



# MetaTag Generator for Miva Merchant™

*A Search Engine  
Optimization Tool*

Product Manual



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## Module Description

Miva Merchant does not inherently provide the Meta Tags that are used by search engines to catalog websites. The MetaTag Generator automatically provides the Meta Tags required by search engines for proper search engine recognition and positioning. This module creates those tags for you and allows your storefront to be recognized and cataloged by the search engines.

### Key Benefits

- Automatically generates category- and product-specific keywords based on existing category and product names in Miva Merchant
- Automatically generates a page description based on the existing site introduction page, category and product headers in Miva Merchant
- Places these keywords in the HTML HEAD section of your Miva Merchant store – exactly where the search engines go to look for Meta Tags!
- Allows you to specify site-wide keywords that are added to all pages
- Automatically creates META ROBOT tags to indicate which pages should be followed and indexed (ie: Store Front, Category and Product pages), and "noindex" for pages such as the Login & Checkout
- Allows you to tell the search engines how often to come back and spider your site through the “Meta Revisit-After” functionality
- Gives you **FULL CONTROL OF YOUR PRODUCT AND CATEGORY META TAG DESCRIPTIONS AND KEYWORDS**
- Specify Site-Wide Keywords that are added to all pages
- All descriptions and keywords can be customized individually for the store front, category and product pages

The MetaTag Generator is fully configurable and allows you to specify keywords and descriptions for every product and category in your store, *though no customization is required*. The keywords and descriptions for existing categories and products are pre-populated in the MetaTag Generator database to ease configuration of all product and category Meta Tags.

It's a common misconception that search engines don't properly catalog Miva Merchant sites; the truth is that Merchant does not provide the proper search engine Meta Tags, causing poor search engine placement. Adding this module to your store will provide search engine compliant Meta Tags, improving how some search engines will catalog your site!



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## Example Usage

A storefront owner that sells cakes and jelly beans online wants to improve the search engine positioning of the store. He has an attractive storefront and has made it very customer friendly (yep, you guessed it – he’s using the Copernicus Customer Service Suite) but the only shoppers who come to his site are repeat customers who originally heard about his site through “word of mouth.” He wants to get listed with the search engines so that when shoppers go to a search engine and search on certain keywords, (like “jelly beans” and “Tres Leches Cake”) his store is known by the search engines and appears in the list of possible matches. His site has never shown up in the search engine listings and he has a feeling there’s something wrong with those search engines and the way they catalog Miva Merchant pages.

**The Solution:** It turns out that there is nothing wrong with the search engines and the way they catalog Miva Merchant pages. Instead, he has learned, the Miva Merchant pages don’t send Meta Tag Keywords to the search engines. The Meta Tag Generator by Copernicus solves this problem easily and efficiently. It automatically creates Meta Tags out of the category and product names and descriptions in Miva Merchant and embeds them into the HTML HEAD section of Miva Merchant – which is exactly where the search engine spiders go to find Meta Tags for cataloging and positioning. The storeowner can even customize the store front Meta Tags and also customize the Meta Tags for each product and category in his store. He can tell the search engine spiders how often to come back and check his store for updated information. It’s automatic and immediately provides improved listings in those search engines that use Meta Tag keywords!



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## Product Requirements:

All features of the MetaTag Generator are available for compiled MMUI (with Dynamic Templates) stores and uncompiled/compiled OpenUI stores. Additionally, users of the OpenUI and OpenUI SuperMod will have the same template capabilities as users of MMUI with Dynamic Templates.

- Uncompiled Miva Merchant 4.00-4.13:
  - OpenUI 4.9+ based stores
- Miva Merchant 4.14+
  - OpenUI 4.9+ based stores:
  - MMUI based stores using Dynamic Templates

Feature Matrix

Feature	MMUI 4.00-4.13	OUI 4.00-4.13	DYNAMIC TEMPLATES & MMUI 4.14+	OUI 4.14+
Generate category and product specific key words		X	X	X
Generate page description		X	X	X
Place keywords in HTML HEAD section		X	X	X
Site-wide keywords that are added to all pages		X	X	X
Creates META ROBOT tags		X	X	X
"Meta Revisit After" functionality		X	X	X
Full control of product and category meta tag descriptions		X	X	X
Customizable keywords and descriptions		X	X	X



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## Theory of Operation

### General Theory

The details of many “search engine positioning” algorithms are proprietary and confidential. On top of that, they vary from engine to engine and even change over time. However, there are several general principles that many of the engines follow. Although a detailed discussion of search engine theory is well beyond the scope of this document, we provide some of the principles here to give you a better understanding of this module, why it can be important, and how it can help your search engine rankings.

There are many facets to a strong search engine positioning campaign. Hiring a professional “Search Engine Optimization” (SEO) firm or expert can lead to excellent results. However, for those who do not want to invest a significant amount of time or money, our SEO product line can be of great assistance.

While the importance of Meta Tag keywords for page ranking has diminished over time due to the more complex ranking algorithms of some search engines, many engines continue to use Meta Tag keywords to classify and even rank pages. Further, most engines use the Meta Tag descriptions as the short description of a page in the search engine. Thus, the importance of specifying proper Meta Tag keywords is as important as ever for proper placement and so search engine users can see the correct description of your pages once they are found in the engine.

### Search Engines

Search engines “crawl” the web looking for web pages and content to catalog for the search engine visitors. The web pages are read (by a computer) and categorized by content and possibly the Meta Tags provided by the web page developer. Search engines generally look for major content keywords, and rank a web page based on the number of times a keyword appears in the document, where they appear, and what formatting is applied to the words.

### Directories

Web directories are slightly different from search engines, in that site owners generally register their sites in specific classifications prior to being listed. Directories usually provide hierarchical categories based on any number of criteria such as geographical location, line of business, etc.

### Spiders

Both search engines and directories use spiders to catalog web pages on a web site. These spiders generally find your site through an external link, domain name registration or by request (search engine or directory submission). The spiders will read the contents of the page, and selectively follow links on the page to retrieve further pages from within your site. The content of the page (including the Meta Tag keywords and description) is used to properly classify, categorize and rank the relevance of the page to various search terms.



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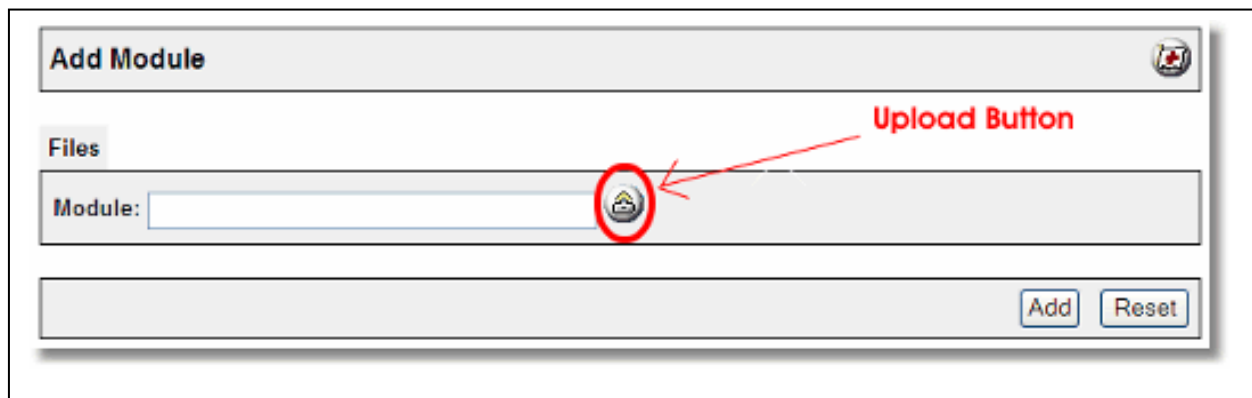
## Module Installation and Upgrading

### Domain Installation of Module

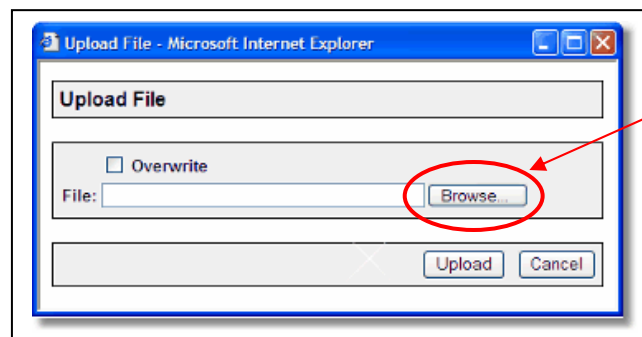
You must first install the module in your Miva Merchant domain. After that you will need to follow the steps for installing the module in the store for which you have purchased the license. **You must have either Dynamic Templates (compiled Miva Merchant only) or OpenUI installed in your store to take advantage of the benefits of the Meta Tag Generator.**

#### Module Domain Installation

1. Go into the Miva admin (*admin.mv*)
2. Open the **Modules** branch
3. Click on the **Add Module** link and the screen pictured below will appear
4. Click the **Upload** button



5. A Pop-Up window, like the one pictured below, appears and allows you to either **Browse** to find the module on your local drive or enter the filename of the module (*ouimeta.mv*).
6. Press the **Upload** button



**5. This is the Browse button**



7. Once you press the Upload button, the Upload File PopUp box disappears and the Add Module box is again visible. Press the **Add** button

The screenshot shows a window titled "Add Module". Inside, there is a "Files" section with a "Module:" label and an empty text input field. At the bottom right, there are two buttons: "Add" and "Reset". The "Add" button is circled in red, and a red arrow points from the text "7. This is the Add button" to it.

8. Now the module has been installed in the domain. Next you need to install the module in the store

**7. This is the Add button**



## Store Installation of Module

1. Go to the Miva admin (*admin.mv*)
  2. Open the **Stores** branch
  3. Click on the arrow next to the store name
  4. Click on **System Extension Configuration**
  5. Check the checkbox next to the module name. (For this module it is *CBS –Meta Tag Generator*)
  6. Press the **Update** button at the bottom of the screen.
- 5. Click the checkbox next to the module name**

### System Extension Configuration

<b>Modules</b>	<a href="#">CBS - Payment SuperMod™</a>	<a href="#">CBS - Upload File Attribute</a>	<a href="#">CBS - Category Tree RollOver Images</a>	<a href="#">CBS - OpenUI Enumerator</a>
	<a href="#">CBS - MetaTag Generator</a>	<a href="#">CBS - Expand Category Tree</a>	<a href="#">CBS - OpenUI SuperMod™</a>	<a href="#">CBS - Search Friendly Links</a>

Assigned Module	
<input checked="" type="checkbox"/>	CBS - Upload File Attribute
<input checked="" type="checkbox"/>	CBS - Payment SuperMod™
<input checked="" type="checkbox"/>	CBS - OpenUI Enumerator
<input checked="" type="checkbox"/>	CBS - MetaTag Generator
<input checked="" type="checkbox"/>	CBS - Expand Category Tree
<input checked="" type="checkbox"/>	CBS - CheckOut SuperMod™ (Deactivated)
<input checked="" type="checkbox"/>	CBS - Cascading Menu Advanced (Deactivated)
<input checked="" type="checkbox"/>	CBS - OpenUI SuperMod™
<input checked="" type="checkbox"/>	CBS - Search Friendly Links

7. A PopUp box appears that looks like the picture below. Enter the *Meta Tag Generator* license key you received when you purchased the module license.
8. Read the *License Agreement*
9. Check the box next to **I ACCEPT THE TERMS AND CONDITIONS OF THE LICENSE AGREEMENT**
10. Press the **Update** button. Now you have successfully installed the module in the storefront and you are ready to use it!



7. Enter the license key here

The screenshot displays the Copernicus Business Systems software interface. At the top, the logo for Copernicus Business Systems is visible on the left, and the text "CBS - [redacted] (v4.22)" and "Build Timestamp: 2003-01-08 23:48:53" is on the right. Below the header, there are navigation links: "Product Info", "Documentation", "Release Notes", and "More Products". The main content area is titled "License Key:" and contains a text input field. Below the input field, a note reads: "(Please note that you need ONE LICENSE FOR EACH STORE.)". Underneath is the "License Agreement:" section, which includes the text "CORPORATE END USER LICENSE AGREEMENT" and a detailed paragraph of terms. At the bottom of the agreement section, there is a checkbox followed by the text "I ACCEPT THE TERMS AND CONDITIONS OF THE LICENSE AGREEMENT". At the very bottom of the interface, there are two buttons: "Update" and "Reset".

9. Accept the license agreement here

10. Press the Update button to save



## Module Upgrading

Copernicus published updates to its modules when there are significant feature enhancements. Copernicus also publishes upgrades to its modules for clients who are moving from uncompiled Miva Merchant to compiled Miva Merchant. Both updates and upgrades are added to the storefront in the same way. Once you have saved the update or upgrade to your local hard drive, please follow these instructions to add them to your storefront.

### Domain Module Upgrading

1. Go to the Miva admin. (*admin.mv*)
2. Open the **Modules** branch
3. Click on **CBS – Meta Tag Generator** module
4. Click on the **Files** link in the content area of the screen

4. Click on the Files link

**Edit Module: CBS - MetaTag Generator**

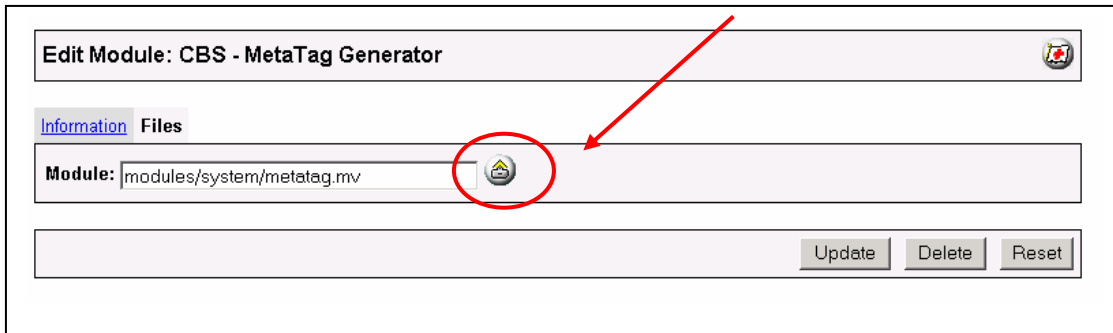
Information [Files](#)

<b>Type of Module:</b>	System Extension
<b>Code:</b>	CBS-OUIMETA
<b>Name:</b>	CBS - MetaTag Generator
<b>Provider:</b>	Copernicus Business Systems, LLC -- <a href="http://www.cbstech.com/">http://www.cbstech.com/</a>
<b>Version:</b>	4.06
<b>Usage Count (Number of Stores):</b>	1
	<input checked="" type="checkbox"/> Active

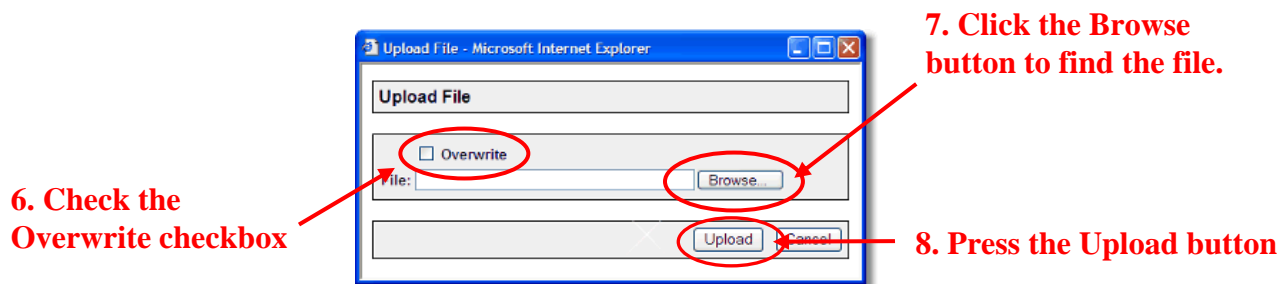


5. Click the **Upload** graphic button

5. Click on the **Upload** button

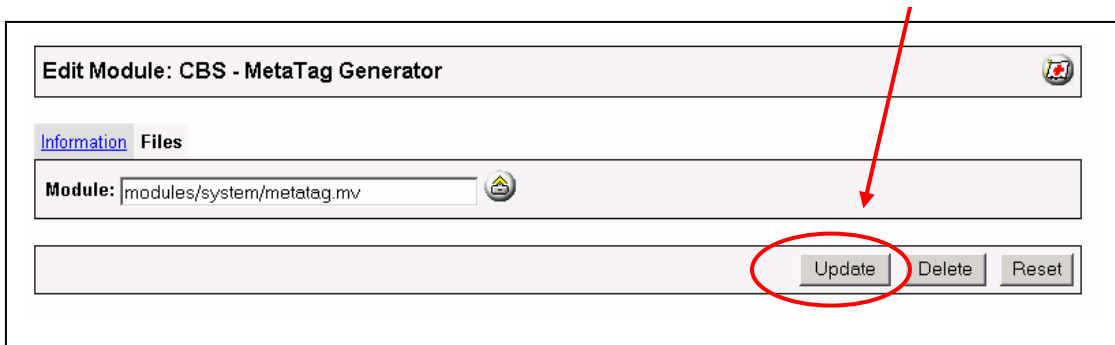


6. The Upload file PopUp box will appear. Check the **Overwrite** box so that the updated module will overwrite the old version.



7. Enter the filename of the module on your local drive or use **Browse** to find the file.
8. Press the **Upload** button this will take you back to the “Files” screen.
9. Press the **Update** button and you are finished!

9. Press the **Update** button





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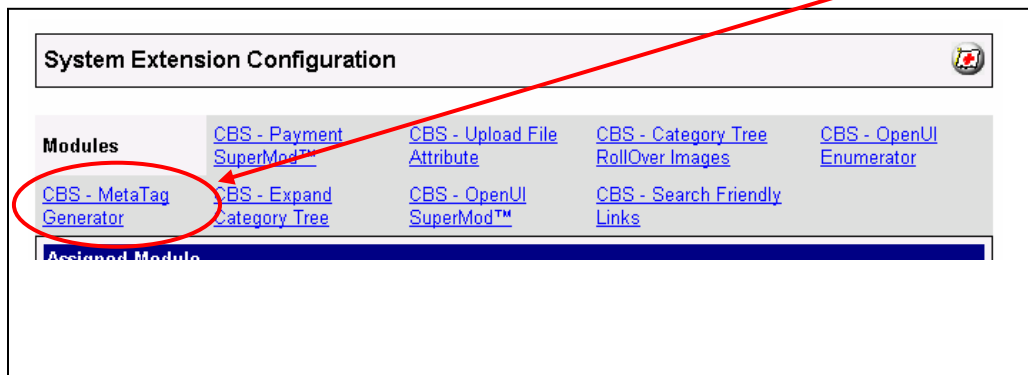
## Module Usage

### Module Configuration

Once you have installed the Meta Tag Generator, you'll want to configure it. The administrative interface for this module is located in the System Extension Configuration section of the Miva admin. To get there, follow these steps:

1. Go to the Miva admin (admin.mv)
2. Click the arrow next to **Stores**. This will open up all of the stores you have in this domain.
3. Click on the arrow next to the name of the store in which you have installed this module.
4. Click on the link "System Extension Configuration" and in the content area of the Miva Admin you will see all of the tabs specific to the modules installed in this section. It will look similar to the picture below.

**5. Click this tab to control the module configuration**



5. Click on the CBS-Meta Tag Generator tab as displayed above.



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## CBS Meta Tag Generator Tab

If you are using this module in an OpenUI-based store please read the following note:

Before configuring this tab please be sure that you are not using the “OpenUI meta tags” that are built into the OpenUI. The Meta Tag Generator cannot work properly if you are also using the OpenUI Meta Tags. To disable this feature in the OpenUI, click on your store name, click on the Meta Tags Settings tab and delete text in the Description and Keyword boxes. Then click Update. If there is no text in the Description or Keyword boxes then you do not need to do anything to disable the OpenUI Meta Tag feature.

There is the main tab that needs to be configured to make this module work. There are three items that need to be configured in this tab. Nothing else needs to be done to this module to have it automatically generate Meta tag keywords that are positioned in the HTML HEAD for easy spidering by search engines. However, you can further refine the Meta Tags for each product and category and that process is explained in the subsequent pages of this manual.

Once you configure this tab and click Update, the module will automatically generate Meta Tags keywords and descriptions for all of your categories and products. The MetaTag Generator also provides spider control tags. These indicate to search engine spiders those pages that should be followed and indexed (such as the Storefront, Category and Product pages) and those pages that should not be followed (such as the Login and Checkout pages). This “noindex” process happens automatically and you do not need to configure anything in this tab to enable this feature.


You will need to specifically configure the following variables that are displayed on the CBS-Meta Tag Generator tab in the Miva admin. A picture of this tab can be found on the next page. In order to be search engine friendly, all Meta Tags (including descriptions) are truncated at 1000 characters.

1. **Token Mode:** Check this box and click “Update” in order to turn off the Meta Tags that are automatically placed in the HEAD section of your site. This allows you to use tokens to display the output instead.
2. **Use ROBOTS NOINDEX tag:** This box will be automatically checked upon installation. Uncheck this box if you want to disable the display of the NOINDEX tag on the pages of your site that would typically receive this tag. (i.e. payment and checkout pages).
3. **Storefront Description:** Type in a short description of your storefront here. It is important that you create a very specific, detailed yet short and concise description of your site since this description is fed to the search engines as the Meta Tag description for




your storefront page.

4. **Site Keywords:** In this section you add the keywords that are “site-wide” or global keywords. Therefore you should place in this box any keyword that could be used to describe the entire site. Each word that is added here will be added automatically to every page of your site in which this module places Meta Tag keywords.
5. **Revisit After:** This box allows you to specify how often you would like to have the search engine spiders return to spider your site. If you make frequent product or description changes, you may want to make this as often as every 7days. The nomenclature for writing the frequency is # Days, where # stands for the number of days. For example to ask the spiders to visit once a week, in this box you would type “7 Days”.



**CBS - MetaTag Generator (v4.63)**  
Build Timestamp: 2004-07-08 08:36:30



Product Info | Documentation | Updates | More Products

Key: [TRIAL](#) | Module Integrity: [GOOD \(239061\)](#)

Token Mode:  Token mode disables all non-token module output.

Use ROBOTS NOINDEX tag:  Displays NOINDEX tag on all pages except Category, Product and Store front.

Store Front Description:

Site Keywords:

NOTE: Comma or space separated list of words or phrases.

Revisit After:

Example: 7 Days

PURCHASE | PRODUCTS | PARTNERS | DOCS | SUPPORT | COMPANY

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**Note:** Some engines will not obey the “Revisit After” MetaTag, but instead will revisit at their own predetermined interval.



## Meta Tag Link (Products Section)

The Meta Tags that were created for each product when you installed and configured the module can also be edited manually. Although the Site Keywords established in the CBS-Meta Tag Generator tab are appended to the product keywords, they cannot be configured or changed here. Global, site-wide keywords can only be edited in the CBS-Meta Tag Generator tab.

When you click on a product and edit it, you will find a tab called Meta Tags. It is here that you can configure and edit the Product Keywords and Description specific to this particular product. These variables are described and pictured below:

- **Product Keywords:** For pre-existing products, the module automatically inserts the product name into the “Product Keyword” variable for each product. You can add, remove, or edit the keywords in this box. This list of keywords can be separated by a comma or a space. When adding new products, the keywords must be defined manually.
- **Description:** For pre-existing products, the module automatically inserts the product description field (with the HTML removed) into this box. You can add, remove, or edit the description in this box. When adding new products, the description must be defined manually.

The screenshot shows the 'Edit Product: Toby' interface. At the top, there are navigation links: Product, Images, Related Products, Attributes, Upsold Products, Weight Table Shipping Charges, CBS - Shipping SuperMod™, OpenUI™ Titles, Headers & Footers, OpenAttributes™, Meta Tags, and SmartBrain™ Products. The main content area features the Copernicus Business Systems logo, the title 'CBS - MetaTag Generator (v4.07)' with a build timestamp of '2003-05-29 18:28:57', and a navigation bar with 'Product Info', 'Documentation', 'Release Notes', and 'More Products'. Below this, the 'Product Keywords' field contains 'Toby' and the 'Description' field contains 'A sweet little dog who sometimes grows and barks.'. A note states: 'NOTE: Comma or space separated list of words or phrases.' The interface also shows 'Module Integrity: GOOD (321817)' and a footer with links for 'PURCHASE | PRODUCTS | PARTNERS | DOCS | SUPPORT | COMPANY' and copyright information: 'Copyright(C) 2003 - 2001 by Copernicus Business Systems, LLC.'. At the bottom, there are navigation buttons (back, forward, etc.) and 'Update', 'Delete', and 'Reset' buttons.





## Meta Tag Link (Categories Section)



The Meta Tags that were created for each category when you installed and configured this module can also be edited manually. Although the Site Keywords established in the CBS-Meta Tag Generator tab are appended to the category keywords, they cannot be configured or changed here. Global, site-wide keywords can only be edited in the CBS-Meta Tag Generator tab.

When you click on a category and edit it, you will find a tab called Meta Tags. It is here that you can configure and edit the Category Keywords and Description specific to this particular category. These variables are described and pictured below:

- **Category Keywords:** For pre-existing categories, the module automatically inserts the category name into the “Category Keywords” variable for each category. You can add, remove, or edit the keywords in this box. This list of keywords can be separated by a comma or a space.
- **Description:** For pre-existing categories, the module automatically inserts the category description field (with the HTML removed) into this box. You can add, remove, or edit the description in this box. When adding new categories, the description must be defined manually.

**Edit Category: Atlanta Pack**  

[Category](#) [OpenUI™ Titles](#) [Pagination](#) [Headers & Footers](#) [Images](#)  
[Product Layout](#) **Meta Tags** [Products](#)


 **CBS - MetaTag Generator (v4.07)**  
*Build Timestamp: 2003-05-29 18:28:57* 

[Product Info](#) [Documentation](#) [Release Notes](#) [More Products](#) Module Integrity: GOOD (321817)

Category Keywords:   
NOTE: Comma or space separated list of words or phrases.

Description:

[PURCHASE](#) | [PRODUCTS](#) | [PARTNERS](#) | [DOCS](#) | [SUPPORT](#) | [COMPANY](#)  
Copyright(C) 2003 - 2001 by Copernicus Business Systems, LLC.

 Category 'Atlanta Pack' updated



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## OpenUI Compatible Tokens

When used in token mode, the MetaTag Generator does not automatically modify any screen output. Instead, the following tokens can be used to place Meta Tags within any tokenized section of a template or the OpenUI.

### Single-token Display of all Relevant MetaTags

The following token displays all relevant MetaTags for the current page being viewed, and is suitable for use in a global HEAD tag insert. On a product page, the relevant product MetaTags will be displayed; on a category page, the relevant category MetaTags will be displayed, etc. In other words, this token provides the full module functionality with the use of a single token placed in a global HEAD section.

#### **%module|CBSMETA|SHOWTAGS%**

Displays all relevant MetaTags for the current page.

### Full MetaTag Tokens

The following tokens display the full named METATAG for the current page; the contents of the METATAGS are thus context sensitive, making for simple use within a global head tag. The example below assumes one is viewing a product page. When viewing a category page, it would instead display the category description.

Example: %VAR(module|CBSMETA|DESC)

Displays: <META NAME="DESCRIPTION" CONTENT="This is a product description">

#### **%module|CBSMETA|DESCRIPTION%**

Displays the current page meta description tag.

#### **%module|CBSMETA|KEYWORDS%**

Displays the current page meta keywords tag.

#### **%module|CBSMETA|DESCRIPTION%**

Displays meta description for page

#### **%module|CBSMETA|KEYWORDS%**

Displays meta keywords for page

#### **%module|CBSMETA|SHOWTAGS%**

Displays all metatags pertinent to the current page (including description, keywords, revisit)



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## MetaTag Description Content Tokens

The following tokens return the DESCRIPTION text to be displayed within a META TAG. These tokens display the content of the requested META TAG for the current product or category, depending on which token is used. They do not display the full META TAG. To display a full METATAG, use the tokens as shown in the example below:

Example: `<META NAME="description" CONTENT="%VAR(module|CBSMETA|PRODESC)%">`  
Displays: `<META NAME="description" CONTENT="This is a product description">`

### **%module|CBSMETA|PRODESC%**

Displays the current product meta description.

### **%module|CBSMETA|CATDESC%**

Displays the current category meta description.

### **%module|CBSMETA|STOREDESC%**

Displays the global store meta description.

### **%module|CBSMETA|PRODKEYWORDS%**

Displays the current product meta keywords.

### **%module|CBSMETA|CATKEYWORDS%**

Displays the current category meta keywords.

### **%module|CBSMETA|STOREKEYWORDS%**

Displays the global store meta keywords.



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## Templates and the Meta Tag Generator

If you are using the templates provided by the OpenUI SuperMod or Dynamic Templates and specifically, the `include.beginscreen.tpl`, you will need to follow these instructions to have the Meta Tag Generator work properly. The template includes the ability to have metatags but that ability is not immediately active. To activate the metatag ability in the `include.beginscreen.tpl` template you will need to remove the “!” that were used to keep the Meta Tag Generator tokens from being read. *For those users who are familiar with using templates in the OpenUI SuperMod or Dynamic Templates for MMUI, the Meta Tag Generator tokens have been commented out of the `include.beginscreen.tpl` template. Thus you simply need to remove the comments so that the tokens can be read by the token parser.*

1. Open the `include.beginscreen.tpl` template in your favorite text editor.
2. Using the “Find” capability in the text editor, search for all tokens in the template that have CBSMETA in the token.
3. Each time you find CBSMETA included in a token, delete the “!” at the beginning of the line that includes the relevant token.
4. Save the template
5. FTP the template into the “mivadata” directory. For an explanation of the “mivadata” directory please consult your OpenUI SuperMod or Dynamic Templates product manual.



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## End User License Agreement

### Corporate End User License Agreement

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