

Admin- SEO Setup Guide

1. Site Tracker Code

Admin must sign up with Google Analytics to create SEO related code and scripts. A gmail account is must for signing up with Google Analytics.

To sign up with Google Analytics:

 Visit <u>https://marketingplatform.google.com/about/analytics/</u> and click on the 'Sign in to Analytics' button provided on the top-right corner as shown in figure 1.1.



Fig. 1.1: 'Sign in to Analytics' Page

2. The 'Welcome to Google Analytics' page will open. The admin must click on the 'Start Measuring' button.



.I	Analytics	::
	Welcome to Google Analytics	
	Google Analytics gives you the free tools you need to analyze data for your business in one place, so you can make smarter decisions.	
	Start measuring	

Fig. 1.2: 'Welcome to Google Analytics' Page

The admin will be redirected to the 'Create Account' page as shown in figures
 1.3 (a) and (b).

. Analytics	::
Create account	
Account setup	
Account details	
Account name (Required) Accounts can contain more than one tracking ID. My New Account Name	
Account Data Sharing Settings ⑦ Data you collect, process, and store using Google Analytics ('Google Analytics data') is secure and kept confidential. This data is used to ma perform system critical operations, and in rare exceptions for legal reasons as described in our privacy policy.	intain and protect the Google Analytics service, to
The data sharing options give you more control over sharing your Google Analytics data. Learn more. Google products & services RECOMMENDED If you have enabled Google signals, this setting will also apply to authenticated visitation data which is associated visitation data can still flow to other Google or property. Visit the product linking section in each property to view or change your settings. Show Example	rith Google user accounts. This setting is sgle products explicitly linked to your

Fig. 1.3 (a): Create Account



.1	Analy	ytics	
		Senchmarking RECOMMENDED Contribute anonymous data to an aggregate data set to enable features like benchmarking and publications that can help you understand data trends. All identifiable information about your website is removed and combined with other anonymous data before it is shared with others. Show Example	
		Technical support RECOMMENDED Let Google technical support representatives access your Google Analytics data and account when necessary to provide service and find solutions to technical issues.	
		Account specialists RECOMMENDED Give Google marketing specialists and your Google sales specialists access to your Google Analytics data and account so they can find ways to improve your configuration and analysis, and share optimization tips with you. If you don't have dedicated sales specialists, give this access to authorized Google representatives.	
		Lean now subgie Analytics salegualus your data .	
	2 Wha 3 Prop	Next Previous at do you want to measure? Derty setup	
	Cancel		

Fig. 1.3 (b): Create Account

Admin must enter their account name in '**My New Account Name**' and then click on the '**Next**' button to proceed further.

4. The admin will proceed to the second step which is 'What do you want to measure?'. As shown in figures 1.4 (a) and (b), admin can choose among any of three options.



Analytics		::
Create account Account setup Edit What do you want to m	zasure?	
	Web Measure your website • Understand where your users are coming from and turn data into insights • Analyze user behavior and optimize for your business • Discover trends with performance and conversion analysis	۲
	Apps Measure your iOS or Android apps • Understand user growth and get insights into app behavior • Automatically capture key events or define your own • Add web stream later to measure cross-platform behavior BETA *tewgete to your Prebase account if you want to create a new preperty for an existing Fieldase project	0

Fig. 1.4 (a): What do you want to measure?

	Apps and web BETA Measure your users across app and web • Explore cross-platform user-centric analytics • Get started quickly with codeless event configuration and out-of-the-box reports • Implement without retagging if you already use gtag is or Tag Manager on your site *Margate to your Prebase account if you want to create a new property for an existing Fredaxe project.	0
Next Previous Terrerious Terrerious Terrerious Terrerious		

Fig. 1.4 (b): What do you want to measure?

Once selected, the admin must click on the '**Next**' button to proceed further.

- 5. The '**Property Setup**' form will appear as shown in figure 1.5, in which the admin must:
 - Website Name: Enter their website name.
 - Website URL: Enter their website URL.
 - Industry Category: Select the category under which their industry falls.
 - **Reporting Time Zone:** Select their country and time zone.



Analytics
Create account
Account setup Edit
What do you want to measure? Edit
3 Property setup
Property details
Website Name
My New Website
Value is required.
Website URL
http:// - Example: http://www.mywebsite.com
Value is required.
Industry Category
Select One 👻
Reporting Time Zone
United States 👻 (GMT-07:00) Los Angeles Time 👻
Create Previous

Fig. 1.5: Property Setup

Admin must click on the 'Create' button to finish creating the account.

 If the next page admin redirects to is the 'Website Tracking' page, the admin must proceed further from <u>Step 11</u>.



	Analytics All Web Site Data -	Q Try searching "Worst pages by load speed"	2	::	?	:	
ŧ	ADMIN USER						
	Property + Create Property yokart	Website Tracking					
.	Property Settings	Global Site Tag (gtag.js) This is the Global Site Tag (gtag.js) tracking code for this property. Copy and paste this code as the first iter	m into the <	HEAD>	of ever	y webr	page
	Property User Management	you want to track. If you already have a Global Site Tag on your page, simply add the <i>config</i> line from the sn Tag.	ippet below	to you	r existin	g Glob	al Site
P.	Tracking Info	- Global site tag (gtag.js) - Google Analytics <script async="" src="https://www.googletagmanager.com/gtag/js?id=UA-173932326-1"></script>					
	Tracking Code	<script></td><td></td><td></td><td></td><td></td><td></td></tr><tr><td></td><td>Data Collection</td><td>window.dataLayer = window.dataLayer []; function_stan()(data _aver_pueb(argumente))</td><td></td><td></td><td></td><td></td><td></td></tr><tr><td>°C,</td><td>Data Retention User-ID</td><td>gtag(js', new Date());</td><td></td><td></td><td></td><td></td><td></td></tr><tr><td>Q</td><td>Session Settings Organic Search Sources</td><td>gtag('config', 'UA-173932326-1'); </script>					
\$	Referral Exclusion List Search Term Exclusion List						



7. If the admin is redirected to their '**Dashboard**' after logging in, as shown in figure 1.7, the admin must proceed as directed in following steps.

.1	Analytics	All accounts > ascs All Web Site Dat	ta • Q Tr	y searching "Any an	omalies in sessions this month?"		₽ ::	0 i 🌖
^	Home	Google /	Inalytics Home					
REP • ①	Realtime	Users O	Session O	ns Bounce Ra 0%	te Session Duration Om 00s	Active Us	ers right now	
· ±	Audience Acquisition	-	-	-	-	Page views		
	Behavior							
. 12						Top Active No data a	Pages waiiable	Active Users
ŝ	Attribution BETA							
0 \$	Discover Admin	34	24	ż ż	27 28 28	9		
_		< Last 7 c	lays -		AUDIENCE OVERVIE	EW >		TIME REPORT

Fig. 1.7: Google Analytics Dashboard



8. Admin must click on ² 'Settings' icon provided on the bottom-left corner as shown in figure 1.8. The settings page will open as shown in figure 1.8. There are three sections provided on this page which are 'Account', 'Property' and 'View'.

.1	Analytics All accounts > ascs All Web Site Data -	Q Try searching "Any an	omalies in sessions this month?"	Ŵ
A	ADMIN USER			
) III) ()	Account + Create Account	Ŧ	Property + Create Property ascs	View + Create View All Web Site Data
> *	Account Settings	۲	Property Settings	 View Settings
> 🖃	Account User Management		Property User Management	View User Management
× pi	Y All Filters		Tracking Info	Goals
	S Change History		Dd Data Deletion Requests	Content Grouping
	Trash Can		PRODUCT LINKING	T Filters
			Google Ads Linking	🚔 Channel Settings
			AdSense Linking	Ecommerce Settings
			Ad Exchange Linking	Dd Calculated Metrics BETA
2			All Products	PERSONAL TOOLS & ASSETS
Q			Postbacks	EIE Segments
\$			Y Audience Definitions	Annotations

Fig. 1.8: Settings page

9. Admin must click on the '**Tracking Info**' tab provided under '**Property**' section which will provide sub-categories as shown in figure 1.9.



۲		Property Settings	
	<u></u>	Property User Management	
	$\langle \rangle$	Tracking Info	
C		Tracking Code	
100		Data Collection	
		Data Retention	
		User-ID	
		Session Settings	
		Organic Search Sources	
		Referral Exclusion List	
		Search Term Exclusion List	
	Dd	Data Deletion Requests	
	PROD	UCT LINKING	
	-	Google Ads Linking	
		AdSense Linking	
		Ad Exchange Linking	
	00	All Products	

Fig. 1.9: Tracking Info tab

10. Admin must click on '**Tracking Code**' from the sub-categories which will open a tracking details page as shown in figure 1.10.





Fig. 1.10: Tracking Code Page

11. Admin must copy the 'Global Site Tag' code provided in a text box under 'Website Tracking' as shown in figure 1.11.

Global Site Tag (gtag.js)

This is the Global Site Tag (gtag.js) tracking code for this property. Copy and paste this code as the first item into the <HEAD> of every webpage you want to track. If you already have a Global Site Tag on your page, simply add the *config* line from the snippet below to your existing Global Site Tag.

<!-- Global site tag (gtag.js) - Google Analytics --> <script async src="https://www.googletagmanager.com/gtag/js?id=UA-74489884-1"></script> <script> window.dataLayer = window.dataLayer || []; function gtag(){dataLayer.push(arguments);} gtag('js', new Date()); gtag('config', 'UA-74489884-1'); </script>

The Global Site Tag provides streamlined tagging across Google's site measurement, conversion tracking, and remarketing products – giving you better control while making implementation easier. By using gtag.js, you will be able to benefit from the latest dynamic features and integrations as they become available. Learn more

Fig. 1.11: Site Tracker Code



12. This 'Site Tracker Code' is to be pasted by admin on their portal in the 'SEO' tab under 'General Settings' module (refer figure 1.12).

General Settings Home / Configurations		
General	Basile	
Local	Dasic	
SEO	Twitter Username	
Account		This Is Required For Twitter Card Code SEO Update
Product	Site Tracker Code	
Cart/wishlist		
Checkout		
Commission		This is Site Tracker Script. Used To Track And Analyze Data About How People Are Getting To Your
Discount		Website. E.g., Google Analytics. http://www.google.com/analytics/
Reward Points	Robots Txt	
Affiliate		
Reviews		
Third Party API		This Will Update Your Robots.txt File. This Is To Help Search Engines Index Your Site More Appropriately.

Fig. 1.12: Copy Site Tracker Code in 'SEO' tab under 'General Settings'

2. Robots Txt

The purpose of adding Robots Txt is to add or restrict site URLs from being displayed on search engines. Admin can allow or disallow specific URLs. By default all the URLs can be accessed on search engines.

To study more about Robots Txt and view an example, the admin must visit <u>https://support.google.com/webmasters/answer/6062596?hl=en</u>. Admin must follow the format of examples provided on this page as shown in figure 2.1 to allow or disallow certain URLs.



```
Here is a simple robots.txt file with two rules, explained below:
# Group 1
User-agent: Googlebot
Disallow: /nogooglebot/
# Group 2
User-agent: *
Allow: /
Sitemap: http://www.example.com/sitemap.xml
```

Fig. 2.1: Robots Txt Format (Examples)

3. Google Tag Manager

Admin must sign in with a gmail account to sign in with Tag Manager. To create head and body scripts the admin must follow the steps provided below:

 Visit <u>https://marketingplatform.google.com/about/tag-manager/</u> and click on the 'Sign In to Tag Manager' button provided on the page as shown in figure 3.1.





Fig. 3.1: 'Sign In To Tag Manager' Page

The admin will be redirected to 'Tag Manager Dashboard' as shown in figure 3.2.

🔷 Tag Manager 🛛 All accounts 👻	::	0	:	
Accounts	Create Accour	nt		
Click here to create an account				

Fig. 3.2: Tag Manager Dashboard

The admin must click on the '**Create Account**' button provided on the '**Accounts**' section.

3. An 'Add a New Account' form will appear in which admin must fill in the required details. As shown in figure 3.3, admin must:



- Account Name: Enter their account name.
- **Country:** Select the residential country.
- **'Share Data Anonymously with Google and Others' Check-box:** Select this check-box if they wish to share their data with Google and other platforms.
- **Container Name:** Enter the container name.
- Target Platform: Select the target platform from provided options.

Account	t Setup	
Account N	lame	
e.g. My	Company	
Country		
United	States -	
Contain	er Setup	
Contain _{Container}	er Setup name	
Contain ^{Container} e.g. ww	er Setup name /w.mysite.com	
Contain Container e.g. ww Target plat	er Setup name /w.mysite.com tform	
Container e.g. ww Target plat	er Setup name ww.mysite.com tform Web For use on desktop and mobile web pages	
Container e.g. ww Target plat	er Setup name ww.mysite.com tform web For use on desktop and mobile web pages ios For use in IOS apps	
Contain Container e.g. ww Target plat	er Setup name ww.mysite.com tform tform web For use on desktop and mobile web pages ios For use in IOS apps Android For use in Android apps	



After filling all the details, the admin must click on the 'Create' button.

4. The '**Google Tag Manager Terms of Service Agreement**' page will appear as shown in figure 3.4. Admin can change the default language type front he provided drop-down list. After going through the terms, the admin must



select the 'I Also Accept the Data Processing Terms as Required by GDPR' check-box and click on 'Yes' button provided on the top-right corner of the agreement page.

Soogle rag manager rerms of service Agreement	140	
English ~		
By clicking "Yes" below or by using the Google Tag Manager service (the "Service"), you and the legal entity on whose behalf you are using the Servi	ice (if any) (togeth	ier,
You") agree to use the Service in accordance with the Google Terms of Service (located at https://www.google.com/intl/en/policies/terms/), the G	oogle Privacy Poli	су
[located at https://www.google.com/intl/en/policies/privacy/], and the Google Tag Manager Use Policy (located at https://www.google.com/analyt	tics/tag-	
manager/use-policy/), each as may be modified from time to time and collectively, the "Google Tag Manager Terms of Service."		
Google Tag Manager Use Policy		
Jse of the Google Tag Manager (the "Service") is subject to this Google Tag Manager Use Policy (the "GTM Use Policy").		
f You use the Service to support products or services from a 3rd party or designed by You (together, "3rd Party Tags") or Google, You will have and	abide by an	
appropriate privacy policy and will comply with the EU user consent policy (located at https://www.google.com/about/company/user-consent-polic	cy.html) and all	
applicable agreements and regulations (also relating to the collection of information), including for example:		
the Google Analytics Terms of Service located at: https://www.google.com/analytics/terms/us.html,		
• the agreement between You and Google that is in effect during the dates that You are participating in the Service, and		
the Google LLC Advertising Program Terms (or, if applicable, as negotiated).		
f You have 3rd Party Tags delivered through the Service:		
Google is not responsible for 3rd Party Tags.		

Fig. 3.4: Google Tag Manager Terms of Service Agreement

5. The 'Default Workspace' page will appear as shown in figure 3.5.



Vorkspace Versions A	Admin	GTM-TWT2	VRW Wo	rkspace Changes: 0	Preview	Submi
urrent workspace	New Tag Choose from over 50	Now Editing Default Workspace	E	Container N	lot Publis	shed
λ Search	tag types					
Overview	Add a new tag					
Tags	Description	Workspace Changes		Add tags and put changes live.	olish to make	your
Variables		Modified Added Deleted				
Folders	Edit description >	Manage workspaces	>			
Templates	Workspace Changes					

Fig. 3.5: 'Workspace' Page

Admin must click on the \leftarrow provided on the top-left corner of this page which will redirect them to the 'All Accounts' page.

Tag Manager All account	S 🔻			:
Accounts		٩	Create Account	
Yokart			\$	
Container Name 🛧	Container Type	Container ID		
v9.demo.yo-kart.com	Web	c 	7	

Fig. 3.6: 'All Accounts' Page



6. Admin must click on the '**Settings**' icon provided in the '**Accounts**' section which will redirect them to settings page.

Workspace	Ver	sions	Admin			
	ACCOU Yoka	NT NT		+	cont/ v9.d	AINER lemo.yo-kart.com c+
		Accour	t Settings			Container Settings
	Ð	Accour	t Activity		Ð	Container Activity
		User M	anagement			User Management
					\$	Install Google Tag Manager
					<u>+</u>	Import Container
					<u>+</u>	Export Container
					\$	External Account Links
					<u>"'</u>	Approval Queue

Fig. 3.7: 'Settings' page

 Admin must click on the 'Install Google Tag Manager' optio provided in the 'Container' section as marked in figure 3.8.



CONT	AINER	+	-
v9.0	lemo.yo-kart.com	G	
	Container Settings		
Ð	Container Activity		
**	User Management		
ΰ	Install Google Tag Manager		
±	Import Container		
<u>+</u>	Export Container		
¢	External Account Links		
1	Approval Queue		
0	Environments		

Fig. 3.8: Install Google Tag Manager

8. The '**Install Google Tag Manager**' page will open that provides both, head and body scripts as shown in figure 3.9.



Install Google Tag Manager

Copy the code below and paste it onto every page of your website.

Paste this code as high in the <head> of the page as possible:



Fig. 3.9: Install Google Tag Manager Page

- 9. Admin can copy the scripts by clicking on 🔟 icon provided in respective sections.
- 10. The admin must paste both the scripts in the respective sections provided under 'Google Tag Manager' section on the 'SEO' tab under 'General Settings'.



Google Tag Manager					
Head Script					
Body Script	This Is The Code Provided By Google Tag Manager For Integration.				
	This Is The Code Provided By Google Tag Manager For Integration.				

Fig. 3.10: Google Tag Manager under SEO Settings (Admin-end)

Admin must click on the 'Save Changes' button to update the changes made in all the sections successfully.

4. Schema Codes

The websites and products are displayed on Google search results page as shown in figure 4.1.





Fig. 4.1: Output of Google Search Results

To promote their websites, the admin must configure the 'Schema Codes' in their settings.



Schema Codes	
Default Schema	
	Update Schema Code Related Information.
	SAVE CHANGES

Fig. 4.2: Schema Codes Settings (Admin-End)

Yo!kart has configured the schema codes for both, 'Website' and 'Products'. In case of 'Website', the admin needs to configure the 'Default Schema Code', for which they must follow the steps provided below:

i. Visit <u>https://schema.org/Organization</u> which will redirect the admin to the '**schema.org- Organization**' page as shown in figure 4.3.



schema.org		Q
		Home Schemas Documentation
Organization		
Thing > Organization		
An organization such as a scho	ol, NGO, corporation, club, etc.	[more]
Property	Expected Type	Description
Properties from Organization		
actionableFeedbackPolicy	CreativeWork or URL	For a NewsMediaOrganization or other news- related Organization, a statement about public engagement activities (for news media, the newsroom's), including involving the public –
		digitally or otherwise in coverage decisions, reporting and activities after publication.
address	PostalAddress or Text	Physical address of the item.
aggregateRating	AggregateRating	The overall rating, based on a collection of reviews or ratings, of the item.
alumni	Person	Alumni of an organization. Inverse property: alumniOf.
areaServed	AdministrativeArea or GeoShape or Place or	The geographic area where a service or offered item is provided. Supersedes serviceArea.

Fig. 4.3: Schema.Org- Organization

ii. The admin must scroll to the bottom of this page to the section that displays'Examples' of several script codes as shown in figure 4.4.



Examples	\setminus
Example 1	
Without Markup	Microdata RDFa JSON-LD
A fuller of including	example that illustrates multiple contact numbers for a company, US toll-free numbers, a hearing-impaired number, and several contact cate
Example 2	
Without Markup	Microdata RDFa JSON-LD
An example	e of an order for multiple items, shipped separately.
ACME Supp	lies
Customer:	Jane Doe
Order:	
Item ab	c123: 1 Widget: delivered 2015-03-10
Item de:	f456: 3 Widget accessories: shipped 2015-03-12
Example 3	
Without Markun	Microviata BDFa ISON-LD
interest markup	and and a boar of

Fig. 4.4: 'Examples' Section

iii. The admin must click on the 'JSON-LD' tab provided under 'Example 1'.

NB: Yo!Kart is configured with JSON-LD code therefore, the admin must make sure to follow this step.

This will open the JSON-LD script code as shown in figure 4.5. The admin must copy the complete script code and paste it in their settings as shown in figure 4.2.





Fig. 4.5: JSON-LD Code

iv. Once the admin has copied the script code, they must update it as per their requirement. The parameters such as 'URL' and 'Contact Number' are marked in the above figure 4.5.



NB: The admin must make sure to update this code with all the correct details. All the unnecessary parameters can be removed carefully from the code.

v. There are only **two** parameters included in this code. The admin **can** add more such parameters. Several parameters have been listed in the table provided in the above sections of this page. The admin can add parameters such as 'Brand', 'Department', 'Customer' and so on.

The schema code for 'Products' has already been embedded in the Yo!Kart system with the following standard parameters:

- Product name,
- Product image,
- Price/offers,
- Rating.

The admin can visit <u>https://schema.org/Product</u> to have a look at several other parameters. In case of customizations please contact the Yo!kart team.