structures on all pages	P. 39	>
3.11	Use Breadcrumbs on all pages	P. 40	>
4	<b>Marketplace</b>	<b>P. 42</b>	<b>&gt;</b>
5	<b>Tools</b>	<b>P. 47</b>	<b>&gt;</b>
5.1	Keywords	P. 48	>
5.2	Robots.txt and Sitemap	P. 49	>
5.3	Sitemap	P. 51	>
5.4	Loading speed	P. 53	>
5.5	Blog	P. 53	>
6	<b>Migrations and Redirects</b>	<b>P. 55</b>	<b>&gt;</b>
6.1	Redirect 301	P. 56	>
6.2	Manual redirect	P. 57	>
6.3	Automatic redirect	P. 57	>
6.4	ERRO 404 Page	P. 57	>
7	<b>Case Study: ShopFácil a Bradesco company</b>	<b>P. 58</b>	<b>&gt;</b>
8	<b>Glossary of SEO terms you need to know</b>	<b>P. 61</b>	<b>&gt;</b>

# Images

Image 1	SEM	P. 13	>
Image 2	SEO	P. 14	>
Image 3	Architecture	P. 16	>
Image 4	Menu	P. 17	>
Image 5	On your VTEX dashborad, browse to CMS	P. 18	>
Image 6	Click on layout	P. 18	>
Image 7	Go to Customizable Controls	P. 18	>
Image 8	Go to Control where the departments are, in this case	P. 18	>
Image 9	Go to HTML and click on edit	P. 19	>
Image 10	Within the heading marker	P. 19	>
Image 11	Activate the content to display it and save the content	P. 19	>
Image 12	Benefits Bar	P. 20	>
Image 13	Newsletter	P. 20	>
Image 14	Go to the "Sites and Channels"	P. 21	>
Image 15	Save settings	P. 22	>
Image 16	Go to category description	P. 22	>
Image 17	Enter a name for your content	P. 22	>
Image 18	Activate the content	P. 22	>
Image 19	Open the menu catalog	P. 23	>
Image 20	Click on add product	P. 23	>
Image 21	You will have the option at the and of the catalog	P. 24	>
Image 22	Registration Departments	P. 25	>
Image 23	Example structure	P. 26	>
Image 24	Sites and channels	P. 36	>
Image 25	Ad-category	P. 27	>
Image 26	HTML_SEO	P. 27	>
Image 27	Content	P. 27	>
Image 28	Brands	P. 28	>
Image 29	New Brand	P. 29	>

Image 30	Save Brand	P. 29	>
Image 31	Product and Skus	P. 30	>
Image 32	Description	P. 31	>
Image 33	Product Name	P. 32	>
Image 34	Product	P. 32	>
Image 35	Save Product	P. 32	>
Image 36	Skus	P. 33	>
Image 37	Videos	P. 33	>
Image 38	Incorporate	P. 33	>
Image 39	Video code	P. 34	>
Image 40	Code	P. 34	>
Image 41	Registered	P. 35	>
Image 42	Ilustration	P. 36	>
Image 43	Duplicated content	P. 39	>
Image 44	Market Place	P. 43	>
Image 45	Market Place Configuration	P. 44	>
Image 46	Mentioned	P. 45	>
Image 47	Prices Market Place	P. 45	>
Image 48	Google	P. 46	>
Image 49	SEO Painel	P. 50	>
Image 50	Google Search Console	P. 52	>
Image 51	URL Builder	P. 56	>
Image 52	Save URL	P. 56	>
Image 53	Sites and channels	P. 36	>
Image 54	Ad-category	P. 27	>
Image 55	HTML_SEO	P. 27	>
Image 56	Content	P. 27	>
Image 57	New website	P. 34	>
Image 58	Website name	P. 34	>

## List of initial abbreviations

ADD	Addition
API	Application Program Interface
APP	Application
CMS	Content Management System
CSS	Cascading Style Sheet
HREF	Hypertext Reference
HTML	Hypertext Markup Language
JS	Java Script
MVP	Minimum Viable Product
OMS	Order Management System
SRC	Search
SWF	Small Web Format
TAG	Code line
TCP/IP	Transmission Control Protocol/Internet Protocol
USHCC	United States Hispanic Chamber of Commerce
USPAACC	United States Pan Asian American Chamber of Commerce
WBE	Women-Owned Business Enterprises
WBENC	Women Business Enterprise National Council
XML	Extensible Markup Language

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# PREFACE

This VTEXBOOK provides information to facilitate the implementation of an affiliate commercial model at VTEX. It contains a description of VTEX functions that are customized and used.

This book is intended for both system specialists who will evaluate the product's capabilities, and for system programmers who will plan for, install, and customize the product. The concepts of TCP/IP for MVS and the tasks required to make the product operational are illustrated by numerous practical examples.

The reader is assumed to have a basic proficiency in VTEX and know how of e-commerce.

# IN TRO DUC TION



## **What is SEO?**

Also known as Search Engine Optimization, SEO is a set of practices for indexing and ranking on search engines like Google and Yahoo. These techniques involve details in coding of the pages of a virtual store, and are responsible for improving the organic ranking of certain key words.

## **How do search engines rank web sites?**

The “robots” read the set of contextualized words and how they are organized in the HTML code, in addition to synchronizing the influence of On Page with Off Page, drawing a parallel with the terms searched for with authority and relevance to define what their position is in the ranking of results.

## **What is On-Page SEO?**

It is everything we do with the site to render it indexable, relevant and accessible, while affording the public an agreeable browsing experience.

## **What is Off-Page SEO?**

It is the set of external factors that are not part of how the site is structured, but are related to the manner in which other sites view yours. Capturing external links is fundamental for a better ranking.

## **Does VTEX provide better SEO practices?**

Yes, the structure of the CMS dashboard is constituted in such a way that the HTML code can fit into the organizing of the better SEO practices, as well as facilitating the registration of content of product applied in a simple manner.



An abstract graphic featuring a large, dark blue number '2' on a vibrant pink background. The number '2' is stylized with a thick, rounded stroke. At the bottom of the '2', there are two dark blue, rounded, triangular shapes that resemble stylized feet or a base. The overall composition is minimalist and modern.

# THE IMPORTANCE

of having a  
successful  
e-commerce

## 2.1 - Profitable e-commerce businesses show up in organic results

Showing up on organic results are ideal for sites and e-commerce businesses looking to sell more and reach a greater number of visitors without having to pay for advertisement or clicks on your site, since organic results do not require sponsored pages. In other words, the search engine does not charge for the site to show up in the search results.

According to the SEO specialist Neil Patel, the basics for having great relevance are founded on three pillars:

- I. Increase the speed of your page.
- II. Reference relevant content and encourage others to reference you
- III. Improve the CTR with optimal meta descriptions

Besides these pillars, this book will deal extensively with their intrinsic importance.

## 2.2 - Being well ranked on Google is essential

People use search engines to buy or find solutions for their daily needs. 78% of people search Google for products they purchase, according to the 2017 Digital Consumer Conversion Result.

And, of course, sites that are better placed in the Google ranking are easy to find, which is why they sell more.

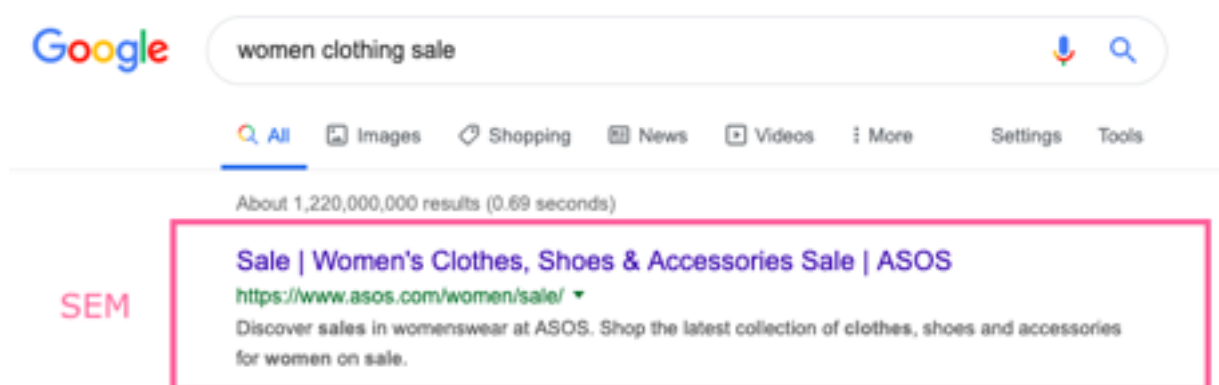


Image 01 - SEM



## SEO



Image 02 - SEO

Using the administrative dashboard tool, it is possible to configure and parameterize these fields according to best SEO practices.

The <title> is considered one of the most important factors for the On-Page SEO. This tag can be found in the HTML <head> tag and its composition. When well indexed, this optimization can help a page to rank in the top on Google searches.

Description is a tag that briefly describes the content of a website page. This information is displayed by Google in the search results.

It is important to use the most important key word when composing the Title and the Meta Description.

## 2.3 - Quality content

SEO results and relevant content go hand in hand. Every e-commerce business needs to display data and responses to what the public is looking for.

All kinds of information a site contains are content. In the case of an e-commerce, the pictures of the products, descriptions, prices and payment conditions are important data for the audience. Customer comments, questions and answers involving frequent doubts make a page more complete and tend to create a richer relevance.

In addition, supplementary information in relation to a given product, for example, can show more data and leave a page even more optimized, thereby generating more organic results.



(AI)

# Information Architecture



### 3.1 - Defining Information Architecture (IA)

Having a well-organized site with well-defined Information Architecture is essential for SEO. After all, when the pages of the site are well classified, both the search engine and the user can easily find the information about the e-commerce business.

IA aims to afford an organized, intuitive and pleasant browsing experience, thus ensuring that the content of the virtual store are legible and friendly.

We suggest you use the following classification:

Home > Department > Category > Subcategory

This structural layout allows the site information to be classified in order to be well organized, primarily in e-commerce businesses that sell more than one product with various brands, colors and specifications of models.

Information Architecture could be classified as follows:

Following the model shown, an example of how to structure a category would be:

Home > Cosmetics > Lipstick > Red Lipstick > ACME Brand Red Lipstick

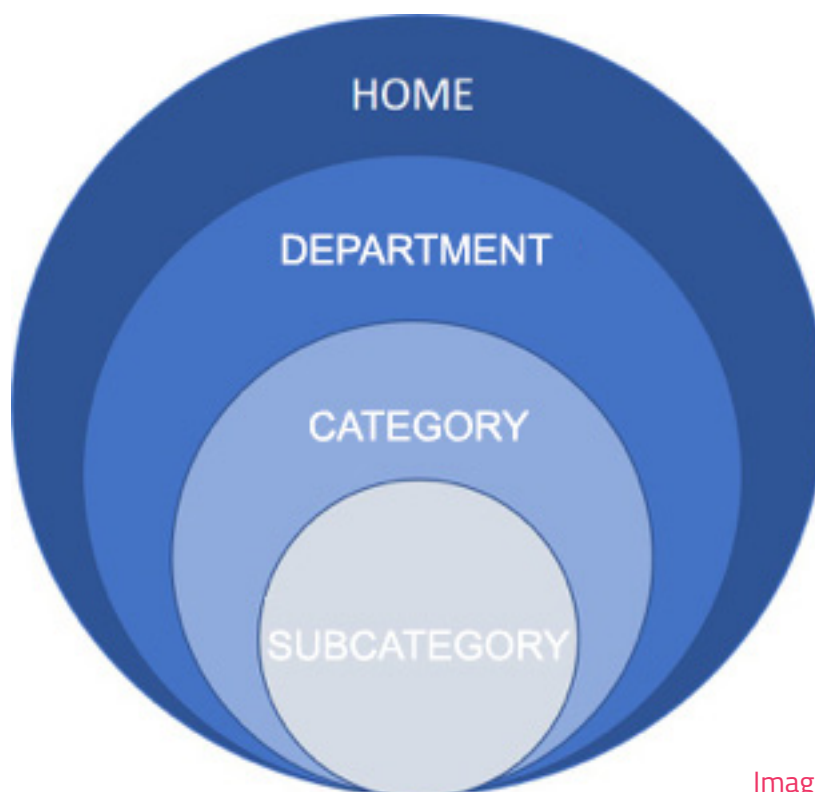


Image 03 - Architecture



## 3.2 - Home

### 3.2.1 - Browsing menu

All content is relevant, and nothing is more indispensable than your store's browsing menu. The store needs to have the key information the customer is looking for, similar to what they would look for in a bricks-and-mortar store.

This menu must contain only relevant information, that is, the store's main categories, and we will discuss this further under the Category Tree topic.

Work on it with the store's main key words, with the main category always in first place to the left of the screen. In this way, Google considers such information relevant, allocating it priority during ranking.

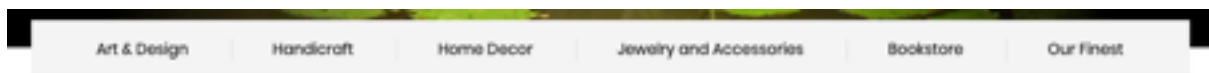


Image 04 - Menu

We wish to emphasize the Headings as extremely important for SEO. Known as Headers (H1, H2, H3, and so on), they are used to highlight and inform Google about the most important information of the site. In the case of an e-commerce business, this information is entered in the store header.

The keyword of the page is ideally located in H1, so that the search engine identifies it as the main topic covered by the page, improving the store's ranking for a given term.

H2, H3 or H4, in turn, are excellent for entering supplementary keywords with related variations and words. This is the time to use and highlight the best terms to bring traffic to the store.

When the Menu is in HTML:

The prints below show the paths where we make changes to the Menu, both in the header and the footer (categories map). It is worth remembering that these are customizable controls to facilitate editing, instead of opening your store's code source.

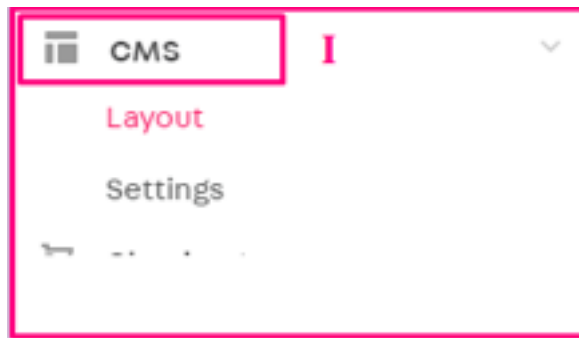


Image 05 - On your VTEX Dashboard, browse to CMS



Image 06 - Click on Layout

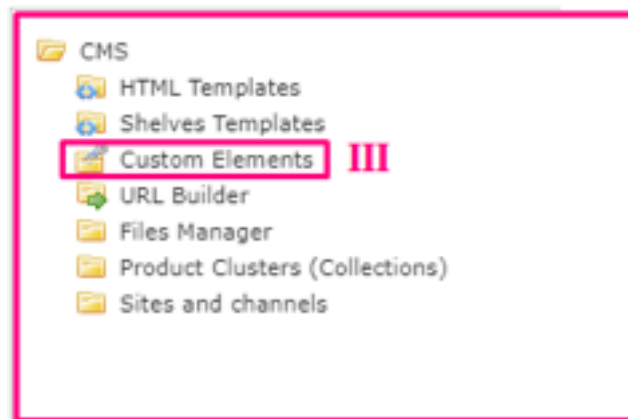


Image 07 - Go to Customizable Controls

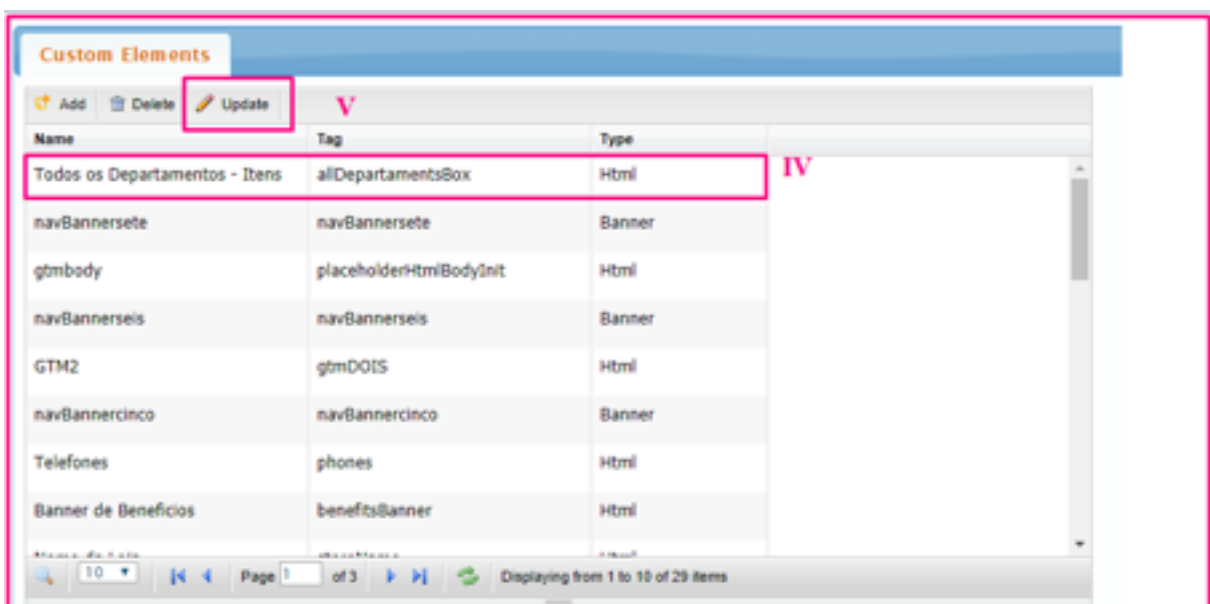


Image 08 - Go to the Control where the departments are, in this case

**Custom Element**

All fields are required.

Name:  Tag name:  Type:

**Content**

add content

Name	Partner	Campaign	Category/Brand	Source	Keyword	Period	Active/Html	Files	
HTML							<input checked="" type="checkbox"/>		<div>VI</div> <div></div> <div></div>

Image 09 - Go to HTML and click on Editar

**Content**

HTML and Content are required.

Content Name:

**Html** **Preview**

```
<div class="all-department-list-box d-flex align-items-start flex-wrap">
  <div class="all-department-item d-flex align-items-start">
    <div class="icon">
      
    </div>
    <div class="info">
      <h4>LANCHONETES</h4>
      <a href="/monte-sua-loja">Monte sua Lanchonete</a>
      <a href="/busca/?fq=spec_fct_134:CoccaoLanchonete">Equipamentos para Cocção</a>
      <a href="/busca/?fq=spec_fct_134:EletroportateisLanchonete">Eletroportáteis Industriais</a>
      <a href="/busca/?fq=spec_fct_134:Lanchonetes"><i class="fas fa-plus-circle"></i> VER MAIS</a>
    </div>
  </div>
</div>
```

link file

Image 10 - Within the Heading Marker

**Display Condition**

Partner:  Campaign:  Source:

Keywords:  (separated by comma)

Category:  Brand:  **Active Content** ☒ **VIII**

**Periods**

To add a period, choose the dates and click "add".

From   To

**IX**

Image 11 - Activate the content to display it and save the content

### 3.2.2 - Benefits bar

Highlighting content like the benefits bar is important, always remember that Google is searching for the best possible experience for the user, so it will prioritize sites with good benefits.

Free shipping, discount percentage, fast delivery, and installment payments are some of the search engines favorite benefits.

It is important to emphasize that the Benefits Bar must be in HTML, so that Google can read and rank it. If this bar appears as an image or inside a banner, reading it will be impossible.

Edit your Benefits Bar on the VTEX platform and help Google improve your ranking.



Image 12 - Benefits Bar

### 3.2.3 - Banners

Banners must be changed frequently. Besides improving the user's experience, Google identifies this change of banners and considers it a store that changes frequently. Although it cannot read the content of images, it is able to detect that the store is always updated and highlights its best promotions. Not to mention the customers themselves who will return to your store to check out the promotions.

### 3.2.4 - Newsletter

Content is another important criterion for search engines. Having a newsletter sign-up bar on the homepage is essential to improving the user experience goes down well with search engines. And besides, it is much easier to capture your leads and increase your catchment where signing up is easy to find.



Image 13 - Newsletter

### 3.2.5 - Footer

The footer is another key area of the site that contains the institutional material.

There are different ways to use the footer, from the simplest, to more complex content and development.

What matters for search engines is the relevance of the content entered there. Try to produce a good "About us" text, highlighting your sitemap content with the store's main categories and subcategories.

Try not to overload the footer with links, as this can lead to the other links on the page losing relevance.

### 3.2.6 - Indexable Free Text

Indexable free texts can also be known as support texts. They can be entered in the product categories and pages.

They are used to highlight the main keywords of the page to be indexed, and they provide an introduction to the content that is to come.

However, developing these texts requires a lot of care. If they are too long, they can take up the entire screen and prevent the customer from seeing the product page at first glance. The customer may think the page is empty and leave without scrolling.

Support texts must only be an introduction, with the main information and KWs, not a complete description.

To enter a support text in a category, we can take the following path:



Image 14 -Go to the "Sites and Channels" folder

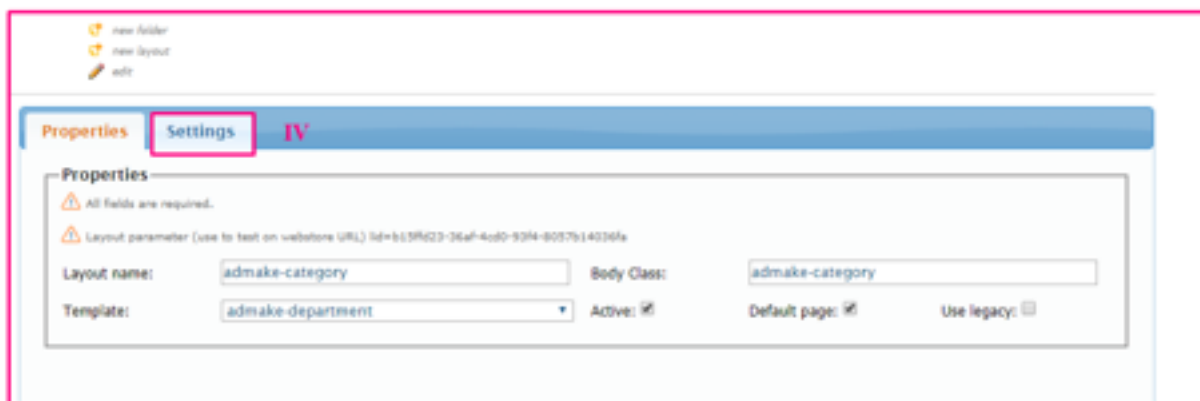


Image 15 - Click on Configurações [Settings]

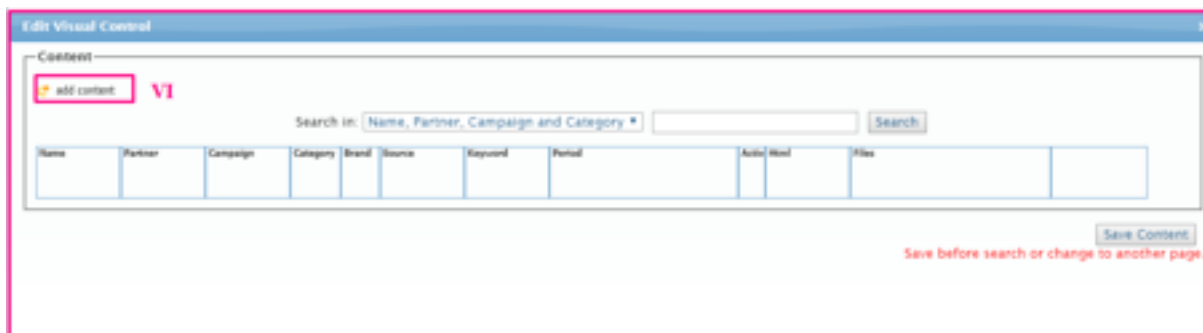


Image 16- Go to "descrição da categoria" [category description]



Image 17 - Enter a name for your content

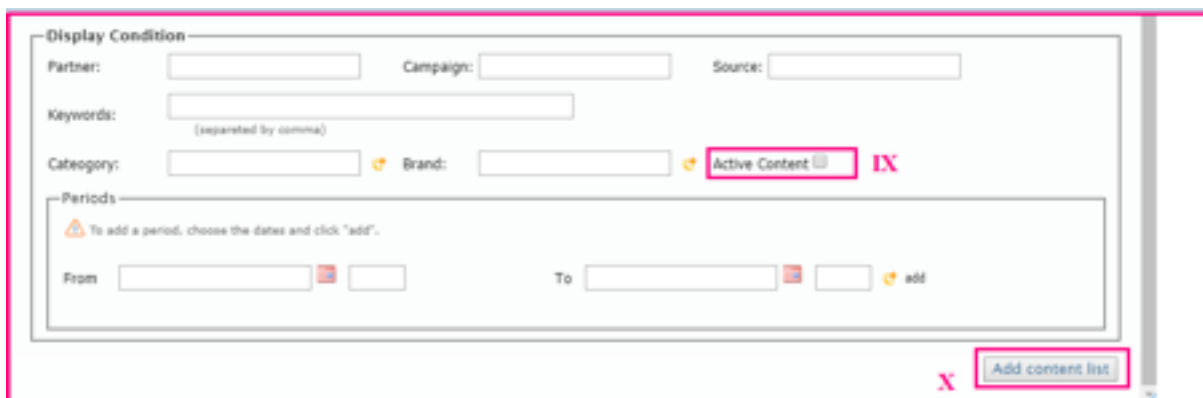


Image 18 - Activate the content

### 3.2.7 - Shop window

The shop window is the time to get the customer interested. Although it is quite likely that the customer has already entered the store with an objective in mind, there is nothing to prevent you from making new suggestions, showing your average price and presenting the high standard of the products to be found in the store.

Moreover, you can create shop windows with the best-selling, most sought-after products, of those products with a high volume of inventory for sale. Yet another opportunity to obtain clicks.

With search engines it is no different. A good shop window reflects a good store, and this is what Google looks for when ranking the best pages at the top.

Keep your shop window up to date, harmonize the products, colors, sizes, prices and collections. VTEX makes keeping it updated easy and quick, using forward planning. It is possible to automate withdrawal of products that are out of stock and enter a similar product in their place (or another product that needs a high sales volume).

A shop window with out-of-stock products is terrible for the performance of your virtual store.

So that out-of-stock products don't show up in your shop window, take the following steps:

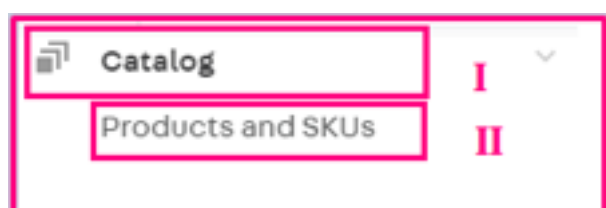


Image 19 - Open the Menu Catálogo [Catalog Menu]

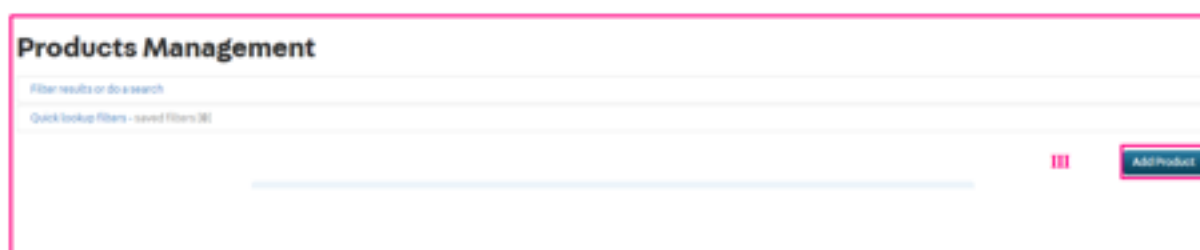



Image 20 - Click on Adicionar Produto [Add Product]



Show on site	<input type="checkbox"/> Yes
Show out of stock	<input type="checkbox"/> Yes

IV

Image 21 - You will have the option at the end of the catalog

### 3.3 - Departments, Categories and Subcategories

The Category page content is extremely important. It will likely contain your main Keywords and be the main sources of traffic to your store.

On the platform, the creation of Information Architecture begins by registering a department. The VTEX default, however, uses identification of departments and categories, of which the first level in the “category tree” represents the department, and the other levels are categories.

#### 3.3.1 - Registration

Just access the Catalog module, with the Admin login of the virtual store.

Thereafter, you will need to fill out the fields referring to the category registration. There are several registration fields on the page, let us concentrate on the platform’s four most important and mandatory fields for SEO, namely:

- i. Name: this is a mandatory field on VTEX and is important for SEO. It is used to identify and organize categories within the platform and the site. Here, ideally simple, clear terms should be used.
- ii. Title of the page: this is the (<title>) the page will have for Google and for those accessing the page. This is an important field for SEO, because it is usually the page title that the search engine presents to the user in the search result.
- iii. Category Description (Meta Description): this is a brief description of the category, with a maximum of 150 characters and which, in almost all cases, will appear in the Google results.



iv. VTEX Global Category: this is also a mandatory field for the platform to classify the category if there is interest in using it in paid advertisement tools like Google Shopping.

The image shows a registration form for VTEX departments. It includes fields for Name, Similar words, Examples, Category Page Title, Category Description, AdWords Remarketing Code, Lomadee Campaign Code, Parent Category, VTEX Global Category, Menu, Active, Menu with active link, Brand Filter, Score, and Product display mode. Four callouts are present: I points to the Name field, II points to the Category Page Title field, III points to the Category Description field, and IV points to the VTEX Global Category field.

Name \*

Test Category

Similar words (use words with the same semantic meaning)

Examples:  
Eletronic -> Eletronic;  
Fridge -> Refrigerator;  
Calvin Klein -> Calvin Klein;

Important: These words will be used for internal and also external SEO purposes

Category Page Title (Tag Title)

Test Category | Virtual Store

Category Description (Meta Tag Description)

Test Category Description (Meta Description).

AdWords Remarketing Code

Lomadee Campaign Code

Parent Category

Select Category

Clear selection

VTEX Global Category \*

Select Vtex Global Category

Clear selection

Why fill VTEX Global Category?

Menu

Active

Menu with active link

Brand Filter

Score (used for search ordering)

Product display mode

List of SKUs

Image 22 - Registration Departments

It is necessary to select the field "Category is active" on the site so that it can show up on the site and be available to whoever is browsing.

Moreover, in the Product Display Mode, it is necessary to select: "Follows SKU specification definition" in order for the platform to comply with the ordering of the products according to the specification created in the SKU register.

Lastly, click on the Save button and that's that! Your Information Architecture has begun to take shape and you have created a category which, in fact, will be a department.

Thereafter, you will have to create other categories using the same procedure detailed above, however, with a “a Father Category” defined, and this is what will give our Information Architecture shape.

Let’s look at the example of the cosmetic department:

Cosmetics > Lipstick > Red Lipstick > ACME Brand Red Lipstick

The “Cosmetics” will be the Father Category of the “Lipstick” category, which will be the “father” of the “Red Lipstick” category which, lastly, will be the “father” of the “ACME Red Lipstick” product.

Thus, we will have a well-defined architecture with the following structure:

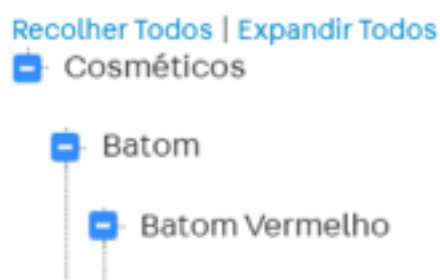


Image 23 - Example structure

### 3.3.2 - Including content in departments and categories

Now that the categories and departments of the site are ready to receive optimized content, we have to learn to include these texts on the platform.

To do so, follow these instructions:

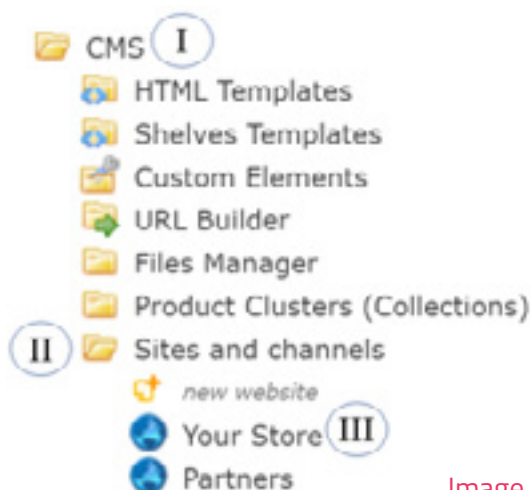


Image 24 - Sites and Channels

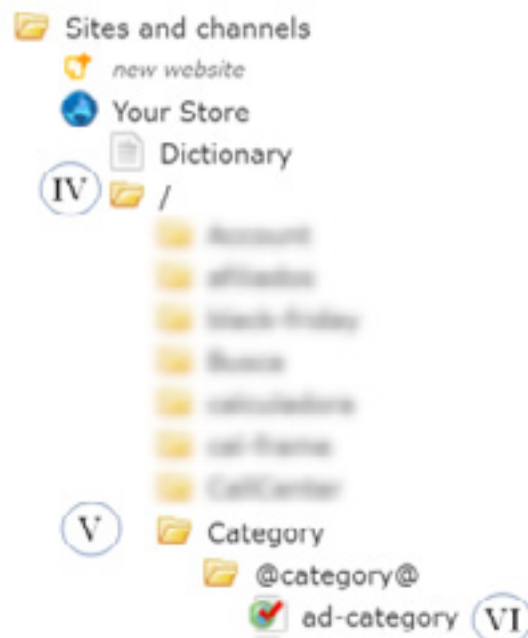


Image 25 - Ad-category

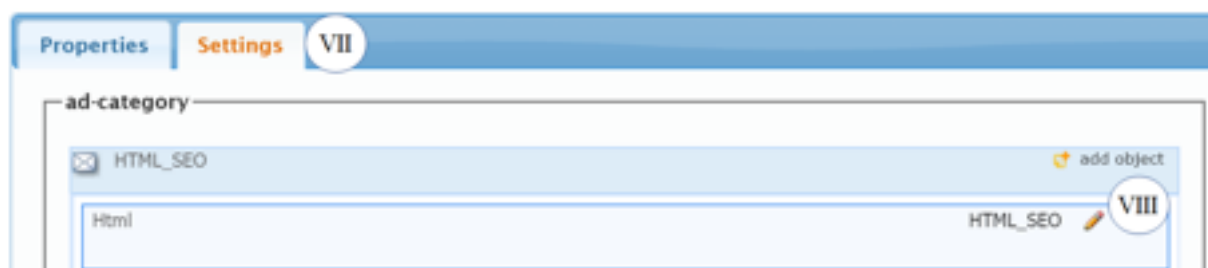


Image 26 - HTML\_SEO

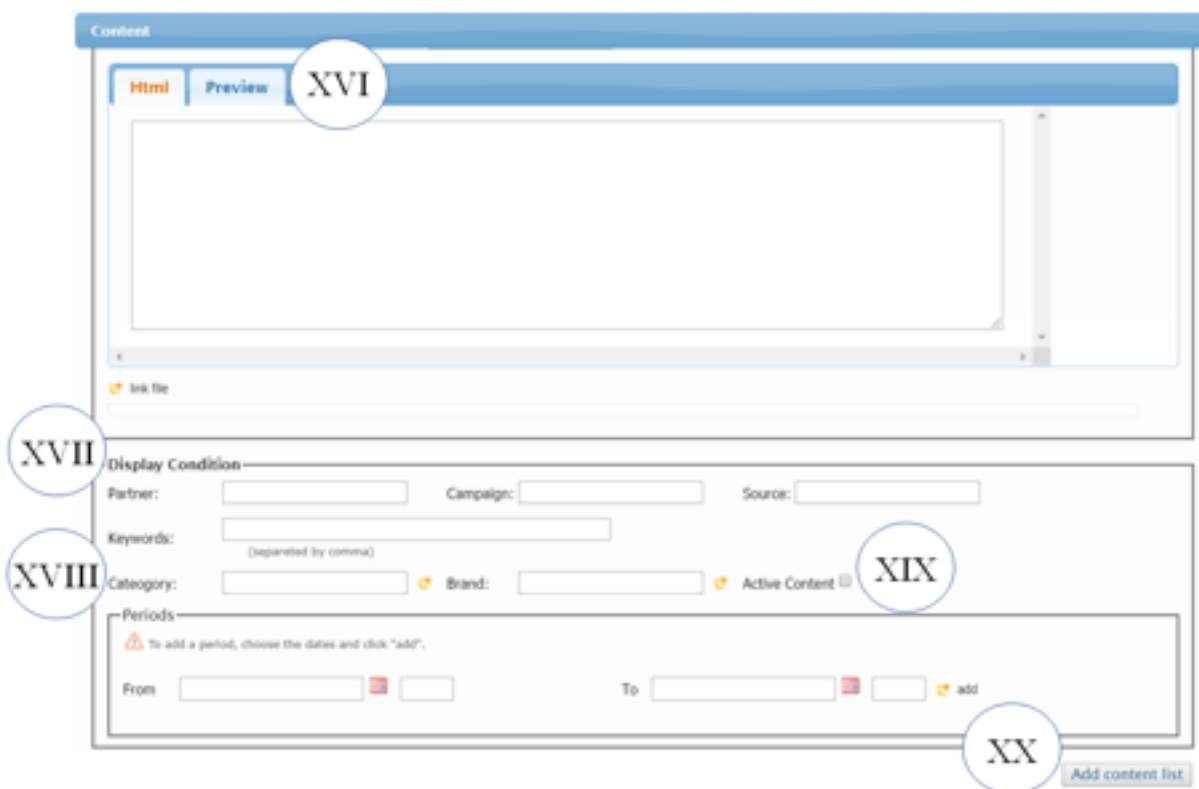


Image 27 - Content

You have learned to enter content on the pages of your site. But, how do we produce optimized content according to good SEO practices?

Follow the next topics and discover how structuring content is important for leveraging organic results.

### 3.4 - Brands

The brands page is yet another ranking opportunity afforded by VTEX. Improving your store's visibility inspires trust in the consumer and helps in the fight for good positions for those Keywords.

It is essential that the platform gives the store the chance to work with these keywords that are already familiar and much sought-after. They can also be used in segmented marketing campaigns for specific brands and audiences.

The instructions for content production are the same as those for the categories pages.

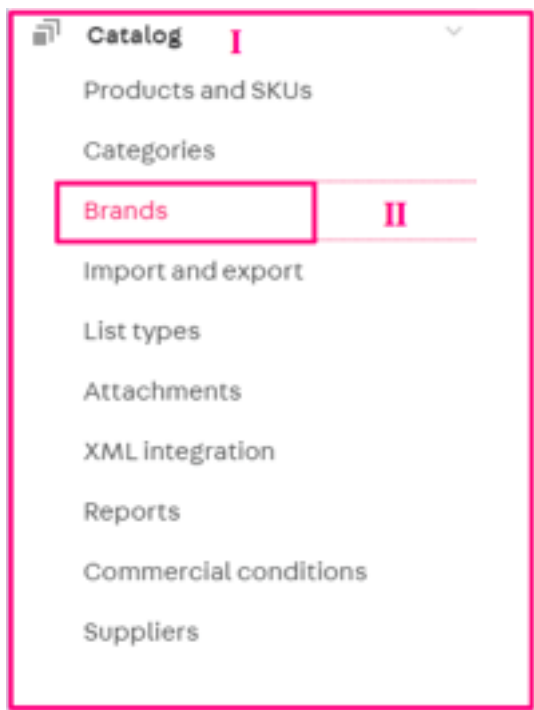


Image 28 - Brands

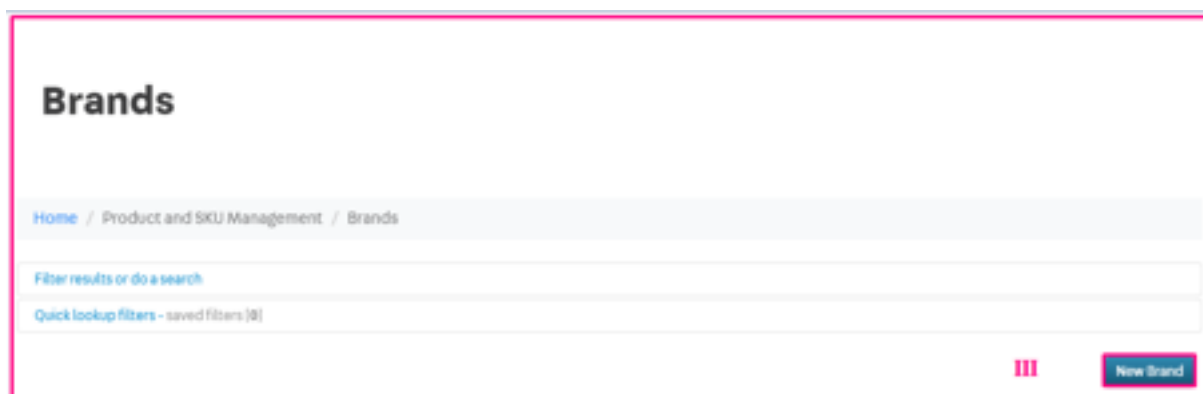


Image 29 - New Brand

Image 30 - Save Brand

The Adwords Remarketing and Lomadee fields have been discontinued, for these configurations use Google Tag Manager.

Display in Home menu: You should select this item is you want the Brand to appear on your store's homepage.

Activate Brand: This should be selected so that you can associate the products referring to the registered brand.

It is essential that the platform gives the store the chance to work with these key words that are already familiar and much sought-after. They can also be used in segmented marketing campaigns for specific brands and audiences.

## 3.5 - Products

### 3.5.1 - Title

The product title is an important part for SEO techniques. It will be the customer's first contact with your product; thus, it must be descriptive and contain essential information.

It must contain good search information for the user to find it. There is no precise formula, a lot depends on the product and niche; however, we can point to the path to be taken:

Keyword + Brand + Size + Color + (as the case may be and if relevant)  
e.g.: Men's Shirt Nike M Black Basic

Common sense is important here. Do not use very long titles, give information that is actually relevant. Technical specifications function for electronic devices, but not for cosmetics, for example. Bring together what is most important, starting with the more relevant information and finish with the least relevant.

Another important point is to work with brands in the title immediately after the keyword, primarily is your store works with brands that are familiar in the market and sought by customers.

Within the VTEX Admin Dashboard you will select the option from the Menu: Catalog -> Products and SKUs -> Add Product.

The 'Name' field must be filled out with the Product Name, according to the instructions explained in the preceding chapters.

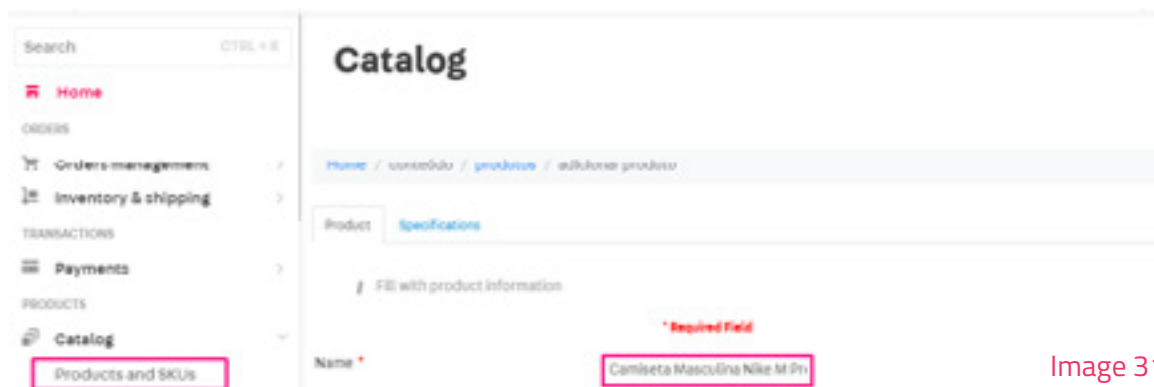


Image 31 - Product and Skus

### 3.5.2 Product Description

Make a list of the product's best features and create a compelling text with it, demonstrating how good that product is and the difference it will make to that consumer's life, leading them to buy into the idea that it was made for them.

If there is a product feature that is not so good, but which must be made clear, never conclude with it. A negative ending to the text could lodge this feature in the customer's mind.

In Catalog > Product and SKUs > Add Product.

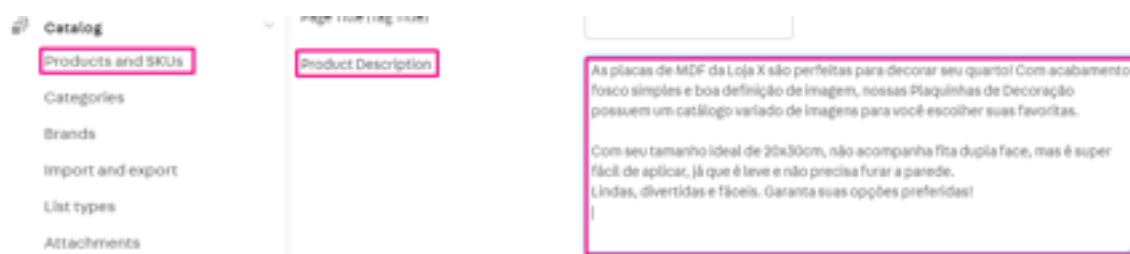


Image 32 - Description

### 3.5.3 Difference between Products and SKUs

The product can be defined as something more general, generic. In turn, SKUs are all the variations of a single product. In other words, all the possible combinations of that product.

For example: Product: Short Dress with Belt

SKU: Short Dress with Belt - Size: M - Color: Pink

SKU: Short Dress with Belt - Size: GG - Color: Black

SKU: Short Dress with Belt - Size: P - Color: Blue

The product does not have to have many variations, just one SKU is enough for the product to be entered on the VTEX platform. On the other hand, there is no limit to SKUs for each product, the number of variations and combinations is at your discretion.

On VTEX, you will upload the product and define the variations/SKUs later.

Product

Specifications

Fill with product information

\* Required Field

Name \*

Short Dress with Belt

Substitute words (use words that have the same semantics)

shourt, xhrot

Words related to the product, will be used for search, separate the words with commas ","

Examples:

Electronic -> Electronic;

Refrigerator -> Fridge;

Calvin Klein -> Calvin Klain;

Important: these words will be used in internal searches and also in Search sites

textLink \*

short-dress-with-belt

(Used to build the Url Product) Do not use accents nor spaces!

Page Title (Tag Title)

Short Dress with Belt | XPTO

Product Description

Short Dress with Belt

Brand \*

Add

Advanced Search (Only 1 selection)

Current Selection

Remove

Catmania

Category \*

Women

Select Category

Clear selection

Global Category VTEX

Ropa y accesorios

Select Vtex Global Category

Clear selection

Trade policies

☐ UM

☐ VTEXSTORE

☐ Teste WAZ

Market Launch date

Show on site

☐ Yes

Product active

☐ Yes

Show out of stock

☐ Yes

Product Reference Code


Product Reference Code	<input type="text"/>	
Additional Description	<input type="text"/>	
Tax Code	<input type="text"/>	
Supplier	<input type="text"/>	<input type="button" value="Add"/> <input type="button" value="Advanced Search"/> (Only 1 selection)
Score (used for the search order)	<input type="text"/>	
<input type="button" value="Save"/> <input type="button" value="Save and add new SKU"/> <input type="button" value="Return"/> 		





Image 36 - Skus

## 3.6 Optimization of Images and Videos

Google can see the image that's in your store, as well as the file name, that is why it is essential to correctly configure the images.

To enter a video in the description field of your products page, the video will have to be hosted on YouTube, so that you can get the code when incorporating:

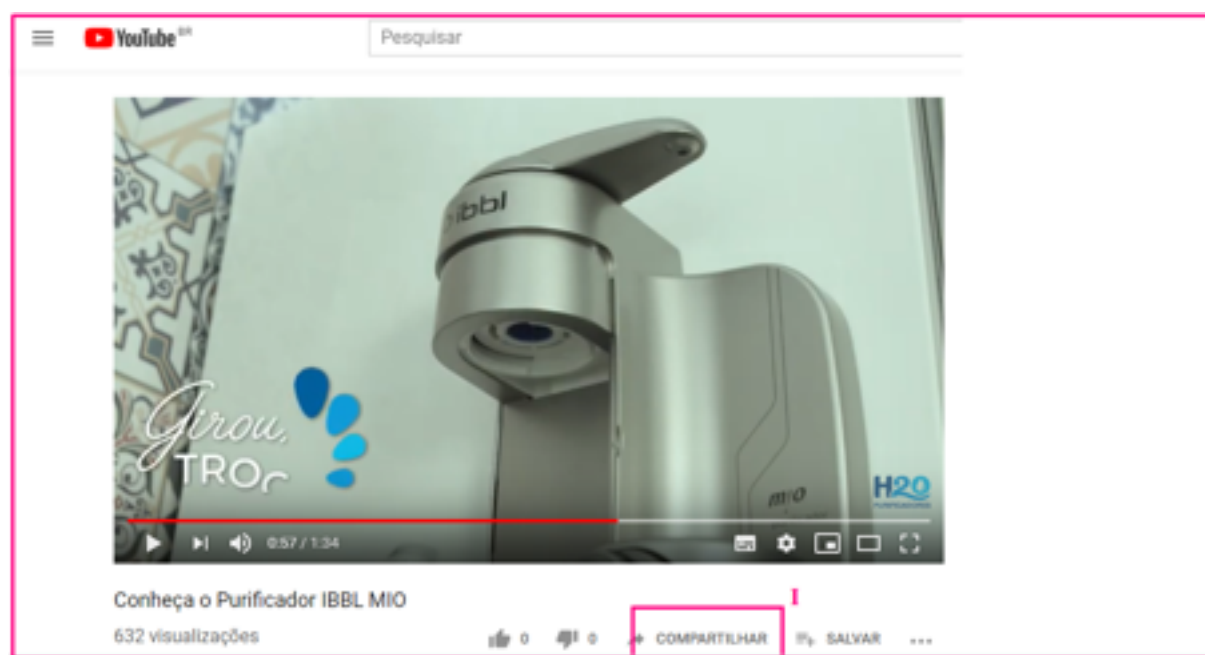


Image 37 - Videos

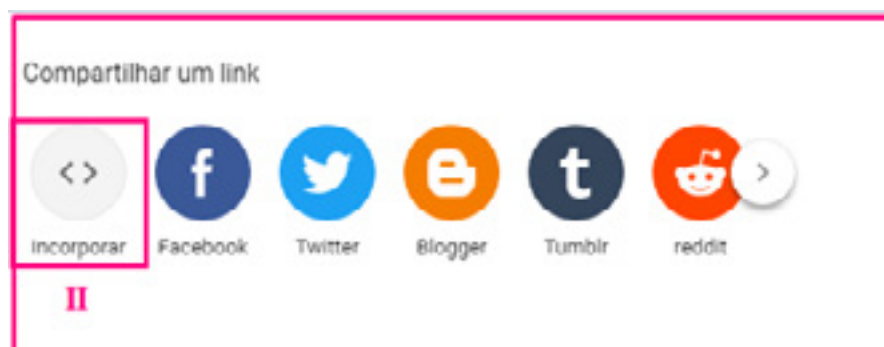


Image 38 - Incorporate



Image 39 - Video code

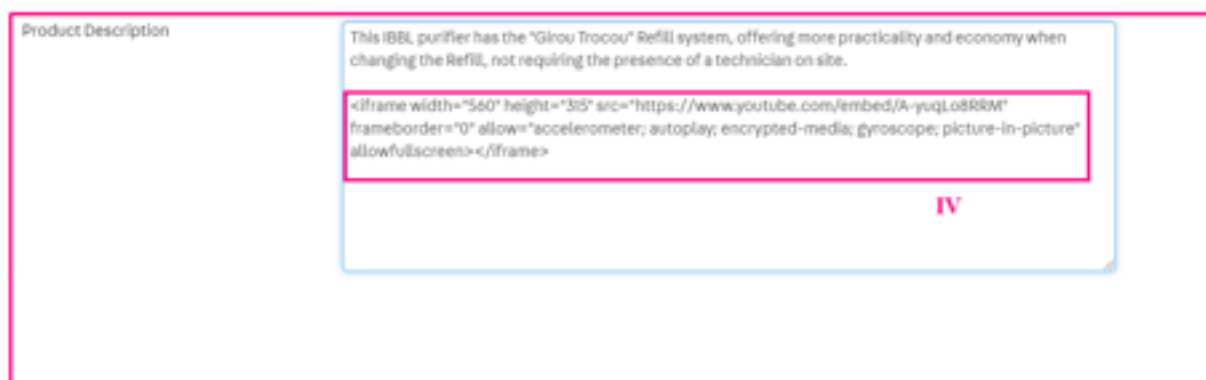


Image 40 - Code

### 3.6.1. Edit source/name

Editing the file to identify the image and have its content considered is indispensable. Substitute the source with a name that is friendly and easily associated. For example:

File name: IMG.blue903284982category.jpg

Friendly file name: 30-30-turquoise-blue-cushion

### 3.6.2 Alt of the image

Alt substitutes the image in the event it cannot be displayed by the browser, and it functions as a description of the image which should appear on the page. Essential so as not to miss sessions because of browser errors or connection faults.

alt= 30x30cm Turquoise Blue Cushion

The Product Image is registered at the SKU Registration level:

SKU Images

The Field "Label" will be used on Features "Color" and "Size" of image after Product Index.

File:

Text:

Label:

Buttons: Insert, Link to existing image, Send

Annotations: I (File), II (Text), III (Label), IV (Send)

Image 41 - Registered

The file, with its optimized size, should be chosen and entered on the platform.

The text field should be filled out carefully, as the "title" and "alt" fields will be used when the image is indexed.

The function of the label field is to call up the images with the same label in some specific part of the store. Summarizing, this call means that the a platform can find the images of products with that label and display them in a specific place. The entire process is built using HTML and JavaScript; HTML to assemble the structure from where the image is being displayed, and JavaScript to activate the call containing the chosen label.

The image below shows the line of code that makes this call and the place where the name of the label is entered for the call to take place.

### 3.7 - Friendly URL

For SEO, a friendly URL is fundamental. After all, it helps the user to better understand the content of the page, even before they access it. Thus, he feels more confident with regard to the information the page contains. Note the example of a non-friendly URL below: <https://www.sualojavirtual.com.br/cosMetic%s/bao26480/888844>

A friendly URL would display the following information:

<https://www.sualojavirtual.com.br/cosmeticos/batom/batom-vermelho>

The excellent news is that VTEX automatically generates friendly URLs according to how the categories are registered on the site. In this case, the following structure will apply:

<https://www.sualojavirtual.com.br/departamento/categoria/subcategoria>

You only have to fill out the information referring to the product registration and, in the TextLink field, enter the appropriate URL, taking the following VTEX instructions into account:

- Spaces must be replaced by hyphens (-);
- Do not use special characters (?&%);
- The platform will not use accented letters;
- It must have a maximum of 50 characters.

As per the illustration below:

**\* Required Field**

Name \*

Substitute words (use words that have the same semantics)

Examples:  
Electronic -> Electronics;  
Refrigerator -> Fridge;  
Calvin Klein -> Calvin Klain;

Important: these words will be used in internal searches and also in Search sites

Words related to the product, will be used for search, separate the words with commas ","

textLink \*  (Used to build the Uri Product) Do not use accents nor spaces!

Image 42 - Illustration

At the end, the product URL will be:

<https://www.sualojavirtual.com.br/teste-produto/p>

### 3.8 - Search parameters

According to VTEX parameters, the browsing filters also have a specific URL defined by defaults previously established by the platform.

Below are the two standards of URLs defined by VTEX based on search parameters.

[www.store.com/your-search](http://www.store.com/your-search)

### 3.8.1 Default I

The VTEX default 1 URL definition is structured according to each user's search criteria. Based on the search undertaken in the search field of the virtual store, the platform will return an URL that includes the terms used, that is, the products being sought.

For this and other reasons, it is so important to correctly register the product and with properly detailed specifications.

Below you will find the VTEX specifications for each topic that may appear in a search URL:

`www.loja.com.br/busca/?fq=C:IdCategoria&fq=B:IdMarca&fq=H:IdColeção&fq=specfctId-CampoProduto/Sku:ValorBuscado&ft=Term`

C: IdCategoria: Shows products of a specific category, according to the ID informed. This code appears next to category names in Product Registration> Category.

Note: The category ID can also be found on your editing page, at the end of the URL.

B: IdMarca: Shows products of a specific brand, according to the ID informed. This code is shown at the end of the URL, on the page used for changing the brand, in Catalog> Brand> Edit Brand.

H: IdColeção: Shows products of a specific collection, according to the ID informed. This code is informed when editing the collection in CMS > Product Clusters (Collections) > Collections sub-folder<sup>\*\*</sup>:<sup>\*\*</sup>

specfctIdCampoProduto/Sku: Default value, shows products whose product/sku field value, with the indicated ID, is equal to the value informed. This attribute is, in fact, a set of specifications that can supplement a category. Like, for example, color and size (for clothes) and voltage (for electronic goods), etc. An example of using this field would be:

`www.loja.com.br/busca/?fq=spec_fct_1:110v`

In this example, all products whose Voltage field (from ID 1) had the value 110v would be returned.

According to the VTEX directives, the parameters above can be matched in many ways. However, notice that the search order will be in accordance with the order of the parameters informed. In other words, when you use a category parameter followed by a brand parameter, for example, the category will be searched first and, among the results found, a second search will be made for the brand.

### 3.8.2 Default II

Default 2 is the most indicated in SEO, as it involves a URL structured from the categories and subcategories registered on the platform, resulting in a friendly URL, a format with which you can now become familiar in this guidebook.

This type of URL is created when the user uses the browsing filters of the e-commerce store. This means that on the virtual store's own page it can specify the browsing criteria for finding the desired product.

Below, you will see the information contained in this type of URL.

URL: `www.loja.com.br/NomeCategoria/NomeMarca/NomeColeção/ValorBuscado?map=-c,b,productClusterIds,specificationFilter_IdCampoProduto/Sku`

Where:

- `www.loja.com.br/NomeCategoria?map=c`

Shows products whose category is specified by the name informed in the URL.

- `www.loja.com.br/NomeMarca?map=b`

Shows products whose brand is specified by the name informed in the URL.

- `www.loja.com.br/IdColeção?map=productClusterIds`

Shows products whose collection is specified by the ID informed in the URL.

- `www.loja.com.br/ValorBuscado?map=specificationFilter_IdCampoProduto/Sku****`

Shows products whose product/sku field value, with the indicated ID, is equal to the value informed.

Also according to the guidelines of the platform, the above parameters can be combined among one another. The order of the values informed in the map parameter will define the interpretation of each value present at the beginning of the URL (between "/").

## 3.9 Duplicated content

In a virtual store it is possible for a base URL to have many other different URLs pointing to it. This can happen due to links from other medias and even because of filters. Although the destination is the same, the search mechanism identifies them as different URLs and tariffs them as duplicate content, which adversely affects the ranking of that category or product.

**Canonical Tag:** This serves to indicate to Google that all those URLs are channeled to a single base URL, the content that needs to be highlighted. For Canonical to function it depends on the platform. VTEX functions impeccably on this tool, so that your store does not experience duplicate content.

To register the Canonical on VTEX you must take the following steps:  
In CMS, click on layout, browse to the Store folder and open the folder where we group all the pages "/" /

You are going to create a new folder and, thereafter, a new layout for it, where the layout already registered, and the page name will be configured.

When you save this you will have a new page with a properly denominated URL:

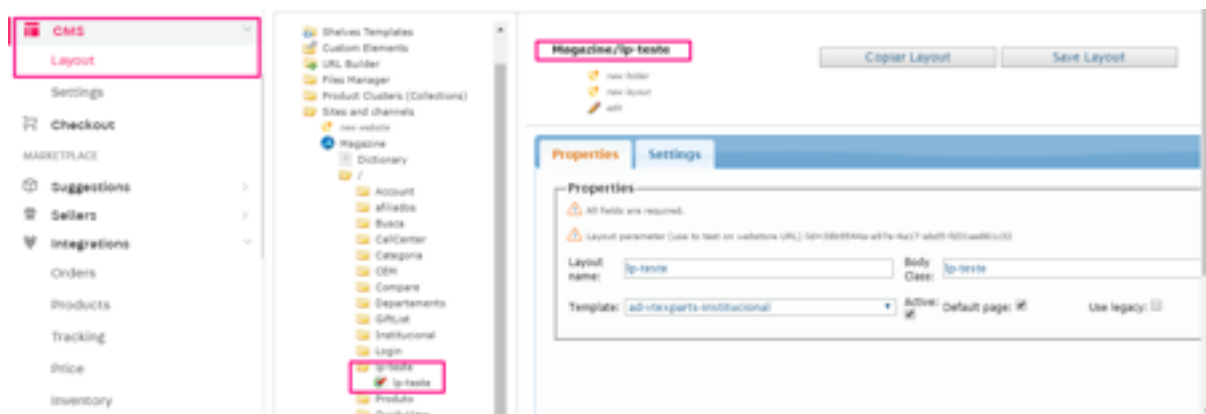


Image 43 - Duplicated content

## 3.10 Create HTML structures on all pages

When the time comes to produce content for your e-commerce and implement it on the VTEX platform, certify that the content is properly structured in HTML and the titles hierarchized.

The content of the page should ideally have a main title and this title should have the heading tag marking, which are programming resources used to hierarchize the titles of a page.

Note an example of HTML-structured content for imported perfume e-commerce:

```
<h1>Imported Perfumes</h1>
<p>Choose from among the best imported perfume fragrances available on our virtual
store. Discover the options in women's perfumes and take advantage.</p>
<h2>Types of imported women's perfumes</h2>
<p>(paragraph about the types of women's perfumes)</p>
<h3>Imported fruit-flavored women's perfume</h3>
<p>(paragraph about fruit-flavored women's perfumes)</p>
```

The `<h2>` or `<h3>` heading tags can be used in the titles of the products in a shop window, for example, and this helps increase the relevance while adding depth to the page content. By default, VTEX displays the `<h3>` heading tag in the title of the products in a category or department.

### 3.11 Use Breadcrumbs on all pages

Breadcrumbs can also be called structural navigation. They indicate the hierarchy of the pages on a site and, for this reason, are essential for SEO.

We already know that well-organized Information Architecture is fundamental for site content to be found by the and of course, by search engines.

To do so, it was necessary to create each of the categories comprising e-commerce and organize them properly according to the department, category and subcategory structure, as we have seen in previous pages. But now it is important for you to become familiar with and use Breadcrumbs on your site. We will explain why.

Breadcrumbs not only help people to find the pages on your site in an organized fashion, but also help the search engine to identify each of them. The VTEX list of controls includes `<VTEX.cmc:breadCrumb/>` ready for rendering Breadcrumbs within a site, as in the illustrated example below:



Home > Mothers and Babies> Strolling > Strollers

Following the model, if the user is searching for a baby stroller, the Breadcrumb gives him the option of browsing the “Mothers and Babies” department, for example, and find other items.

This also helps in the distribution of authority among the pages.



**Marketplace**

The marketplace is a major booster of the second pillar of Neil Patel, as per section item 1.1 of this book: Reference relevant content and encourage others to reference you.

Relevance in marketplaces is similar by the fact that the leveling of content is spread across multiple stores. It is important not to confuse this with duplicated content, which applies to the same store, rather than to competitors.

The importance of the structure explained in the entirety of section 2 is put to the test here. Since marketplaces have the same sellers with the same products, the differentiation factor for search engines is more difficult.

Another important factor is the number of relevant product mixes – the greater the number classified, the more relevance it will have.

In this context, VTEX is an early mover and the only platform in the world using the principle of a native integrated marketplace, in other words, the entire environment is born as a native seller, and only needs to be plugged into other seller.

In practice, managing the Marketplace within the VTEX is very intuitive, and can be done on the dashboard itself:

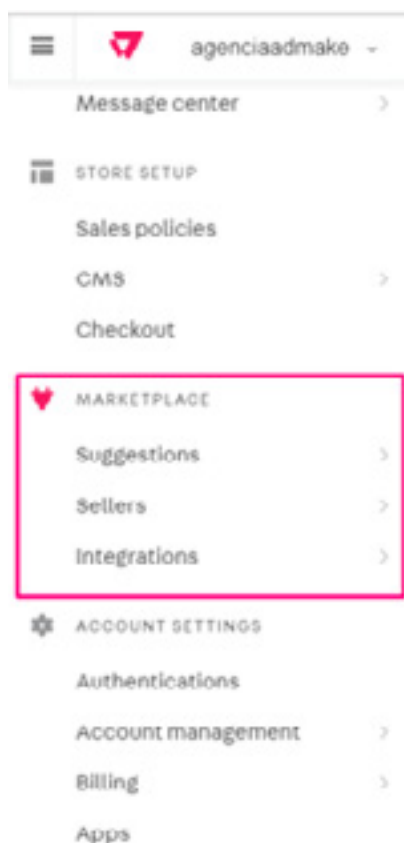


Image 44 - Market Place



Besides VTEX sellers, native integration with external marketplaces is also available. Check by browsing Marketplace -> Integrations -> Settings:

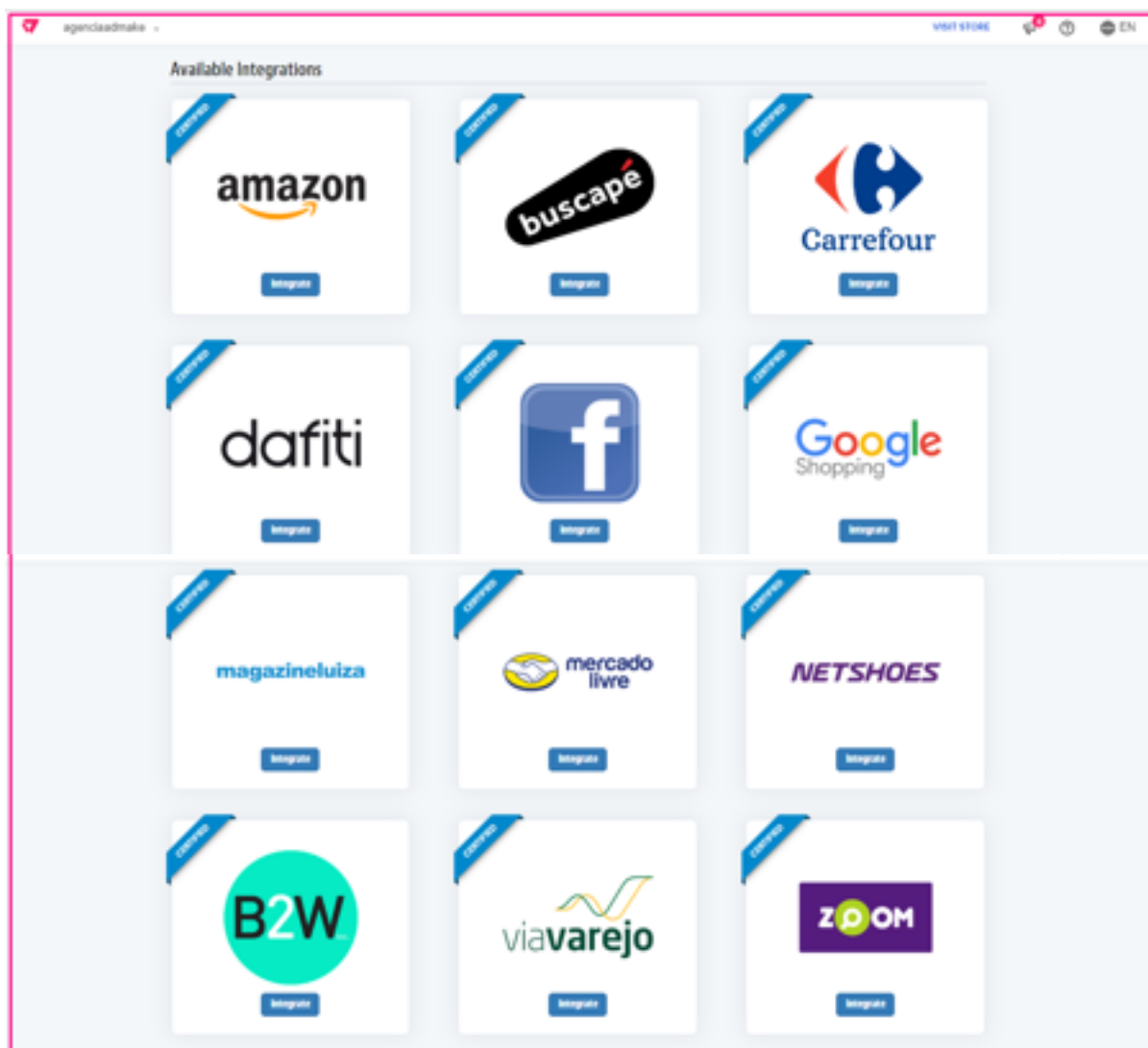


Image 45 - Market Place Configuration

The links to external references can be seen in the product pages themselves of the marketplaces.

When a product is sold by a single Seller, it will be mentioned automatically on the product page itself:



Image 46 - Mentioned

We may also have several Sellers selling the same product, with different prices and conditions, as we can see in the print:



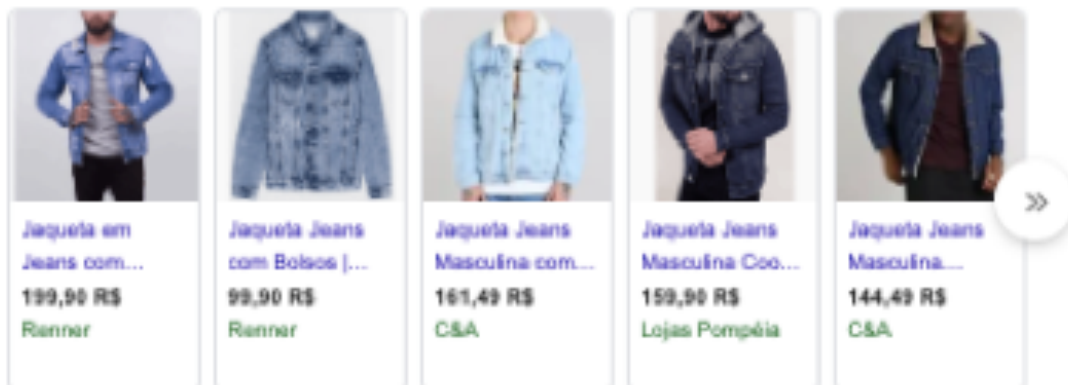
Image 47 - Prices Market Place

In the following print, we have a practical example of a VTEX store that referenced itself from sellers on a result from the first page of Google:

Cerca de 13 300 000 resultados (0,46 segundos)

## Ver jaqueta jeans masculina

Patrocinado ⓘ



## Jaqueta Jeans Masculina | Moda Masculina com Qualidade.

[www.oriba.com.br/Jaqueta-Jeans/Masculina](http://www.oriba.com.br/Jaqueta-Jeans/Masculina) (11) 3062-7901

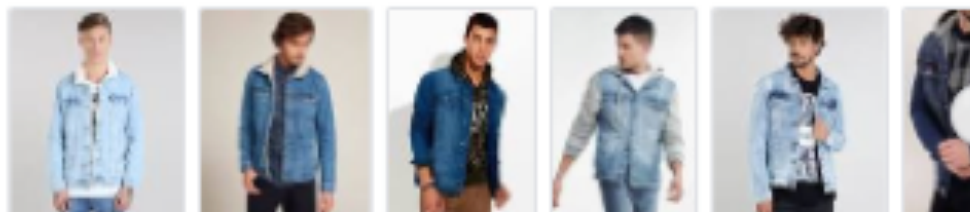
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## Jaqueta Jeans Masculina - Casacos Masculinos Jaqueta com o ...

<https://roupas.mercadolivre.com.br/casacos/jaqueta/masculino/jaqueta-jeans-masculina>

Encontre Jaqueta Jeans Masculina - Casacos Masculinos Jaqueta no Mercado Livre Brasil. Descubra a melhor forma de comprar online. Aproveite o frete grátis ...



# Tools



## 5.1 Keywords

Creating content is one of the most important phases of SEO. All content must revolve around that keyword. Although the term “keyword” is used, what we must define is the search term used by a possible customer.

As a rule, the store will have a main Keyword, however, each of its pages will have its own keyword. The homepage, each of the categories, each product, absolutely all pages should have defined key words. It should be stressed that it is possible to work with more than one Keyword in a page, however, ideally one should define the main and secondary keywords.

It is very important to pay attention to this point, because many storeowners believe that their search term is one, when, in fact, it is another. For that reason, before working intensively with one of more Keywords, be certain you are on the right path.

There are several tools that can help you find the correct keyword:

**SEMrush:** One of the most comprehensive tools for discovering ideal Keywords for your store. It is possible to analyze the number of accesses of a search term, filter by region and language, compare and analyze Keywords used by the competition and receive related search terms.

An infinity of possibilities so as not to get the Keyword wrong.

SEMrush offers a free version, but to have access to the complete tool, you have to purchase an access plan.

**Ubersuggest:** This tool is very similar to the previous one. Although some of its resources are somewhat limited, it comes up with the goods when the time comes to find Keywords that make sense for your business.

As its 100% free of charge, it offers essential resources for selecting the best search terms. Check the number of monthly searches, see the related terms and identify which keywords the competitor is using.

**Google Trends:** A tool provided by Google itself, Google Trends displays a comparative statement of words. It uses a graph to show the most sought-after terms, and you can filter by region and period. In addition, it is possible to find an overview of the issues most searched for on Google.



Google Analytics: GA can also help define the best Keywords. It will show the most accessed links, the words that are most taking traffic to the store and other possibilities to be worked on.

It will function if all Google Analytics configurations have been done properly. However, don't just depend on GA for your SEO options; the ideal is to use another tool at the same time.

## 5.2 Robots.txt and Sitemap

Robots.txt is a file that controls what must and what must not be indexed by Google.

And why would a store not like one of its pages to be indexed? Simple. A store has pages that must not be viewed directly, as they do not have the content searched and this frustrates the customer, raising the rejection rate. Since Google takes the customer into a page and they leave the page quickly without taking any action, the store is penalized.

Several examples of these pages are: The registration page, empty shopping cart, categories that for some reason have no content. A series of things can lead a storeowner to want to "hide" certain pages that do not need to appear in searches for his keywords.

Configuration requires creating a .txt file that must be placed by the webmaster responsible for the site in the hosting root. After that, there are some commands to configure it correctly.

User-agent: This function lists specific search engines to follow the Robots.txt rules. In a specific case, for example, where the storeowner only wants Google to follow the instructions of the robots.txt file. In this case, he would just indicate the User-agent like Googlebot.

Disallow: The Disallow command instructs search sites about which pages must not be found by the user. It is like disabling that page for the search engine, but it continues to function perfectly.

- . Disallow: /prod – Leads search engine robots to not index folders or files beginning with;
- . Disallow: /prod - Leads search engine robots to not index content within the "prod" folder;
- . Disallow: print1.html – Leads search engine robots not to index the print1.html page.

**Allow:** Unlike the previous topic, the Allow command leads the robots to index that page, but to show everything that must be indexed we use the sitemap. That is why the Allow command must only be used in very specific situations where the search engine has blocked a page using the Disallow command, must some sub-page must be indexed.

For example, the store doesn't want to index its brands page, mas but wants to individually index a page for each brand.

. Disallow: /brands

. Allow: /brands/womanclothing

To configure the Robots.txt on VTEX you have to browse to CMS -> Configurações -> SEO

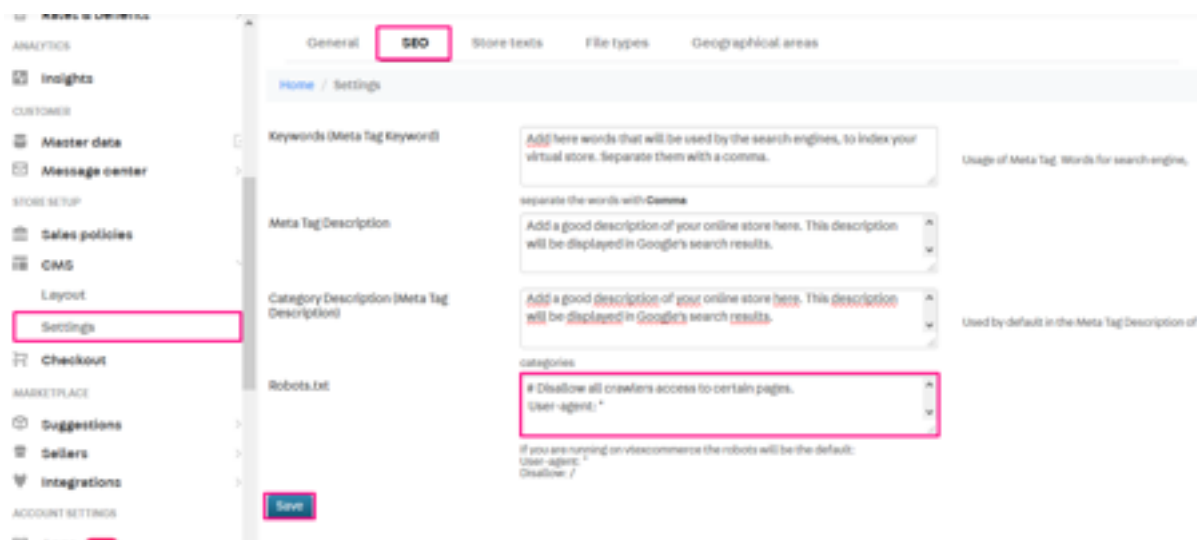


Image 49 - SEO painel

You have to indicate the "Disallow" command + the directory that must not be indexed by the search engine. However, caution is required when using this resource, because indicating directories by mistake means that the search engine does not position the page.

The shopping cart page, for example, must receive this command. So, it will have the following configuration in the Robots.txt:

Disallow:/shopping cart/\*

## 5.3 Sitemap

Sitemap is an XML file that introduces the hierarchical structure of your e-commerce store to the search mechanisms. Basically, we can call a sitemap an “indexation facilitator”. After all, it is this file that informs the search engine about all the pages published on the site. In this way, Google Crawlers will manage to enter the pages of the site more easily. One of the advantages of using the VTEX platform is that it now generates the sitemap automatically, requiring no configuration or customization .

For an improved loading performance of the XML, the platform organizes the structure that is segmented by Departments, Categories, Brands and Products.

Google Search Console: is a tool whose main functionality is to show how your store is being seen by Google, helping to make the necessary optimizations to improve the ranking. The main functionalities of the Search Console are:

I. Search Appearance: This functionality will serve to indicate how Google is reading each detail of your store, like titles, descriptions, images and URLs. Everything that can improve or penalize the ranking.

II. Search Traffic: This functionality shows the storeowner which terms are being searched by users, and measures what leads this customer to click on your store.

III. Google Index: The main functionality of Google Index is to analyze the store’s indexation performance and identify its main keyword opportunities. Quite often the keywords worked are not the main terms driving traffic to the store.

IV. Security problems: The Search Console is able to map and detect whether the store has a security problem, sending this notification via the dashboard.

V. Improvements detected: One of the main functionalities of the Search Console is to detect any possible improvement in the store. It is like a teacher who gives the student tips during an assessment, pointing out what can be improved without getting directly involved.

The Search Console is a perfect for improving your store. When installed and correctly configured, it can be considered a specialized SEO consultant for Google.

You need to send Google the sitemap file of your site. To do so, you have to use the search engine's own tool, called Google Search Console.

This is quite a simple procedure. To begin with, it is necessary to add your site to your Search Console account and follow the step-by-step confirmation. To do this, go to the following address: <https://search.google.com/search-console/about>

Then, click on Start Now and follow the registration and domain verification procedure.



Image 50 - Google Search Console

Having done this, follow these steps:

1. Go to the Índice [Contents] tab and click on Sitemaps;
  2. Add the URL of your domain sitemap; By default, the sitemap URL of your store will be the following: `http://www.[dominio].com(.br)/sitemap.xml`
  3. Click on Enviar [Send].
- Done! The Search Console will access the XML and check it.

Using controls:

#### 1 . Types of control

To use a control, you must (sic) the tag `<VTEX:cmc:{id-do-control}/>` There are different types of controls. They bring ready-made blocks with dynamic content.

#### 2. Function of the controls.

The controls exist to facilitate construction of the store, you place it in HTML and it immediately brings the entire ready-made block, be it a search, breadcrumb, filter, product name, price and others.



## 5.4 Loading speed

A store's loading speed can be the fine line between success and failure. This is because, with every day that goes by, users are in a greater hurry, always expecting speedy and instantaneous responses. Thus, if a customer enters your store and it is slow to load, they leave without hesitation and will access the competitor's site, just like that. In e-commerce, there are no second chances, if you fail in some aspect, the customer leaves in a click.

Search engines penalize slow sites; this is one of the ranking criteria in which they are fussier: Slow sites do not afford users a good shopping experience, so they are punished and will rarely make it to the first page of Google. The store's speed is an irreplaceable factor for a good position in the ranking, which is why it is important that it is developed by professionals and lightweight, making the most of all the functionalities VTEX affords.

Google has a tool that evaluates your site's speed. In addition to displaying the problems, it generates valuable insights for you to provide your users with a good experience: <https://www.thinkwithgoogle.com>

## 5.5 Blog

Blogs have high traffic volume, but they do not in fact make sales. Users who join a store's blog are not users qualified to make a purchase, rather they are a very generic audience.

For this reason, it is essential that your VTEX platform links products related with the content shown in the article. While the user is reading the content, various products appear to them that could arouse their interest. It is like doing remarketing of your store within your own blog.

Place the blog on the store menu, the ideal is to create your blog with the store's subdomain. This way, Google will understand that the two links are complementary, so that one improves the ranking of the other. Not to mention the fact that Google loves good content and everything that adds value to the user's purchasing experience. So, from the moment it detects that your store has a blog, your chances of improving your ranking are undeniable.

An example of a good URL: [mystore.com/blog](http://mystore.com/blog)

Create a blog content related to your product; this seems obvious, but it is good to point out that content should be related to the products sold in your store. Besides enabling the linkage of products, related content attracts the right customers to the blog. It's not worth it to sell ladies' clothing and write about cars – you will not reach the target audience.

# Migrations and Redirects



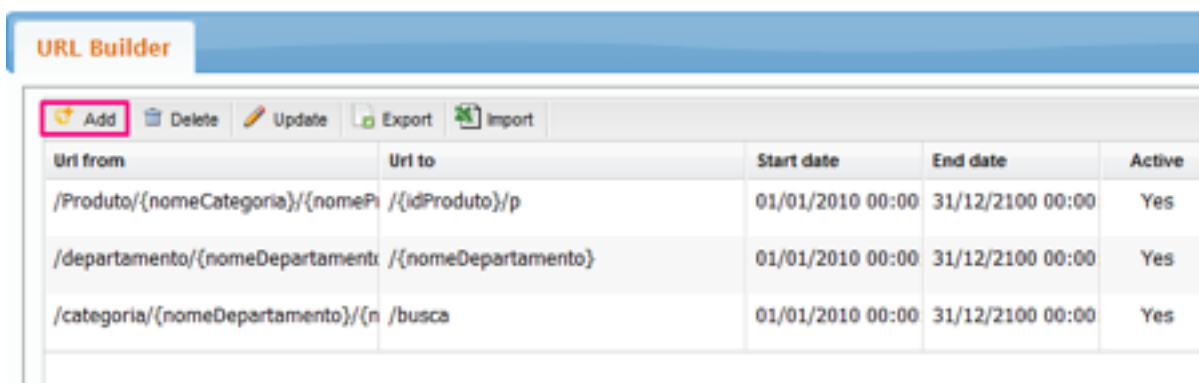


## 6.1 Redirect 301

Redirect 301 is a way of telling the search engine, after some significant change in the site, that the page still exists but at a different address. The Redirect may be necessary after restructuring the categories tree, platform migration, a change in the titles of the products, pages added or excluded, new store layout and in many other cases.

VTEX provides all the necessary support for the redirect.

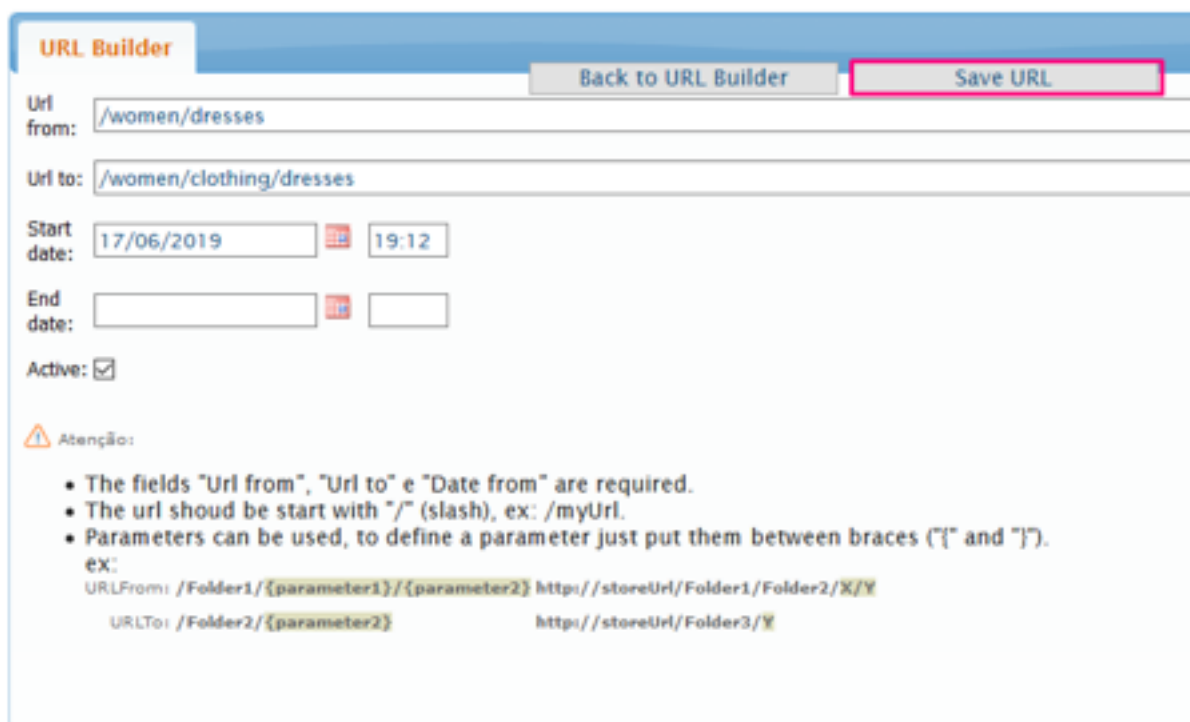
Browse to CMS-> Layout -> URL Builder -> Register the URL From and the URL To and Save, your redirect 301 will be configured



The screenshot shows the 'URL Builder' interface with a table of configured redirects. The 'Add' button is highlighted with a red box. The table has five columns: 'Uri from', 'Uri to', 'Start date', 'End date', and 'Active'.

Uri from	Uri to	Start date	End date	Active
/Produto/{nomeCategoria}/{nomeProduto}/p	/idProduto}/p	01/01/2010 00:00	31/12/2100 00:00	Yes
/departamento/{nomeDepartamento}	/nomeDepartamento}	01/01/2010 00:00	31/12/2100 00:00	Yes
/categoria/{nomeDepartamento}/{nomeProduto}/busca	/nomeDepartamento}/p	01/01/2010 00:00	31/12/2100 00:00	Yes

Image 51 - URL Builder



The screenshot shows the 'URL Builder' interface with the 'Save URL' form. The 'Save URL' button is highlighted with a red box. The form includes fields for 'Uri from', 'Uri to', 'Start date', 'End date', and 'Active'.

Uri from: /women/dresses

Uri to: /women/clothing/dresses

Start date: 17/06/2019 19:12

End date:

Active: ☒

Atenção:

- The fields "Uri from", "Uri to" e "Date from" are required.
- The url should be start with "/" (slash), ex: /myUrl.
- Parameters can be used, to define a parameter just put them between braces ("{" and "}").

ex:

URLFrom: /Folder1/{parameter1}/{parameter2} http://storeUrl/Folder1/Folder2/X/Y

URLTo: /Folder2/{parameter2} http://storeUrl/Folder3/Y

Image 52 - Save URL

## 6.2 Manual redirect

On VTEX, you can do it manually within the platform, indicating that the X URL is now Y. An easy way for the storeowner to do the configuration and correlate the former URLs with the new.

Doing the redirect correctly will make it difficult for the page to be deindexed from Google.

Some storeowners find it easier to the redirect on a spreadsheet. You will have to fill out the Excel spreadsheet with the .xls extension, then import it into VTEX.

The structure must be the following:

- Column A: URL From
- Column B: URL To
- Column C: Enabled ("1" for enabled and "0" for disabled)
- Column D: Start Date (DD/MM /YYYY format)
- Column E: End Date (DD/MM /YYYY format)

## 6.3 Automatic redirect

VTEX also makes automatic redirects possible. The platform itself does automatic redirects when a URL is changed, which makes the work easy without jeopardizing indexation on Google because of something that was forgotten. This occurs when a product name is altered, for example. It is necessary to enable product mapping on the URL configuration for the automatic redirect to take place.

## 6.4 ERROR 404 Page

If the redirect is not done correctly, an error page is created in the former URL of the product/category. This happens because the search engine becomes completely confused, understands that such page exists, but doesn't know what to display on it.

The 404 error completely frustrates customers who access the page and are immediately faced with an error in the store. Google prioritizes a great experience for the user, so a poor redirect can lead to problematic penalizations for store, causing organic traffic to drop drastically from one month to the next.

CASE

# ShopFácil

An abstract graphic design featuring a solid pink background. A large, dark blue geometric shape, resembling a stylized '7' or a thick diagonal line, extends from the top right towards the bottom left. The word 'ShopFácil' is written in white, bold, sans-serif font, with the 'F' and 'á' being slightly larger than the other letters. The text is positioned in the upper left quadrant, partially overlapping the dark blue shape.





## About the brand:

ShopFácil.com is the Marketplace of Banco Bradesco, Brazil's most valuable brand in 2019. The site is currently home to over 130 stores in different segments, offering more than 800,000 products across a range of categories. In addition, it negotiates the best prices, ensuring you have many more advantages at time of purchase.

## Challenge:

When ShopFácil embarked on the project, they did not SEO work on the site, which is why the organic results and the keywords positioned on Google were poor. With optimization on the VTEX platform and a working partnership with the digital marketing agency Conversion, we increased sales and access of one of the best-selling products on the market, mobile phones.





# Development and Results:

Project initiated in 2016.

Develop the SEO from zero to take advantage of the organic search for the huge variety of products the marketplace has.

As happened with major retailers in the market, comprehensive work was done involving both the OnPage part on the Vtex platform, and the authority of the site on the internet.

Optimizations on the Vtex Platform (Information Architecture, Content, Page Creation, Title, Image Alt and Internal Links).

Also strategic words "purchase a mobile phone"

**↑ 1st place\*** Which since 2018.

increased the number of indexed words in the TOP 3

**↑ 153 for 1.192\*** SEM Rush.

Increased visits

**↑ 201%**

Page revenue

**↑ 225%**

**We improved the site's overall indexation, increasing the estimated SEM Rush traffic by 963%, from 49k in 2016, to 472k of estimate traffic in June 2019.**



# Glossary of SEO terms you need to know

Check out here the meaning of each of them:

**ALGORITHM:** The set of criteria used by the search engine to position pages. Algorithms are the programs that process formulas and use them to determine the position of the pages in the ranking.

**ALT TEXT:** also known as “alternative text”, Alt Text is an HTML tag whose function is to describe the visual elements of an image in order to make them accessible and better position them in the search ranking.

**BLACKHAT:** Inappropriate techniques that do not abide by the rules determined by the search engines. The purpose of these techniques is to achieve organic positions in the short term. However, they can result in sanctions against the site.

**CANONICAL TAG:** A solution for preventing pages with duplicate content on a site. Canonical Tag is an indication to the search engine that informs the right path for reading the pages and, therefore, directs the relevance of each page.

**CLICK THROUGH RATE (CTR):** This is the metric that takes into account the number of times the site was displayed in the organic results and clicked. This is a simple ratio based on the number of clicks to the number of views of a site.

**CRAWLER:** Also known as a Spider or Bot, a Crawler is responsible for identifying and analyzing the elements of each page on a site, organizing this information so that it can be quickly found by those who are browsing.

**DISAVOW LINKS:** A command used in the Google Search Console tool to indicate to the search engine the links pointing to your site, but which you do not want to gain relevance. This command is normally used in cases in which the site is being referenced in doubtful sources.

**GOOGLE SEARCH CONSOLE:** A free Google tool. This is a very important resource for SEO, because it is the starting point for you to monitor your site's performance in relation to searches made.

**HEADING TAGS:** Basically, the titles and subtitles of a page. Heading Tags are shown by the commands <h1>, <h2>, <h3>, <h4>, <h5> and <h6> and have a decreasing order of hierarchy. The ideal is to use keywords in each command.



**HEAD TAIL:** The concept used for extensive keywords with variations. They are usually generic terms and more sought-after to position organically. An example of a head tail is the keyword “sneakers”.

**KEYWORD STUFFING:** A concept referring to excessive repetition of keywords on a page, which can lead to sanctions against a site. It is a black hat technique that involves entering keywords in an unnatural manner.

**LINKS:** the term related with linkage or connection. The address of web content that displays everything hosted on that page.

**LINK BUILDING:** The SEO Off Page v used to increase the authority of a domain. The purpose of Link Building is to capture backlinks, that is, to have links on other domains pointing to your site. For the strategy to work, it is important for the sites to be relevant and to have authority.

**LONG TAIL:** The opposite of the term Head Tail. More specific keywords that usually have three or more keywords. An example of Long Tail is: “men’s white sneakers”.

**LSI** - Latent Semantic Indexing: Also known as the semantic field, the acronym LSI (Latent Semantic Indexing) refers to keywords that complement a main keyword of a content. An example of this is the keyword “bread” and the related terms “homemade bread” and “sliced bread”.

**META DESCRIPTION:** A brief description of the content of the page that appears under the title displayed by Google. The Meta Description is important for taking the user to the click and, in this way, increase the CTR of a page.

**NOFOLLOW:** An attribute added to the HTML code used to instruct search mechanisms not to consider certain hyperlinks as relevant for the site.

**NOINDEX:** An attribute added to the HTML code of a page and used to prevent the search engine from indexing a page in the search results.

**KEYWORDS:** Terms employed by users when searching on searching engines. This is one of the most important terms in SEO and in other Digital Marketing strategies.

**REDIRECT 301:** a type of redirect used in HTML code for the purpose of moving the content of a page or site to another without losing authority.

**ROBOTS.TXT:** A .txt (notepad) file that functions as a filter for the robots. This file is used to control page indexation permissions within the search engine.

**SERP:** The acronym for Search Engine Results Page. SERP is basically a set of pages displayed by the search engine after the user does a search.

**SITEMAP XML:** Also known as Site Map, it is a list in XML format that functions as a guide to help the user and the search engine to browse within the site.

**SSL:** The acronym for Secure Socket Layer. A global data security standard that creates an encrypted channel between a web server and a browser.

**SUBDIRECTORY:** A directory or folder created from a main site. It is a way of organizing the structure of a site using the same domain for different fronts of the site.

**SUBDOMAIN:** The ramification of the main domain. The purpose of the subdomain is to drive the user directly to the specific section of a site.

**TITLE TAG:** The <title> tag used in the HTML code to give a page a title. It is one of the most important OnPage optimization elements for SEO.

**URL:** URL is the address of a page available on the web. Using a URL it is possible to find a certain page on the web.

**WHITE HAT:** The name given to the set of good practices that can be undertaken in SEO strategies for improving the organic position. White Hat is the opposite of Black Hat.



# VTEXbook



VTEX

The True Cloud  
Commerce Platform