

Data Sheet

KEY BENEFITS

IMPROVED SEO RESULTS

The item name, item description, and the category values of an item contain desirable keywords for search engine to find the product page. You need to be able to identify the keywords that your audience would search for when they are looking for your products. These keywords are often already in the product name or description. Secondary keywords can be added to any of the item category fields or catalog user defined fields. This utility allows a site owner to improve SEO results greatly and often reaches top page ranking.

EASY TO CONFIGURE

With the eSource SEO manager, it is just a few clicks to configure to your best optimization.

PRODUCT RELEVANCY

The tool is easy to use but relies heavily on your product domain expertise. It is important to choose words in your product descriptors that contain both very general product names and also some specific attributes of the product that people think of when they are looking for such a product. When the product name is a common word, search results may be very large and lack relevancy to the search engines. However, when a common word is used in conjunction with another word that people use to narrow their result, a search engine is often smart enough to rank the page at a higher relevance.

SEO Benefits for your webstore:

- Higher ROI
- Long Term Positioning
- Targeted Traffic
- Increase Brand Visibility
- Higher Sales
- Increased Accessibility
- Cross-Browser Compatibility
- Navigable by the Search Engines
- Better User Experience

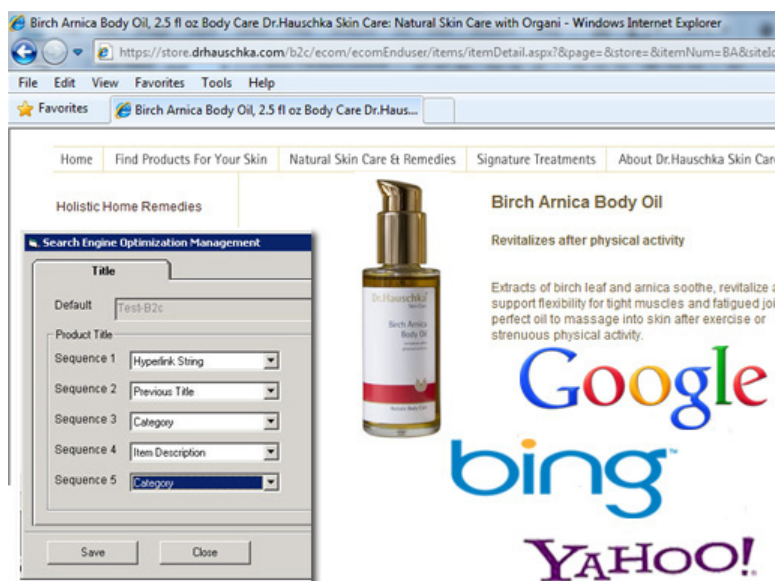
The eSource SEO is an utility built into e-commerce engine to configure the following page information:

- The Page Title
- The Meta Data of your website's dynamic .html pages

CONFIGURING THE PAGE TITLE

Page titles can be configured to contain any 5 of the following (the configuration tool allows you to specify the order of these):

- The Product ID
- Description
- Catalog description
- Any of the item user defined category fields
- Page name
- Any of the catalog user defined list or string fields
- The title of the previous page



CONFIGURING THE KEYWORDS META TAG

The Keywords Meta Tags for a hierarchy category can be configured to use any of the following (the configuration tool allows you to specify the order of these):

- The hierarchy category description
- The categories that directly fall under that hierarchy
- The page name

WHAT IS SEO

Search Engine Optimization (SEO) is the process of improving the volume and quality of traffic to a website. Making proper changes to your website such as adding noticeable content rich in keywords that are used in the page titles will help improve the page rankings from a search engine.

SYSTEM REQUIREMENTS

- Microsoft Dynamics GP 10 - GP 2010
- Microsoft .NET Framework
- Windows Server 2003 or later
- Internet Information Server (IIS) 5 to 7
- SQL Server 2000 or later

ABOUT AZOX

As a Microsoft Gold Certified Partner and Strategic ISV, Azox is a recognized leader in e-commerce solutions for Microsoft Dynamics market. Azox develops and delivers fully integrated e-commerce solutions, online payment solutions, and distribution modules to businesses of all sizes and all kinds around the world. Dedicated to developing and marketing software for Microsoft Dynamics, Azox produces world class solutions in these key areas:

- *E-Commerce Solutions*
- *E-Payment Solutions*
- *Online Bill Pay Solutions*



Microsoft Partner

Gold Enterprise Resource Planning
Silver Independent Software Vendor (ISV)

The Keywords Meta Tags for a product can be configured to use any of the following (The configuration tool allows you to specify the order of these):

- The Product ID
- Description
- Any of the item user defined category fields
- Catalog description
- Page name
- Any of the catalog user defined list or string fields

CONFIGURING THE DESCRIPTION META TAG

Description Meta Tags for a hierarchy category can be configured to use any of the following (the configuration tool allows you to specify the order of these):

- The hierarchy category description
- The categories that directly fall under that hierarchy
- The page name

Description Meta Tags for a product can be configured to use any of the following (the configuration tool allows you to specify the order of these):

- The Product ID
- Description
- Catalog description
- Page name
- Any of the catalog user defined list or string fields
- Any of the item user defined category fields

OTHER SEO TIPS

• PAGE CONTENT

eSource websites already have the ability to allow you to show many fields relevant to your product on the product pages. When keywords are found in the product page content as well as your page title, it is considered a more relevant search.

• SUBMITTING A SITEMAP

A few search engines allow you to submit a site map to the engine to help improve the timing for when your site will be "crawled". There are tools available to help you generate this map.

• ACCURATE & RELEVANT TITLE OF PRODUCT IMAGE

Search engines examine all of the metadata associated with an image. The more accurate and relevant the information is in these fields to describe the subject of the image itself, the better it will be ranked.

• STARTING A BLOG

Search engines are hungry for fresh content. Starting a company blog and keeping it frequently updated, will definitely help your SEO ranking.

• GETTING ON SOCIAL NETWORK MEDIA

Being active on social networking sites will help you monitor what's being shared about you, find where your target audience is, and promote valuable content for your product.