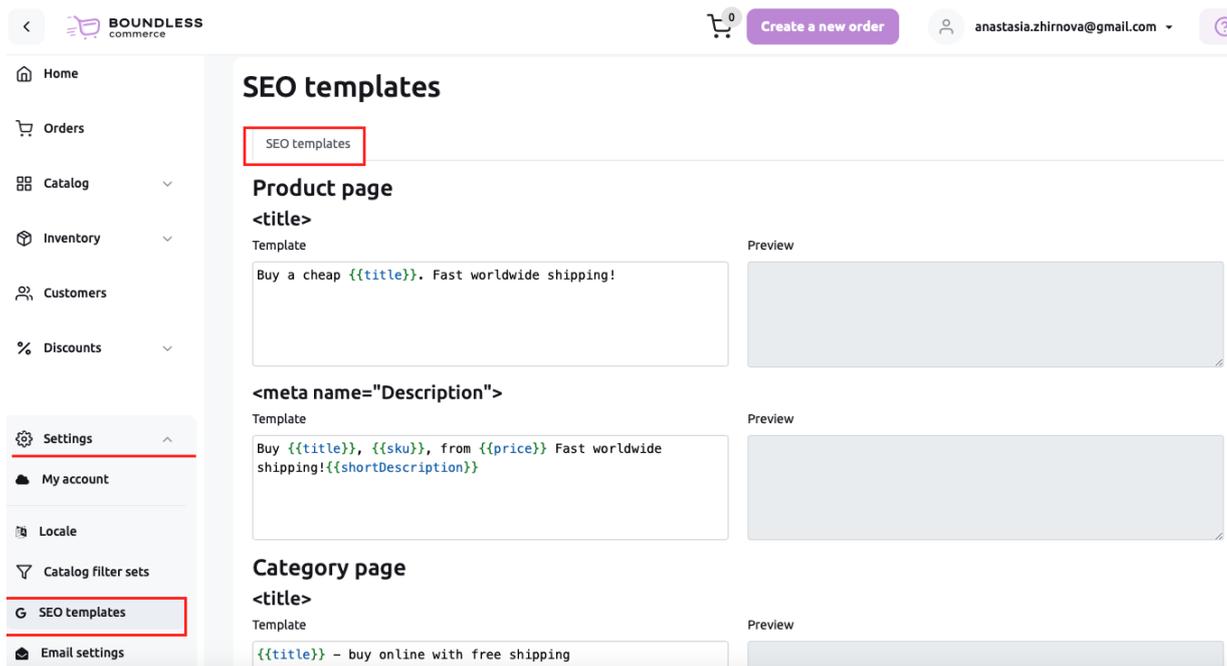


SEO templates

In order not to prescribe a Title and Description for each product or category, an auto-generation template is created. The template consists of variables and text.

To set an SEO template, go to the “Meta & SEO” section in the SEO Templates tab.

In the tab, you can fill in the Title and Description for both the product and the product category:



The screenshot displays the BOUNDLESS commerce admin interface. The top navigation bar includes a home icon, the BOUNDLESS commerce logo, a shopping cart icon with a '0' notification, a 'Create a new order' button, a user profile icon for 'anastasia.zhirnova@gmail.com', and a help icon. The left sidebar menu contains: Home, Orders, Catalog, Inventory, Customers, Discounts, Settings (highlighted with a red line), My account, Locale, Catalog filter sets, SEO templates (highlighted with a red box), and Email settings. The main content area is titled 'SEO templates' and features a sub-tab 'SEO templates' (also highlighted with a red box). Below this, there are three sections for editing templates:

- Product page**
 - <title>**
Template: Buy a cheap {{title}}. Fast worldwide shipping!
Preview: A grey rectangular area.
 - <meta name="Description">**
Template: Buy {{title}}, {{sku}}, from {{price}} Fast worldwide shipping!{{shortDescription}}
Preview: A grey rectangular area.
- Category page**
 - <title>**
Template: {{title}} - buy online with free shipping
Preview: A grey rectangular area.

You can also access the template editing from the product card.

Battery Case Odoyo Power+Shell for iPhone 6/6S

General Variants and options Additionally



Preview in search results

Buy a cheap Battery Case Odoyo Power+Shell for iPhone 6/6S. Fast worldwide shipping!

<https://your-domain.com/product/chekhol-akkumulyator-odoyo-power-shell-dlya-iphone-6-6s>

Buy Battery Case Odoyo Power+Shell for iPhone 6/6S, 2667209, from 45.00 \$ Fast worldwide shipping!Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer a posuere arcu, vitae dignissim tor...

Page title

Buy a cheap Battery Case Odoyo Power+Shell for iPhone 6/6S. Fast worldwide shipping!

Meta description

Buy Battery Case Odoyo Power+Shell for iPhone 6/6S, 2667209, from 45.00 \$ Fast worldwide shipping!Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer a posuere arcu, vitae dignissim tor...

[Setup seo templates](#)

The SEO Templates tab is divided into two columns.

SEO templates

Product page

<title>

Template Filled template

Buy a cheap `{{title}}`. Fast worldwide shipping!

<meta name="Description">

Template

Buy `{{title}}`, `{{sku}}`, from `{{price}}` Fast worldwide shipping!`{{shortDescription}}`

Preview example filled based on a template

Buy a cheap Laptop MacBook Pro 15. Fast worldwide shipping!

Preview

Buy Laptop MacBook Pro 15, MCB-Pro-15, from 1,999.00 \$ Fast worldwide shipping!Laptop MacBook Pro 15 - Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer a posuere a...

Category page

<title>

Template

`{{title}}` - buy online with free shipping

Preview

iPad mini - buy online with free shipping

On the left side there are fields with a template, which is written using a programming language. On the right side is an example of his work.

You can see how the search results for a particular product will look like in the product card:



Battery Case Odoyo Power+Shell for iPhone 6/6S

[General](#)

[Variants and options](#)

Preview in search results

Buy a cheap Battery Case Odoyo Power+Shell for iPhone 6/6S. Fast worldwide shipping!

<https://your-domain.com/product/chekhol-akkumulyator-odoyo-power-shell-dlya-iphone-6-6s>

Buy Battery Case Odoyo Power+Shell for iPhone 6/6S, 2667209, from 45.00 \$ Fast worldwide shipping!Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer a posuere arcu, vitae dignissim tor...

Page title

Buy a cheap Battery Case Odoyo Power+Shell for iPhone 6/6S. Fast worldwide shipping!

Meta description

Buy Battery Case Odoyo Power+Shell for iPhone 6/6S, 2667209, from 45.00 \$ Fast worldwide shipping!Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer a posuere arcu, vitae dignissim tor...

[Setup seo templates](#)

URL key (slug)

<https://your-domain.com/product/> chekhol-akkumulyator-odoyo-power-shell-dlya-iphone-6-6s

[Setup frontend URLs](#)

The Sellios constructor uses a very flexible template builder that allows you to generate dynamic texts for meta tags depending on boolean variables, as well as use if conditions and loops.

Mustache.js is used as a template engine, you can read more about the template language here:

<https://github.com/janl/mustache.js>.

The following variables are available for compiling a product SEO template:

{{id}} - product ID

{{title}} - product name

{{sku}} - product SKU

{{skuVariants}} - articles of variants separated by commas (if the product has variants)

{{category}} - main product category

{{manufacturer}} - manufacturer

{{price}} - price

{{labels}} - labels separated by commas

{{description}} - product description (html tags are removed beforehand)

{{shortdescription}} - short description: obtained by shortening the description to 100 characters (html tags are also removed beforehand)

{{inStock}} - product availability, true/false value

{{hasVariants}} - whether the product has variants true/false

{{variants}} - array with options (if any).

The following variables are available for compiling a category **SEO template**:

{{id}} - product ID

{{parentId}} - parent ID

{{title}} - category title

{{topDescription}} - category description

{{bottomDescription}} - bottom description (under products)

{{shortTopDescription}} - category description shortened to 100 characters

{{shortBottomDescription}} - bottom description truncated to 100 characters

Examples of compiling SEO templates

Example 1: You can use the product name and price if you want to compete on price. In this case, we use two variables: {{title}} and {{price}}.

To do this, in the Title Template field, you can enter the following:

```
Buy {{title}} at the best price from {{price}}
```

SEO templates

SEO templates

Product page

<title>

Template

```
Buy {{title}} at the best price from {{price}}
```

Preview

```
Buy Laptop MacBook Pro 15 at the best price from 1,999.00 $
```

<meta name="Description">

Template

```
Buy {{title}}, {{sku}}, from {{price}} Fast worldwide shipping!{{shortDescription}}
```

Preview

```
Buy Laptop MacBook Pro 15, MCB-Pro-15, from 1,999.00 $ Fast worldwide shipping!Laptop MacBook Pro 15 - Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer a posuere a...
```

Example 2. You can use the name of the product and manufacturer. In this case, the variables {{title}} and {{manufacturer}} are used.

To do this, in the Title Template field, you can enter the following:

```
Buy {{title}} by {{manufacturer}}
```

SEO templates

SEO templates

Product page

<title>

Template

```
Buy {{title}} by {{manufacturer}}
```

Preview

```
Buy Laptop MacBook Pro 15 by Apple
```

<meta name="Description">

Example 3: In the case of using labels to increase sales in an online store, such as "new", "sale", etc., they can be used to create templates. In this case, the variables are used: {{title}} and {{labels}}. You can also include the {{price}} variable to show the price.

The template could be like this:

```
{{labels}}! Buy {{title}} at the best prices {{price}}
```

<meta name="Description">

Template

```
{{labels}}! Buy {{title}} at the best prices {{price}}
```

Preview

```
New!! Buy Laptop MacBook Pro 15 at the best prices 1,999.00 $
```

Example 4. For example, you need to inform your customers that the product is in stock. In this case, we use the {{instock}} variable like this:

```
Buy {{title}} at a bargain price. {{#instock}} In stock!  
{{/instock}}
```

Product page

<title>

Template

```
Buy {{title}} at a bargain price. {{#instock}} In stock!  
{{/instock}}
```

Preview

```
Buy Laptop MacBook Pro 15 at a bargain price.
```

The text between `{{#instock}}` and `{{/instock}}` will only be displayed if the item is in stock.

For example:

Battery Case Odoyo Power+Shell for iPhone 6/6S

General Variants and options Additionally

General

SKU: 2667209

Selling price / Old price: \$ 45.00 / 0

Purchase price: \$ 20.00

Stock In the office: 20 pcs. Reserved: 0 Total: 20

Stock Warehouse A: 0 pcs. Reserved: 0 Total: 0

Images

Labels: Best choice, Hot!, New!, Sale

Example 5. For example, you need to inform your customers that the product can be purchased in different versions.

In this case, we use the variable `{{hasvariants}}` as follows:

Buy `{{title}}` `{{#hasvariants}}` in different variations. `{{/hasvariants}}`

`<meta name="Description">`

Template

Buy `{{title}}` `{{#hasvariants}}` in different variations. `{{/hasvariants}}`

Preview

Buy Laptop MacBook Pro 15

The text between the variables `{{#hasvariants}}` and `{{/hasvariants}}` will only be displayed if the product has variations.

For example:

	General	Variants and options	Additionally	
← Products Duplicate Add to Cart History of changes in stock qty				
+ Create variants				
<input type="checkbox"/>	For iphone	Price	Stock	Skus
<input type="checkbox"/>	iPhone 7	8.50 \$	9 Reserved: 1	iphone-case-cake-iPhone 7 Edit 🗑
<input type="checkbox"/>	iPhone 7 plus	8.50 \$	10	iphone-case-cake-iPhone 7 plus Edit 🗑
<input type="checkbox"/>	iPhone 6	8.50 \$	10	iphone-case-cake-iPhone 6 Edit 🗑
<input type="checkbox"/>	iPhone 5/5s	8.50 \$	10	iphone-case-cake-iPhone 5/5s Edit 🗑

Example 6. If you want to list product variants in the Description meta tag, this can be done using loops. In this case, we use the `{{variants}}` variable, which stores an array of all options. To iterate over all elements of the options array, use the `{{#variants}} {{/variants}}` construct. Inside this construction, you can use the same variables as for the product, but they will already apply to options.

The template might look like this:

```
Buy {{title}} in various variations: {{#variants}} {{title}}
{{/variants}}
```

<meta name="Description">

Template

```
Buy {{title}} in various variations: {{#variants}} {{title}}
{{/variants}}
```

Preview

```
Buy Laptop MacBook Pro 15 in various variations: MacBook pro 15, 512Gb,
gray MacBook pro 15, 1024Gb, gold
```

Revision #5

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