



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.

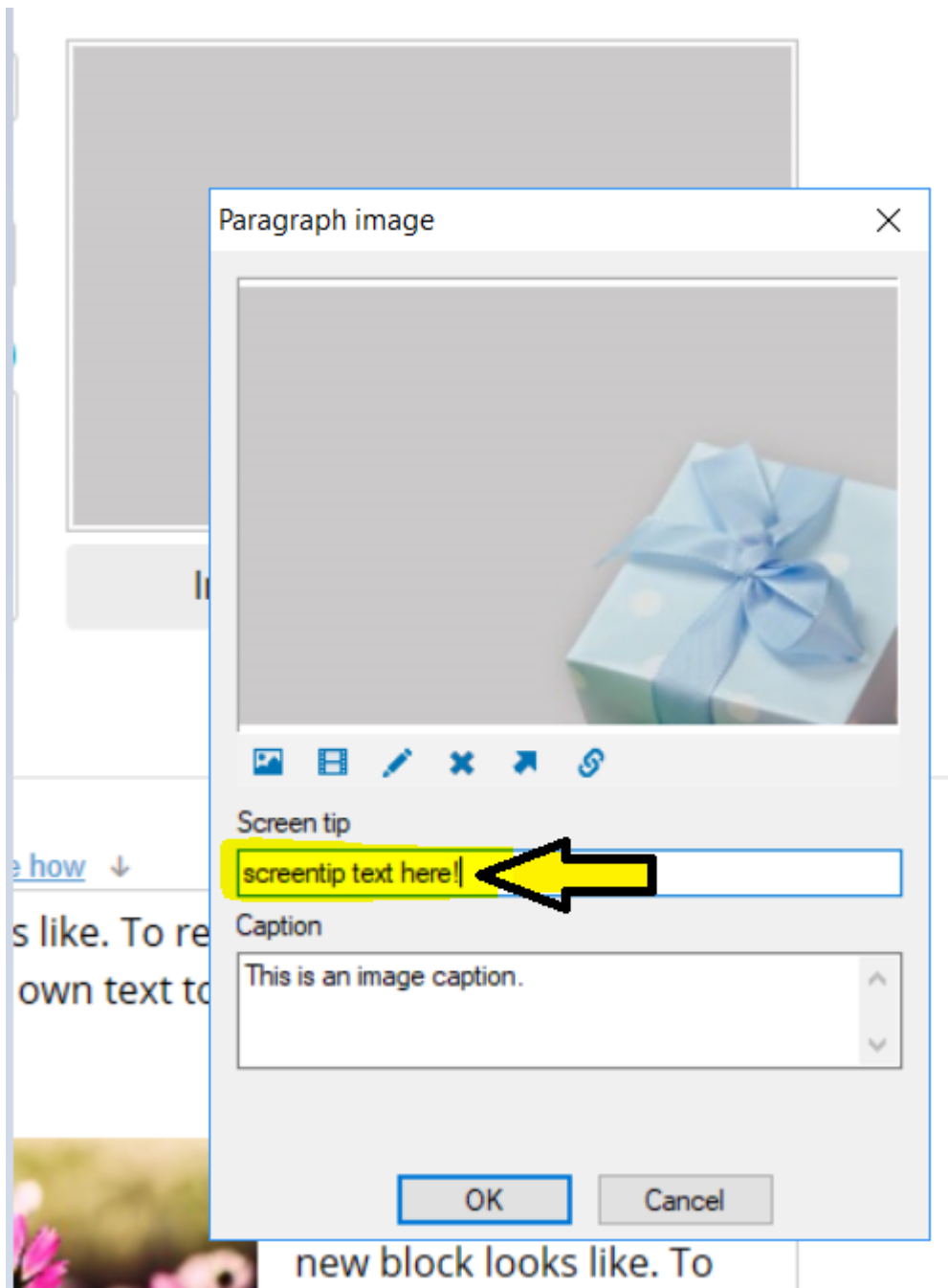
SEO'ing your site takes into account: your page content including - text, meta-tags, images, alt tags on images, and file names - and how these are arranged on each of your pages and throughout your site.

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

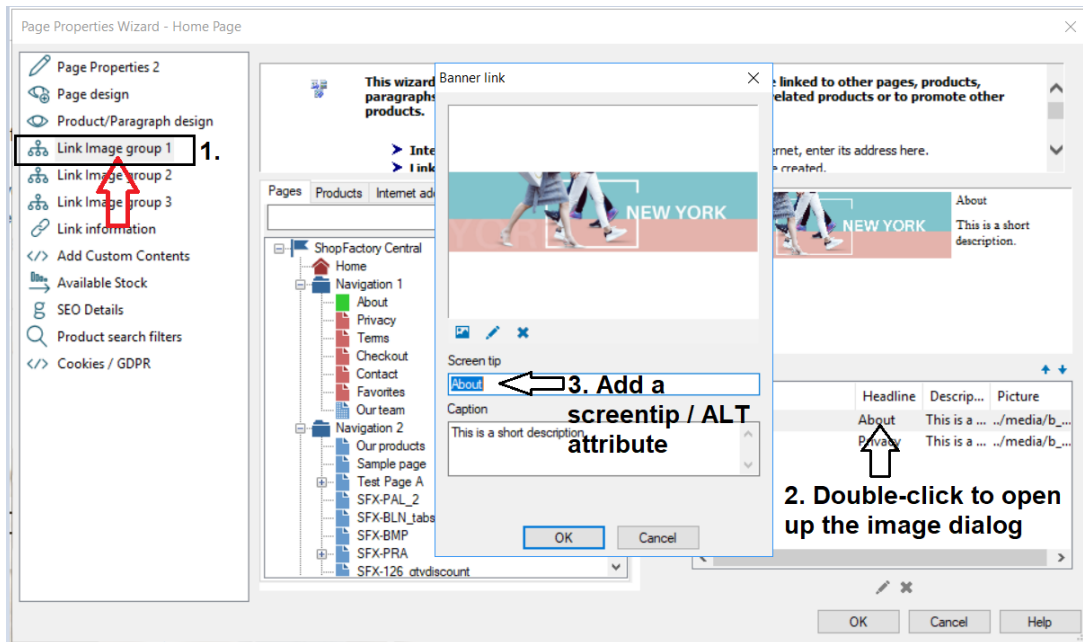
- Open your shop in ShopFactory
- At the left tree menu, select a page with Products
- Select a product and click on EDIT PRODUCT
- Click on the **image** button to open the Image dialog
- Add a proper SCREENTIP - this is used as Alt image tag



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



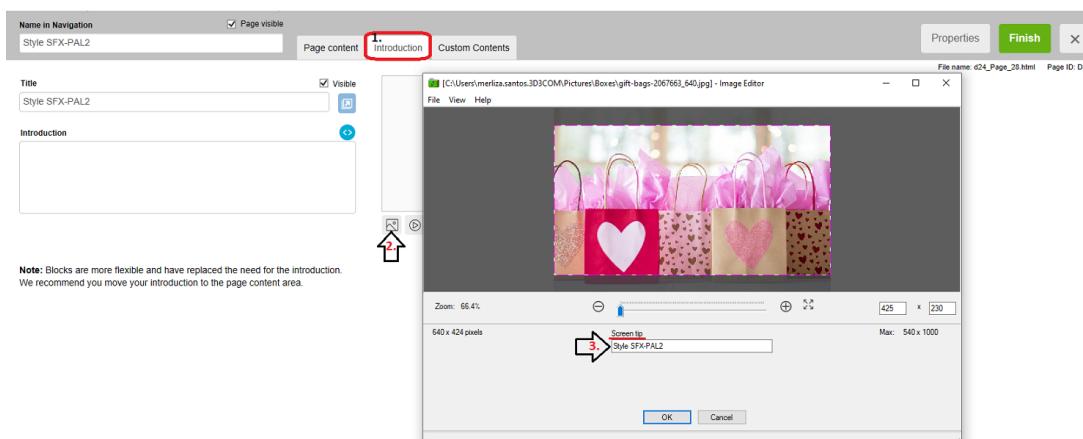
Inline Images

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>
```

The screenshot shows the CMS interface with the 'Custom Contents' tab selected. A red box highlights the 'Custom Contents' tab, labeled '2.'. Below the navigation tabs, a red arrow points to the 'Custom Contents' tab, labeled '1. Open the EditView mode for the page where you want the PageImage to be hidden'. A red box highlights the 'Custom Contents' tab, labeled '4.'. A red arrow points to the 'Custom Contents' tab, labeled '5. Double-click to open'. A red box highlights the code in the 'Enter contents' field, labeled '6. Paste the code here'. A red box highlights the 'Field contains Javascript code' checkbox, labeled '7. Tick this checkbox'. A red box highlights the 'OK' button, labeled '8.'. The 'Page Properties Wizard - Contact' dialog is open, showing the 'Custom Contents' section. The 'Name' field is set to 'D-9HC1'. The 'Set Location' section has 'Area 1' selected. The 'Field contains Javascript code' checkbox is checked.

- Save and preview your shop in external browser.

- Publish your shop again.

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