



## Where to add SEO, Marketing and Tracking Code

There are several fields in the Order Management System (“OMS”) that are helpful for SEO, digital marketing and remarketing, affiliate tracking, any other type of tracking, and any circumstance that requires you to add code to your store pages. Below is an overview. Once you navigate to each field in the OMS, read the “?” tooltip for more detailed information about each field.

First, you can read about the built-in components of the Nexternal platform that make your online store search engine friendly:

<https://www.nexternal.com/ecommerce/search-engine-friendly-shopping-cart.asp>

Second, here is an overview of the fields that can help with SEO, Marketing & Tracking Code:

### **Head Addendum**

#### **(Layout/Advanced Layout/Head Addendum)**

The Head Addendum allows you to add custom HTML code to the HEAD section of the pages of your Online Store (i.e. between the <head> and </head> tags). The Head Addendum is often used to add site verification META tags to your Online Store. *Many other uses of the Head Addendum are possible; however, the Head Addendum is an advanced feature that should be used only by experienced programmers with a deep understanding of HTML. Improper use of the Head Addendum can have severe negative consequences, including rendering your Online Store inoperative.*

### **Tracking Code**

#### **(Settings/Policies Addenda & Disclaimers/Tracking Code)**

Tracking Code is custom-specified code that is inserted into each page in the Online Store, just before the end of head (i.e. </head>) tag or end of body (i.e. </body>) tag (as specified via the Tracking Code Position option). The free-form nature of the Tracking Code makes it suitable for third party analytics and tracking software, as well as for many other purposes.

### **Order/Affiliate Addendum**

#### **(Settings/Policies Addenda & Disclaimers/Order Affiliate Addendum)**

The Order/Affiliate Addendum appears on the Order Confirmation screen of the Online Store, which is displayed immediately after a customer submits an order. This field has two principal uses: to display information to customer, beyond what is displayed by default, that you deem appropriate at that point; or to integrate third party affiliate or order tracking programs, which typically requires the use of a customized HTML or JavaScript. You may include values from the order in your Order/Affiliate Addendum by employing one of many provided Replacement Keywords.



### **Search Engine Options**

**(2<sup>nd</sup> page of each Product Setup [Edit Product/Product Overrides/Unavailable Option] & 1<sup>st</sup> page of each Category Setup [Unavailable Option] & Storefront [Layout/Edit Main Layout/Storefront])**

The Search Engine Options are used to create specific values for the Title, Image Alt, Meta Description, and Meta Keywords when generating the relevant product or category page in the Search Engine Friendly Catalog (Products/Export), and in the Online Store.

### **Category Descriptions**

**(1<sup>st</sup> page of each Category Setup)**

The Category Description is an optional field that allows you to display additional information about a category in the online store.

### **Product Short Descriptions, Long Descriptions and other Custom Tabs**

**(1<sup>st</sup> page of each Product Setup)**

A product's Short Description appears adjacent to the Product Name in the Online Store's Product List screen. It is intended to provide a small amount of additional detail on a product to tempt the customer to click on the product and view the Product Detail screen. Limited to 250 characters

A product's Long Description appears adjacent to the Product Image in the Online Store's Product Detail screen. Long descriptions are unlimited in length.

Custom Sections (tabs) allow you to add additional content to the Product Detail Screen in the Online Store.

### **301 Redirects**

**(2<sup>nd</sup> page of each Product Setup [Edit Product/Product Overrides/Unavailable Option] & 1<sup>st</sup> page of each Category Setup [Unavailable Option])**

Merchants can and should put 301 redirects on all products (and categories) that get discontinued, to either the next product "version" or "vintage", or some other related product or category, so that folks don't land on 404 pages if bookmarked, and so that Google keeps everything alive.

### **Tracking Code Examples:**

**Facebook Pixel Code:** see the response to question 8726 in the Help Desk.

**Facebook Advertising:** see the response to question 7380 in the Help Desk.

**Google Tag Manager:** see the response to question 8542 in the Help Desk.

**Google AdWords Conversion Code:** see the response to question 3590 in the Help Desk.