

SEO Improvements for Front-End Websites

Search engine optimization (SEO) improvements have been achieved for EDGE/CMS-powered merchant websites with the addition of heading tags for the following page elements:

- Heading 1 tags added for product names in the Product Info Block
- Heading 3 tags added for product names in the following product grid display views:
 - Product Grid and List
 - Cross Sell
 - Cross Sell Special
 - Up Sell
 - Also Bought
 - Cart Cross Sell.

Enhancements

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| 1. | SEO improvements have been made for merchant websites through the addition of heading tags for product names in website page elements. |
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Business Benefit

The addition of heading tags on merchant website pages helps to improve [SEO rankings](#) and summarize the content of pages for both search engines and website visitors.

FYI . . .

- *Search engine optimization (SEO) is the process of increasing the quality and quantity of website traffic, increasing visibility of a websites or Web page to users of a Web search engine.*
 - *SEO rankings refer to a website's position in a search engine results page.*
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