

Basic Search Engine Optimisation User Guide for Zen Cart

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Zen Cart Terms




Meta Tag Title: This is the main page title shown in the search engine listings.

Meta Tag Description: This is the short page description you see in the search engine listings.

Meta Tag Keywords: This is a list of words or phrases that describes your page (largely ignored by the major search engines).

Meta Tag Optimisation

It is important that the Meta Tag Title and Meta Tag Description contain enough information for the search engines to index each product effectively, whilst also enticing browsers to visit your site.

The Meta Tag Title and Meta Tag Description are set-up to automatically show the product title and description you entered when adding the product to Zen Cart. You can further enhance these tags for specific categories and products by clicking on the 'Meta Tags Defined' button -  in the catalogue listings page within Zen Cart.

It is normally advisable to show the product name, category and manufacturer in the Meta Tag Title. The Meta Tag Description should display the product name and main features in a clearly written sentence.

Product Naming Optimisation

It is very important to include keywords in product and category names. For example, a product called '37 x 70 mm (MCG062) 1 Ply Till Roll' will gain more visits than a product called '37 x 70 mm (MCG062)'; which includes no keywords.

Products Description Optimisation

It is beneficial to list keywords associated with a product within the product description. This can be further enhanced by making important keywords bold.