



## EN-Setting up ALT image tags in my shop

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SEO is the process of improving visibility based on the content in your website – this includes department pages, articles, and products. SEO is specifically up to the end-user of ShopFactory to build their site with SEO content in mind.

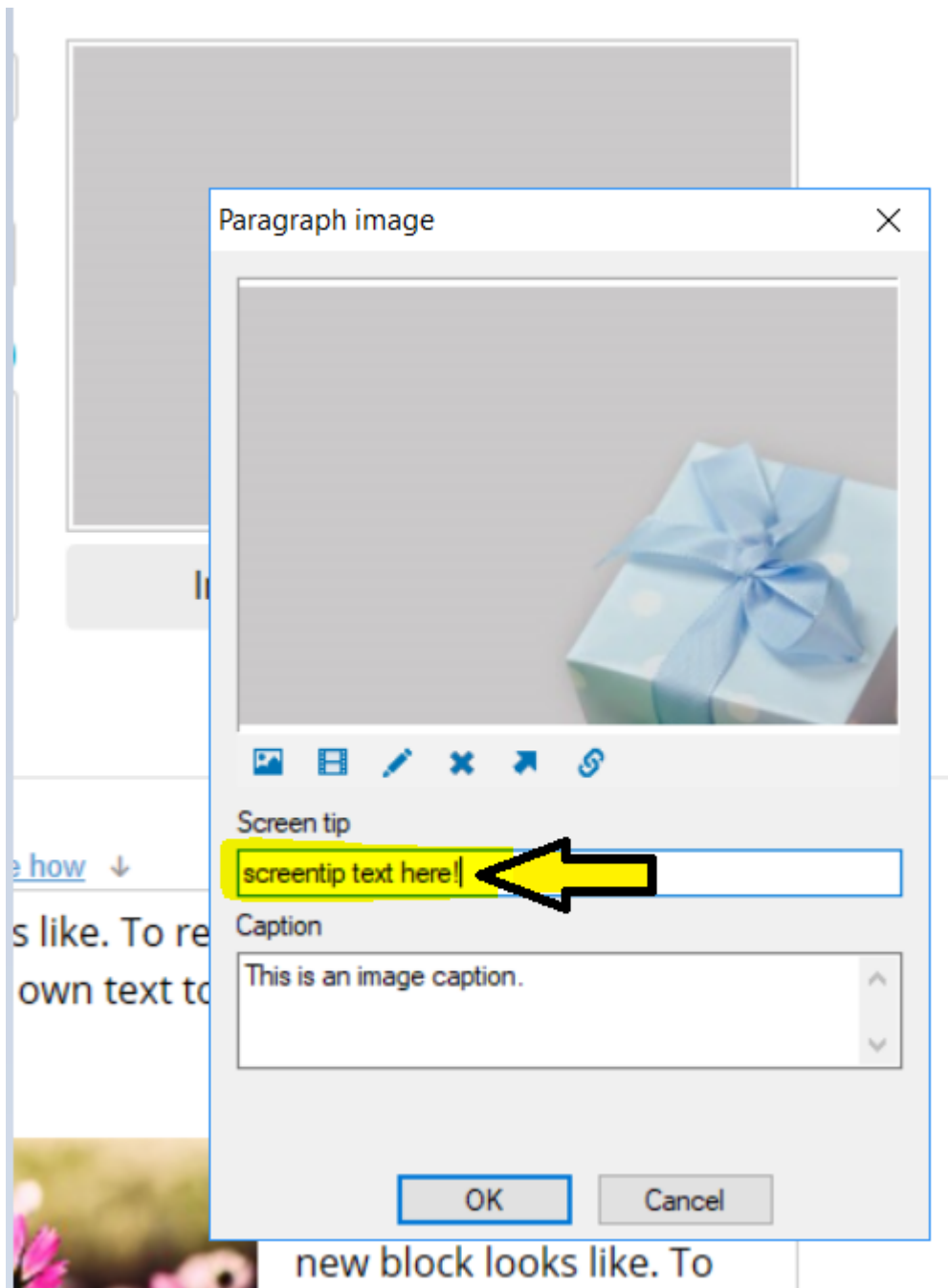
*SEO'ing* your site takes into account: your page content including – text, meta-tags, images, alt tags on images, and file names – and how these are arranged on each of your pages and throughout your site.

### **In ShopFactory, the ALT attribute can be set in your Image dialog**

You should update your Alt Tags / Image Tip for images as they are used for a number of protocols.

#### **Product Images**

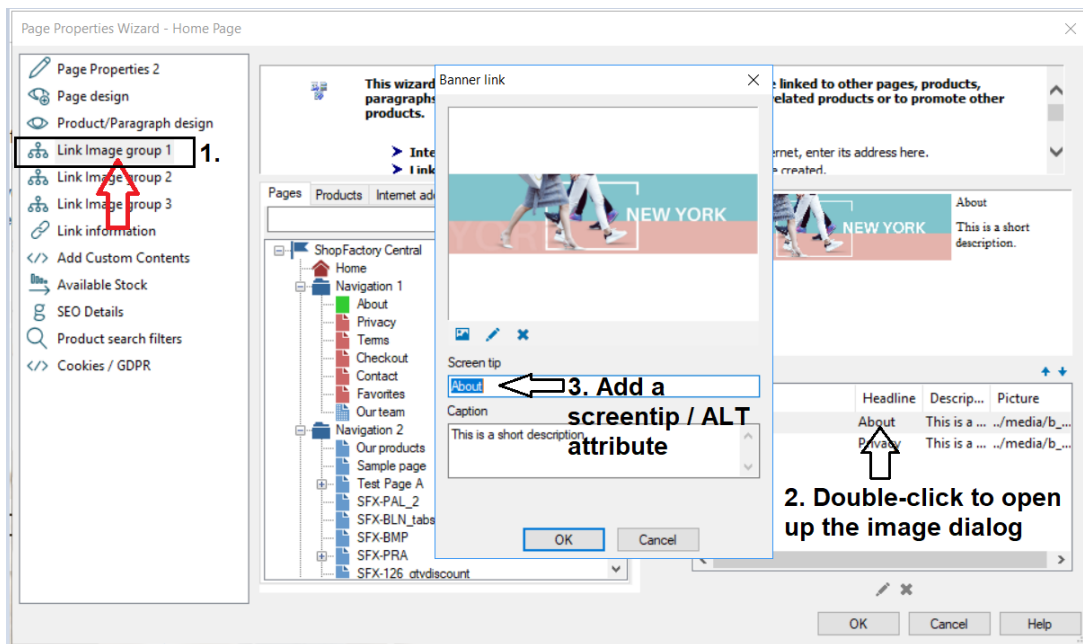
- Open your shop in ShopFactory
- At the left tree menu, select a page with Products
- Select a product and click on EDIT PRODUCT
- Click on the **image** button to open the Image dialog
- Add a proper SCREENTIP - this is used as Alt image tag



### Link Images

If you have added Link Image Groups - then you also need to edit the Screentip:

- Select the page with Link Image Group
- Click EDIT PAGE
- Click on PROPERTIES button (top right)
- Select Link Image Group 1 for example, and then double click existing image links and add the Screentip



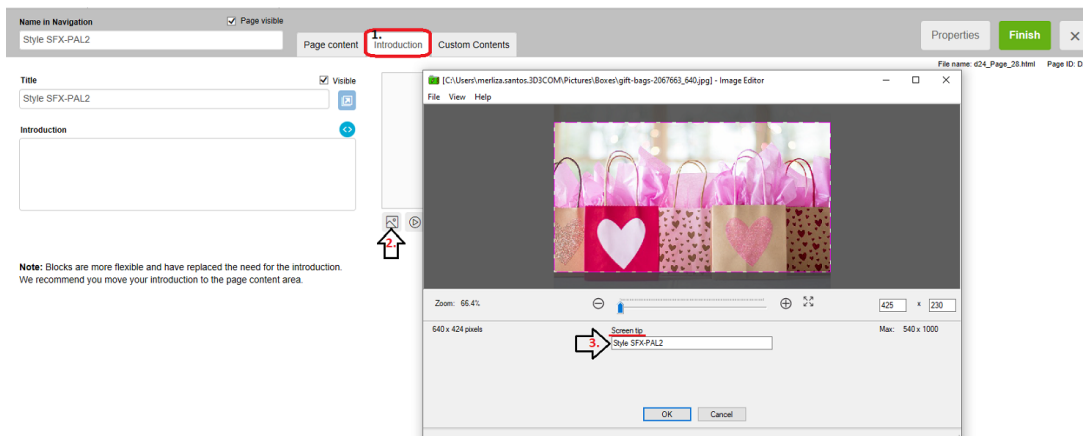
## Inline Images

If you have added inline images, edit the image and add the ALT text in the TITLE section.

**Note:** the term "**alt tag**" is a commonly used abbreviation of what's actually an **alt**-attribute on an image **tag**. For any image on your site, the **alt tag** should describe what's on it. Screen readers for the blind and visually impaired will read out this **text** and thus make your image accessible.

## Page Images

- Select the page at the left-tree menu
- Click 'Edit Page' -> select the **Introduction** tab
- Add an image and enter the ALT tag in the Screentip box -> click OK



**Optional:** For aesthetics and neatness in page design, you can hide the page image but keep the SEO text.

The PageImage can be hidden by adding a page-level custom html code (or website-wide custom html code if you want all pages to have the PageImage hidden.)

- EDIT PAGE and select Custom Contents tab

- Add the custom page code below:

```
<style>
```

```
.PageImage {display:none;}
```

```
</style>
```

**1. Open the EditView mode for the page where you want the PageImage to be hidden**

**2.** Custom Contents

**3.** +

**4.**

**5. Double-click to open**

**6. Paste the code here**

```
<style>
.PageImage {display:none;}
</style>
```

**7. Tick this checkbox**

Field contains Javascript code

**8.** OK

- Save and preview your shop in external browser.

- Publish your shop again.

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