



## 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.

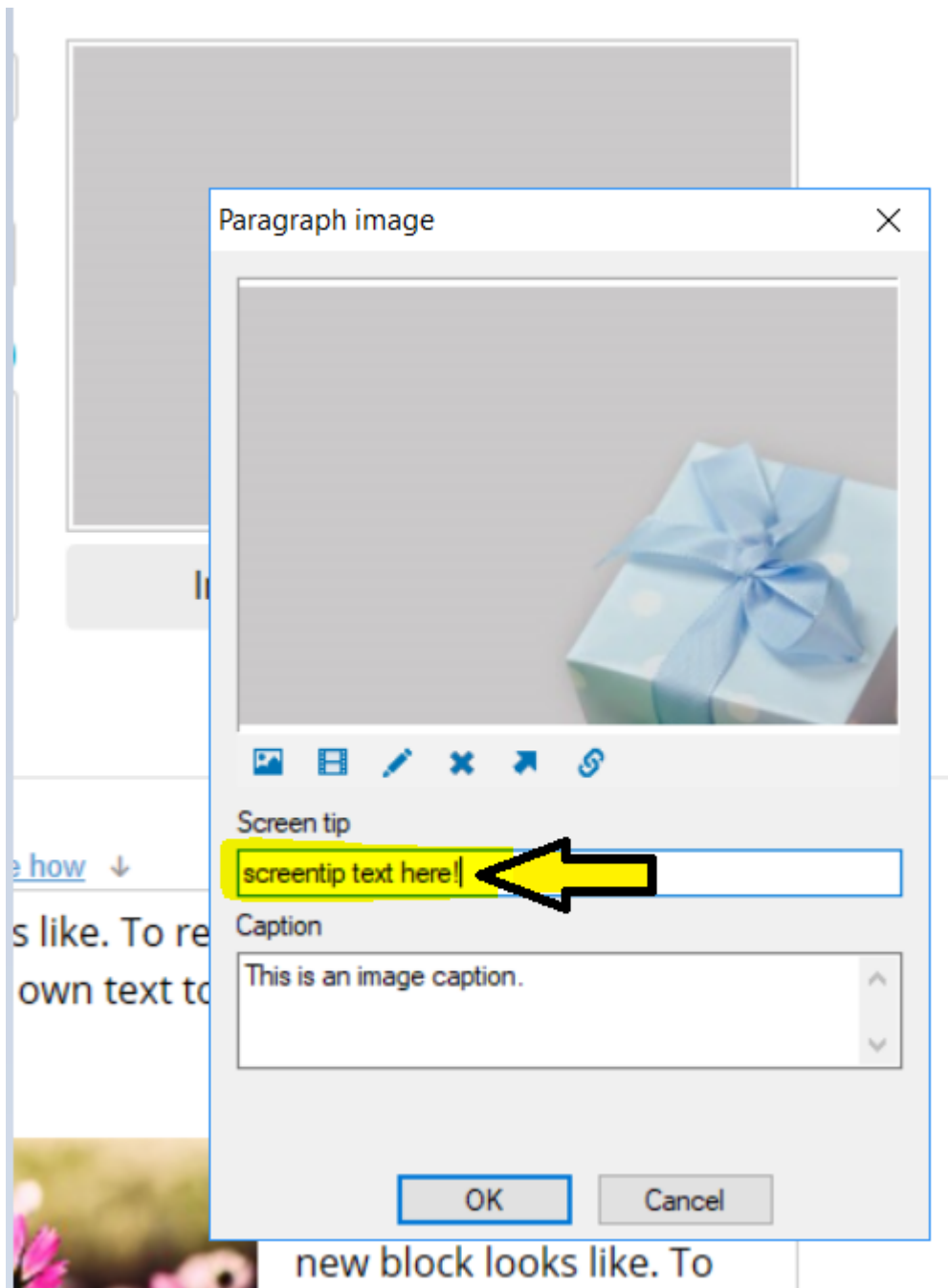
*SEO'ing* your site takes into account: your page content including - text, meta-tags, images, alt tags on images, and file names - and how these are arranged on each of your pages and throughout your site.

### **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**

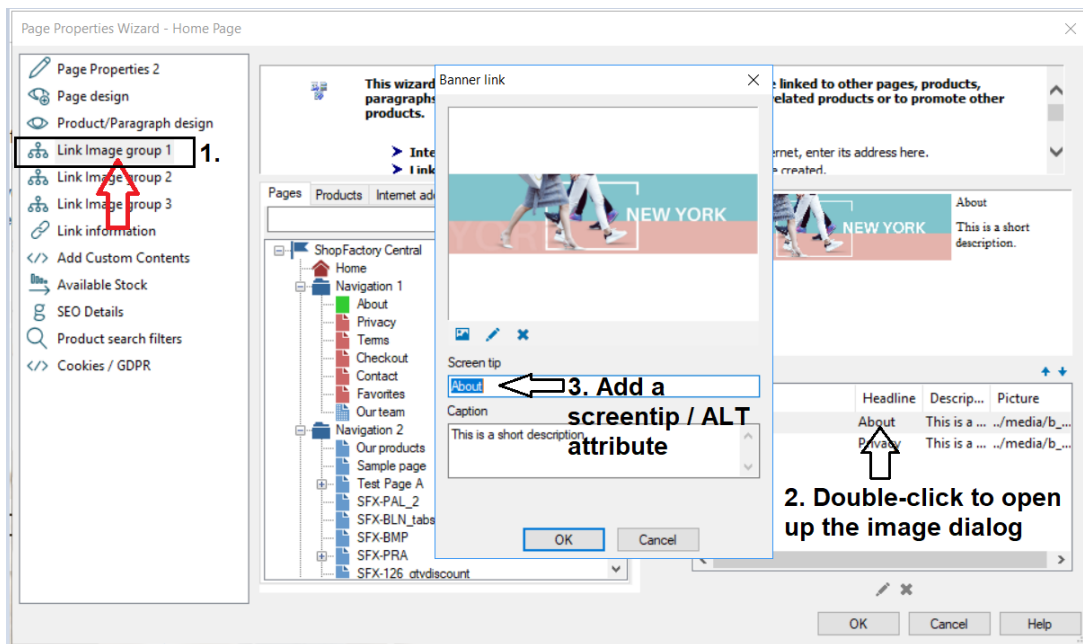
- Open your shop in ShopFactory
- At the left tree menu, select a page with Products
- Select a product and click on EDIT PRODUCT
- Click on the **image** button to open the Image dialog
- Add a proper SCREENTIP - this is used as Alt image tag



### 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



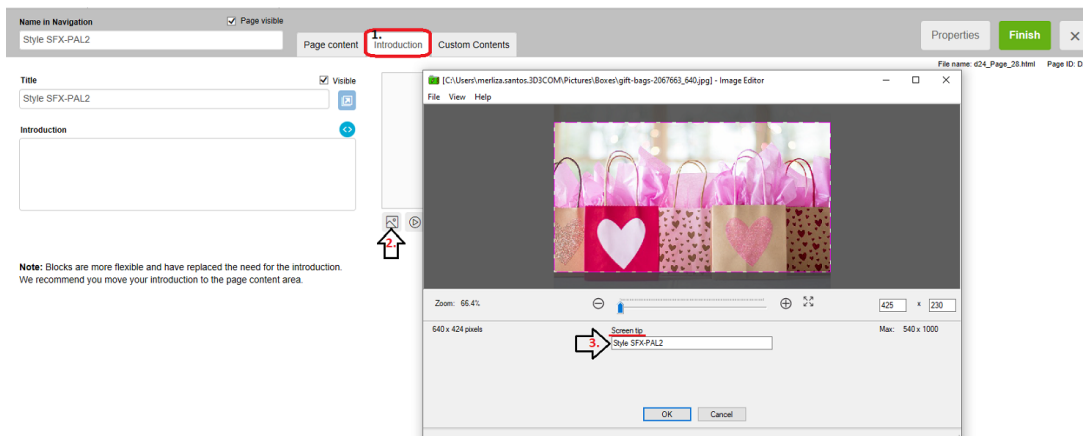
## Inline Images

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 arrow points to the 'Custom Contents' tab, labeled '2.'. Below the tab, a red arrow points to the 'Add Custom Contents' button, labeled '3.'. The 'Page Properties Wizard - Contact' dialog box is open, showing a list of content blocks. A red arrow points to the 'D-9HC1' block, labeled '5. Double-click to open'. The 'Custom Contents' dialog box is also open, showing the code editor with the CSS code. A red arrow points to the code editor, labeled '6. Paste the code here'. The 'Field contains Javascript code' checkbox is checked, labeled '7. Tick this checkbox'. The 'Set Location' section shows 'Area 1' selected, labeled '8. Select location'. The 'OK' button is highlighted with a red arrow, labeled '8.'. The 'Page visible' checkbox is checked in the top right corner.

- Save and preview your shop in external browser.

- Publish your shop again.

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