How do I get a higher ranking with Search engines?

Merliza N. - 2021-12-08 - Optimización para motores de busqueda

ShopFactory has been designed with search engines in mind. It will help you boost your search engine listings straight out of the box. After all, what good is a webshop, if no one can find it? Have a look at the search engine functions below to find out more.

1.*Static Pages*

Many search engines don't like it, if pages are generated dynamically from a database for every visitor. They prefer to read static pages. These are pages, which already have all the content on them. Of course**ShopFactory creates static pages**, which can easily be found and read by Search engines.

2.*Automatic page titles*

Search engines give a lot of weight to the HTML title fields of a website pages. These fields are created in the HTML code of a page and usually appear as the title of the search result in a search engine.

ShopFactory automatically populates HTML title fieldswith the title of your pages. As these would normally reflect the content of your page, they are an ideal match. And the fact the HTML title is repeated on the page as actually visible page content gives your page an automatic boost when it comes to search engine rankings.

Of course you can also on each page manually reset the HTML title field content by replacing the text with an easy to use Wizard.

3. Automatic Meta-Tags

Metatags are invisible text fields added to each page, to make it easier for search engines to find a summary of what is written on a page.**ShopFactory automatically creates a descriptionMetatag**based on the Introduction of each page. You can with theMetathe wizard change this text and also addMetatag keywords, which will help your rankings in some search engines.

HoweverMetatags have lost a lot of their value in regards to search engine rankings. These fields were a good idea when invented, but many people abused them in the past. After all, because they are invisible, people added all sorts of text to them to try to improve their search engine ranking. Often text, which had nothing to do with the content of their website.
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