

# 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 shows the 'SEO templates' section of the BOUNDLESS commerce dashboard. The left sidebar contains navigation links: Home, Orders, Catalog, Inventory, Customers, Discounts, Settings, My account, Locale, Catalog filter sets, **SEO templates**, and Email settings. The 'SEO templates' link is highlighted with a red box. The main content area is titled 'SEO templates' and contains three sections: 'Product page', '<meta name="Description">', and 'Category page'. Each section has a 'Template' text area and a 'Preview' box. The 'Product page' template is 'Buy a cheap {{title}}. Fast worldwide shipping!'. The '<meta name="Description">' template is 'Buy {{title}}, {{sku}}, from {{price}} Fast worldwide shipping!{{shortDescription}}'. The 'Category page' template is '{{title}} - buy online with free shipping'. The 'Preview' boxes are currently empty.

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&#x2F;6S. Fast worldwide shipping!

### Meta description

Buy Battery Case Odoyo Power+Shell for iPhone 6&#x2F;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:



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Page title

Buy a cheap Battery Case Odoyo Power+Shell for iPhone 6&#x2F;6S. Fast worldwide shipping!

Meta description

Buy Battery Case Odoyo Power+Shell for iPhone 6&#x2F;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 Odooyo Power+Shell for iPhone 6/6S**

**General** Variants and options Additionally

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

**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	Sku	
<input type="checkbox"/>	iPhone 7	8.50 \$	9 Reserved: 1	iphone-case-cake-iPhone 7	<div>Edit</div> <div>🗑</div>
<input type="checkbox"/>	iPhone 7 plus	8.50 \$	10	iphone-case-cake-iPhone 7 plus	<div>Edit</div> <div>🗑</div>
<input type="checkbox"/>	iPhone 6	8.50 \$	10	iphone-case-cake-iPhone 6	<div>Edit</div> <div>🗑</div>
<input type="checkbox"/>	iPhone 5/5s	8.50 \$	10	iphone-case-cake-iPhone 5/5s	<div>Edit</div> <div>🗑</div>

**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

Created 30 December 2022 12:10:15 by Anastasia

Updated 21 January 2023 11:50:04 by Anastasia