

# 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:

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

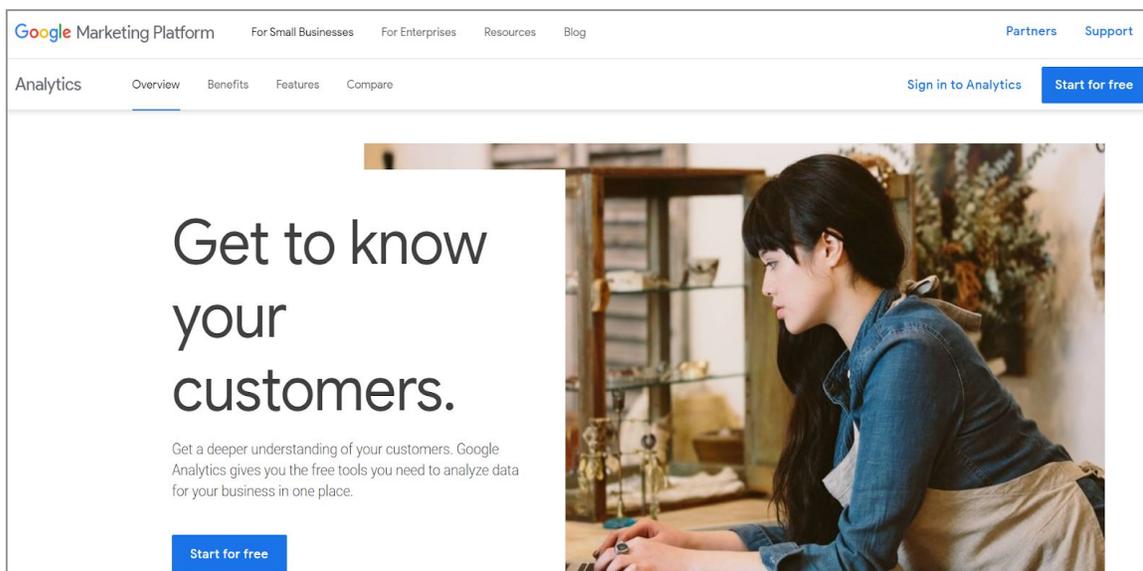
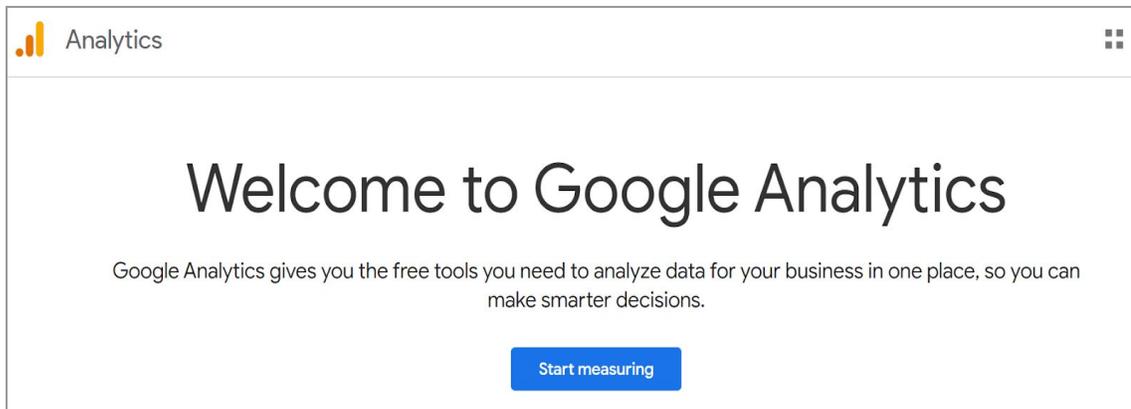


Fig. 1.1: 'Sign in to Analytics' Page

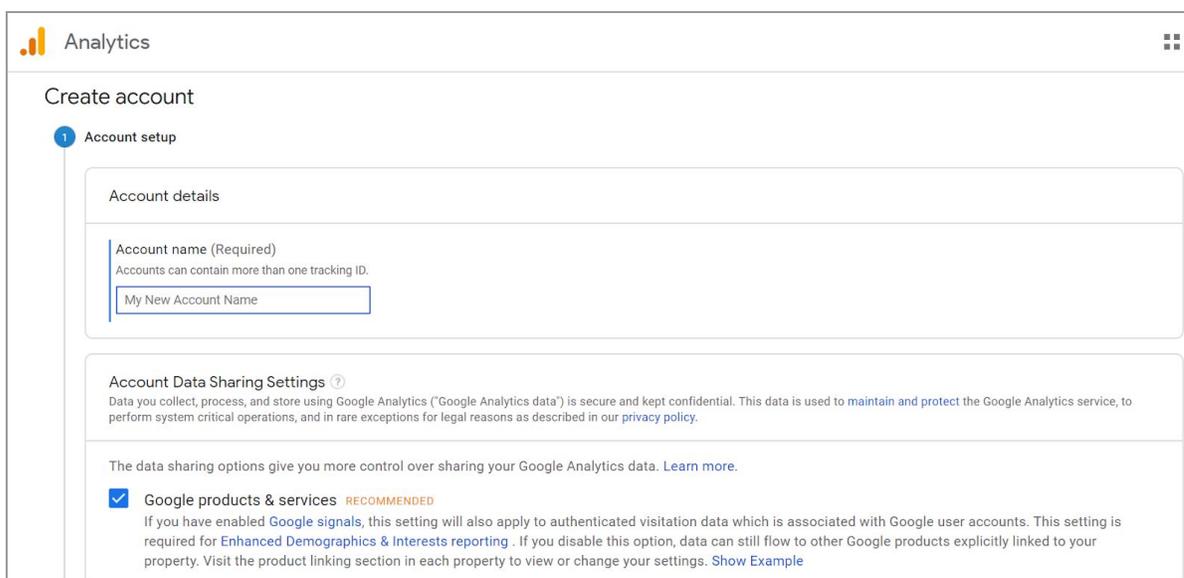
2. The 'Welcome to Google Analytics' page will open. The admin must click on the 'Start Measuring' button.

**NB:** Nota Bene [Note Well] (N.B., N.b., n.b or NB, Nb, nb) is a Latin phrase, meaning 'note well' or 'take notice' or 'please note'. Asterisk (\*) next to a form control's label indicates it as 'required'.



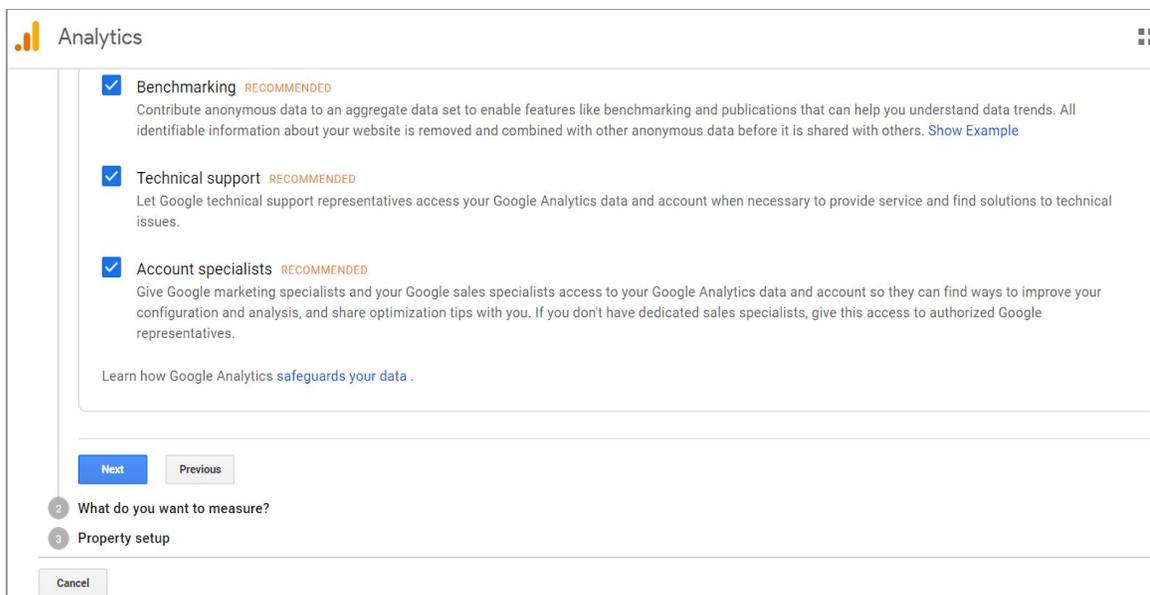
**Fig. 1.2: 'Welcome to Google Analytics' Page**

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



**Fig. 1.3 (a): Create Account**

**NB:** Nota Bene [Note Well] (N.B., N.b., n.b or NB, Nb, nb) is a Latin phrase, meaning 'note well' or 'take notice' or 'please note'. Asterisk (\*) next to a form control's label indicates it as 'required'.

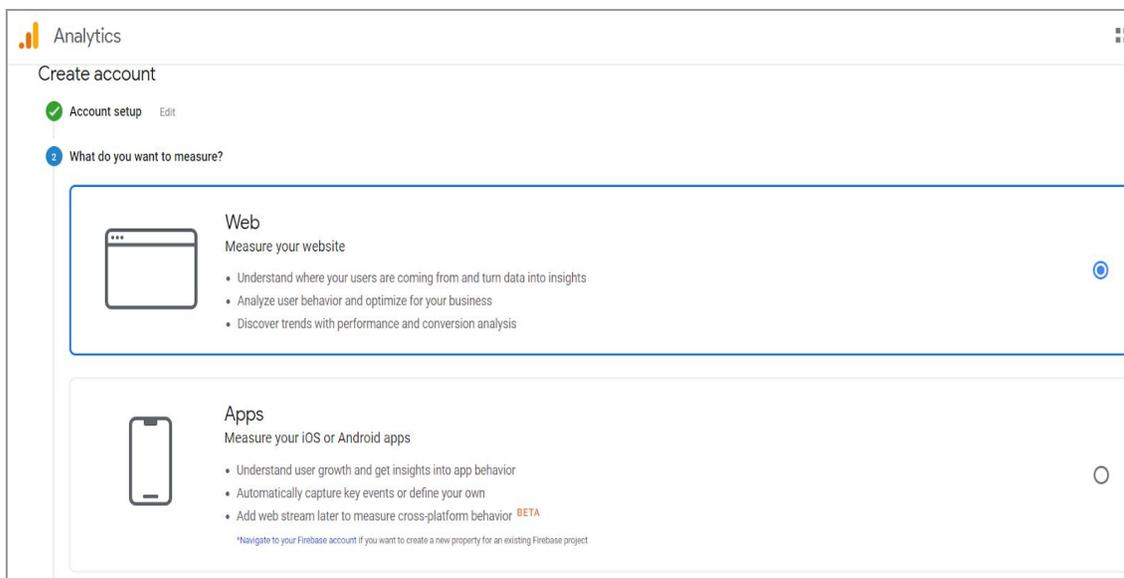


**Fig. 1.3 (b): Create Account**

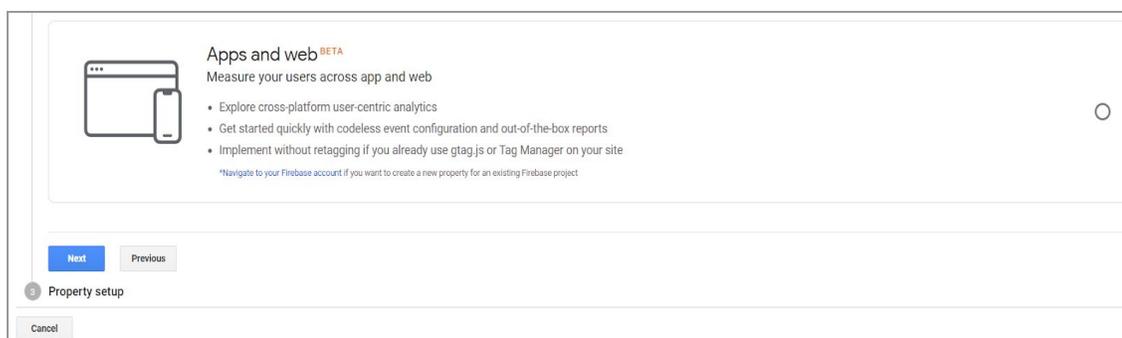
Admin must enter their account name in **'My New Account Name'** and then click on the **'Next'** button to proceed further.

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.

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



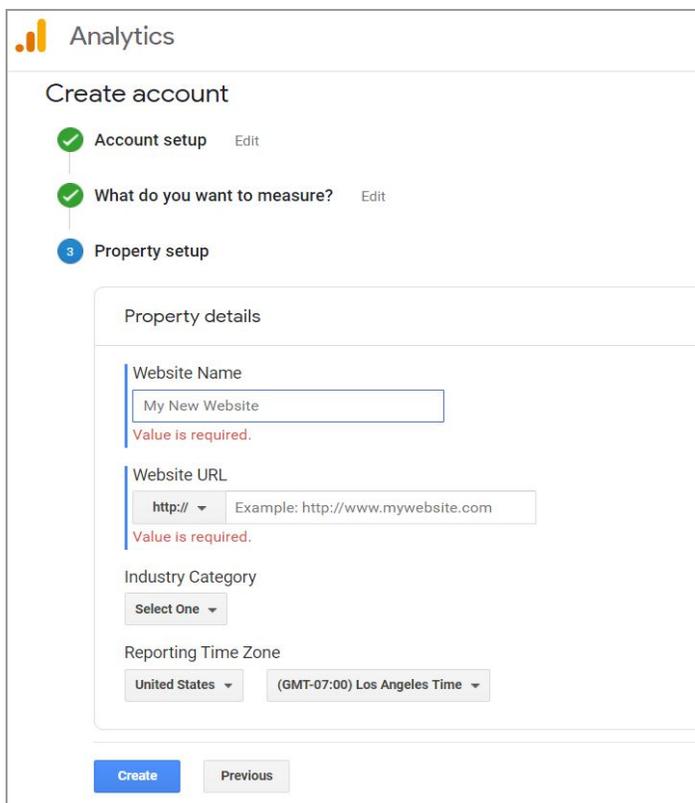
**Fig. 1.4 (b): What do you want to measure?**

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.

**NB:** Nota Bene [Note Well] (N.B., N.b., n.b or NB, Nb, nb) is a Latin phrase, meaning 'note well' or 'take notice' or 'please note'. Asterisk (\*) next to a form control's label indicates it as 'required'.



**Fig. 1.5: Property Setup**

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

6. If the next page admin redirects to is the **'Website Tracking'** page, the admin must proceed further from [Step 11](#).

**NB:** Nota Bene [Note Well] (N.B., N.b., n.b or NB, Nb, nb) is a Latin phrase, meaning 'note well' or 'take notice' or 'please note'. Asterisk (\*) next to a form control's label indicates it as 'required'.

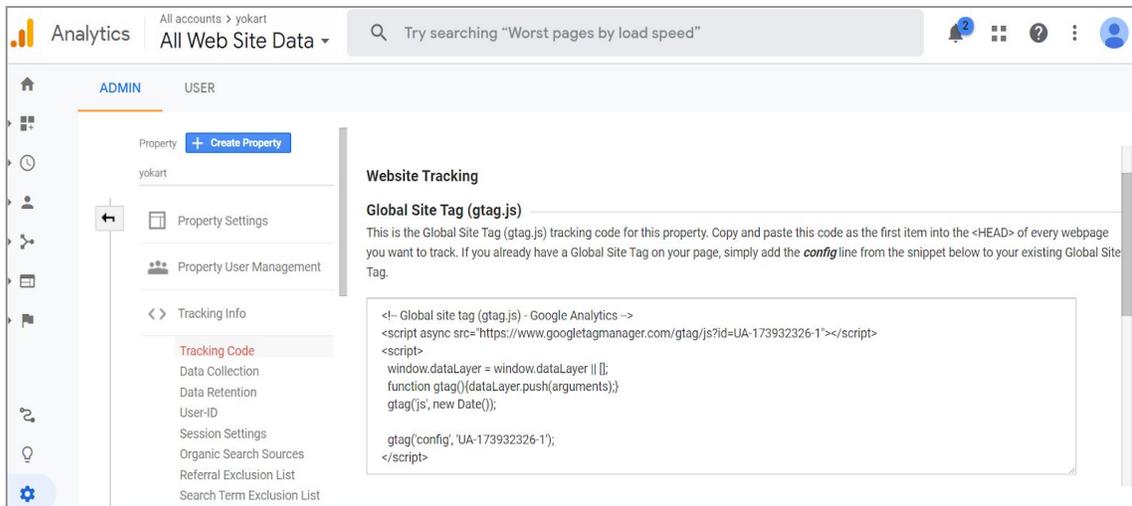


Fig. 1.6: Website Tracking Code Page

- 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.

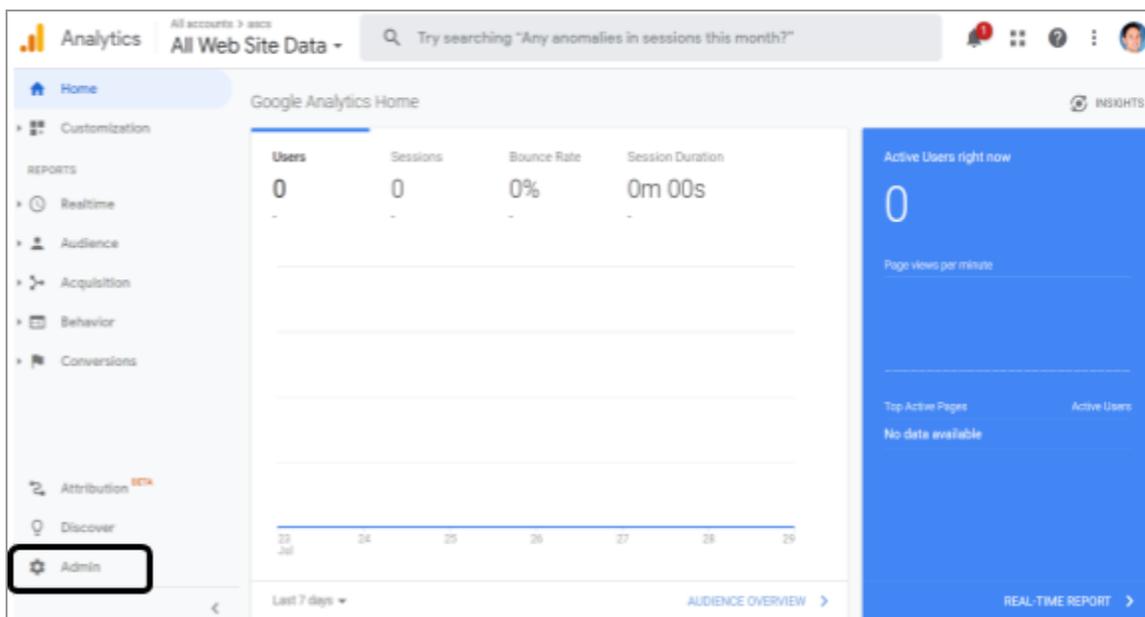
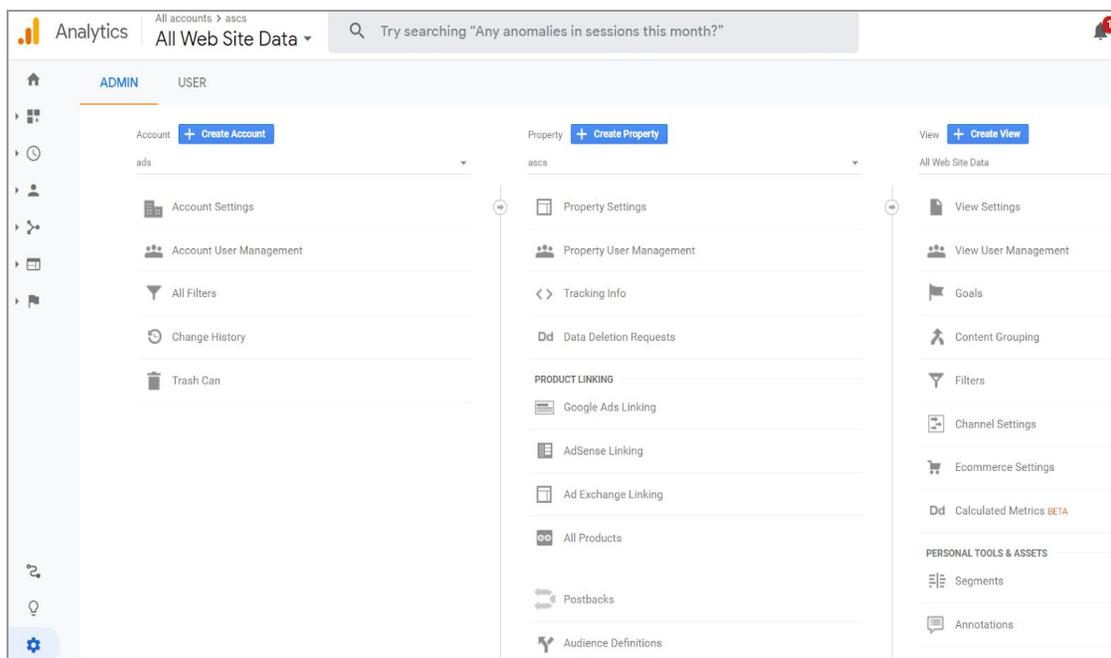


Fig. 1.7: Google Analytics Dashboard

**NB:** Nota Bene [Note Well] (N.B., N.b., n.b or NB, Nb, nb) is a Latin phrase, meaning 'note well' or 'take notice' or 'please note'. Asterisk (\*) next to a form control's label indicates it as 'required'.

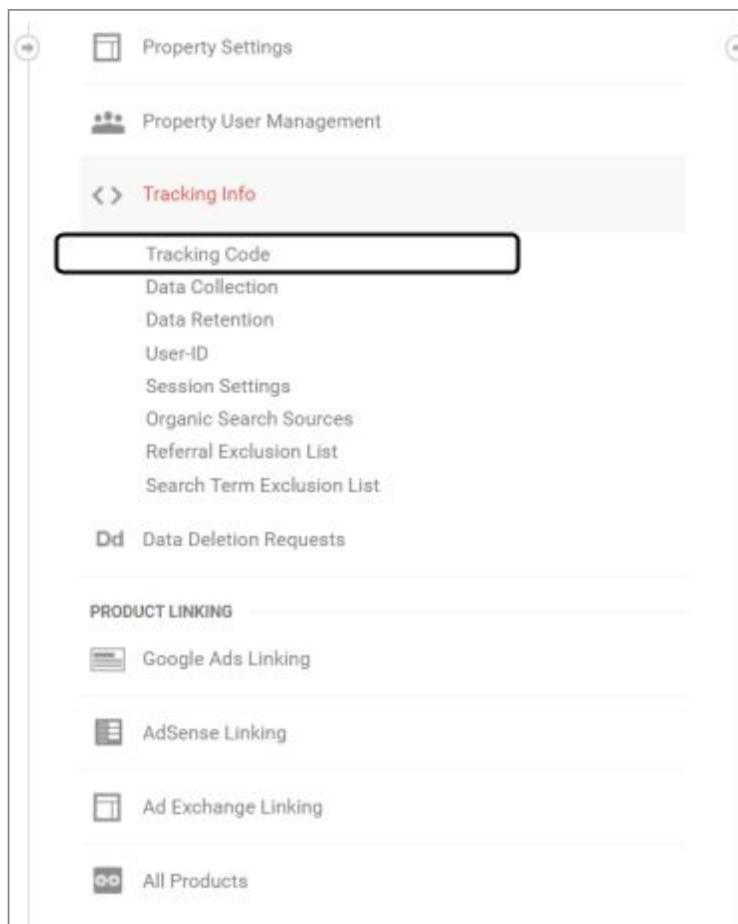
- Admin must click on  'Settings' icon provided on the bottom-left corner as shown in figure 1.8. The settings page will open as shown in figure 1.8. There are three sections provided on this page which are 'Account', 'Property' and 'View'.



**Fig. 1.8: Settings page**

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

**NB:** Nota Bene [Note Well] (N.B., N.b., n.b or NB, Nb, nb) is a Latin phrase, meaning 'note well' or 'take notice' or 'please note'. Asterisk (\*) next to a form control's label indicates it as 'required'.



**Fig. 1.9: Tracking Info tab**

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

**NB:** Nota Bene [Note Well] (N.B., N.b., n.b or NB, Nb, nb) is a Latin phrase, meaning 'note well' or 'take notice' or 'please note'. Asterisk (\*) next to a form control's label indicates it as 'required'.

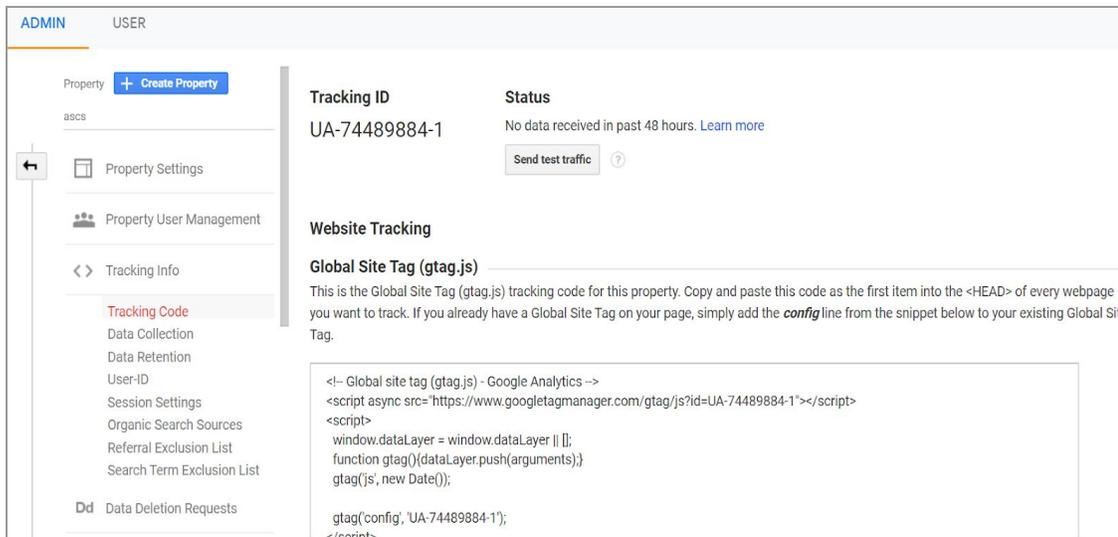


Fig. 1.10: Tracking Code Page

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

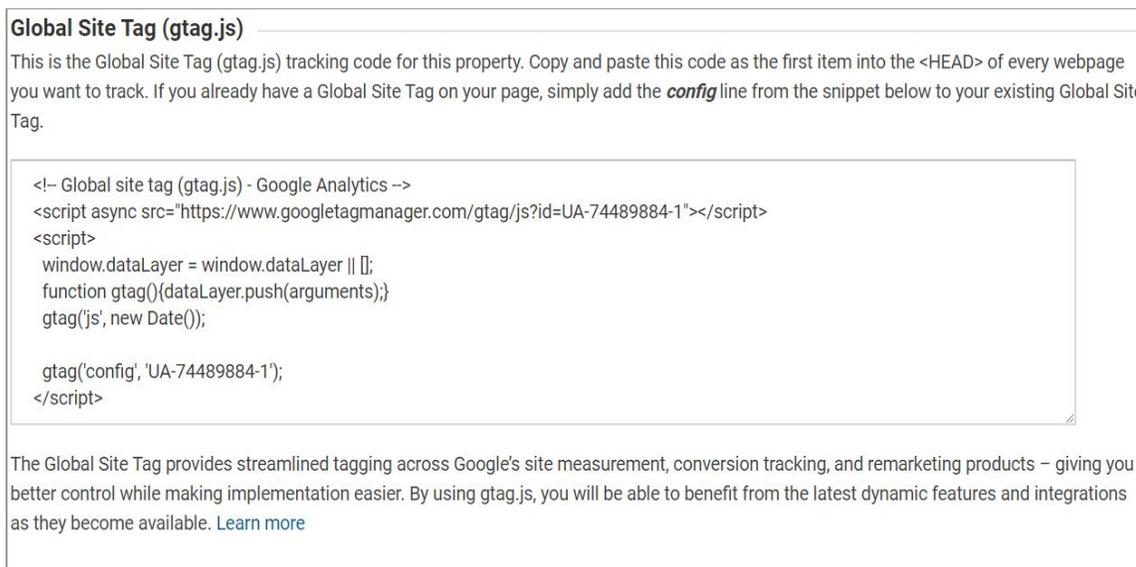
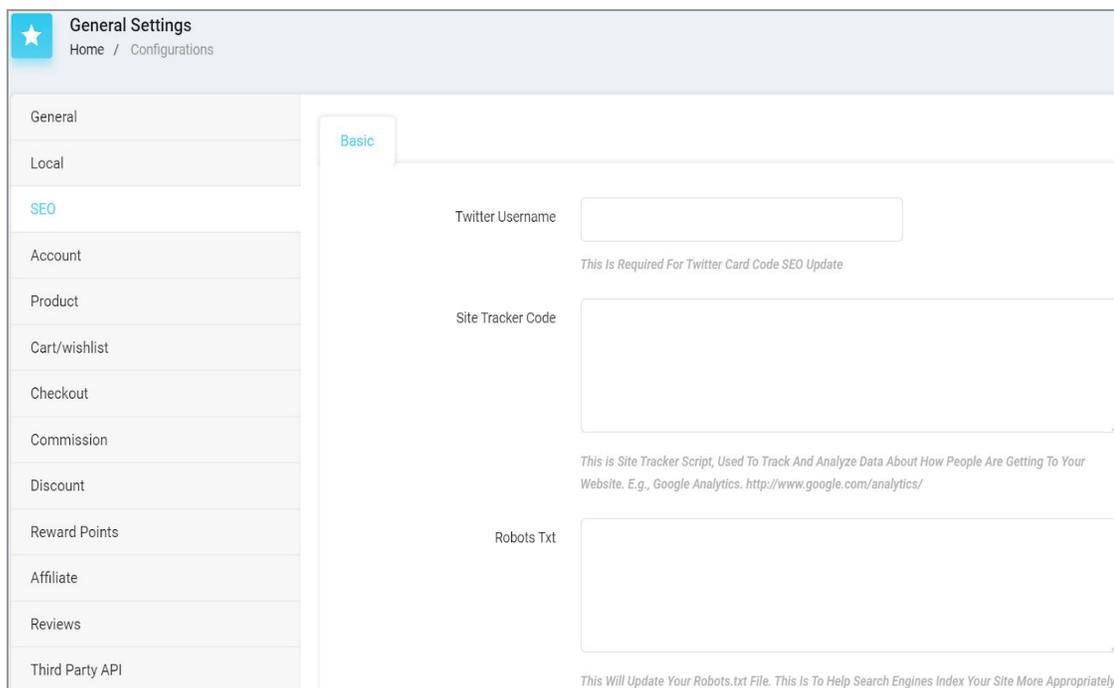


Fig. 1.11: Site Tracker Code

**NB:** Nota Bene [Note Well] (N.B., N.b., n.b or NB, Nb, nb) is a Latin phrase, meaning 'note well' or 'take notice' or 'please note'. Asterisk (\*) next to a form control's label indicates it as 'required'.

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).



**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 <https://support.google.com/webmasters/answer/6062596?hl=en>. Admin must follow the format of examples provided on this page as shown in figure 2.1 to allow or disallow certain URLs.

**NB:** Nota Bene [Note Well] (N.B., N.b., n.b or NB, Nb, nb) is a Latin phrase, meaning 'note well' or 'take notice' or 'please note'. Asterisk (\*) next to a form control's label indicates it as 'required'.

```
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
```

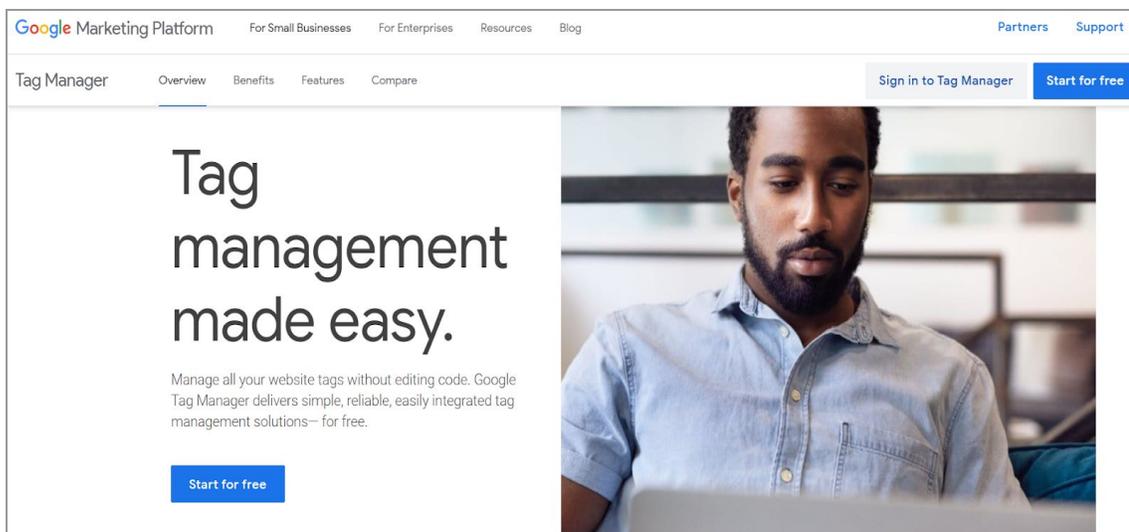
Fig. 2.1: Robots Txt Format (Examples)

### 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:

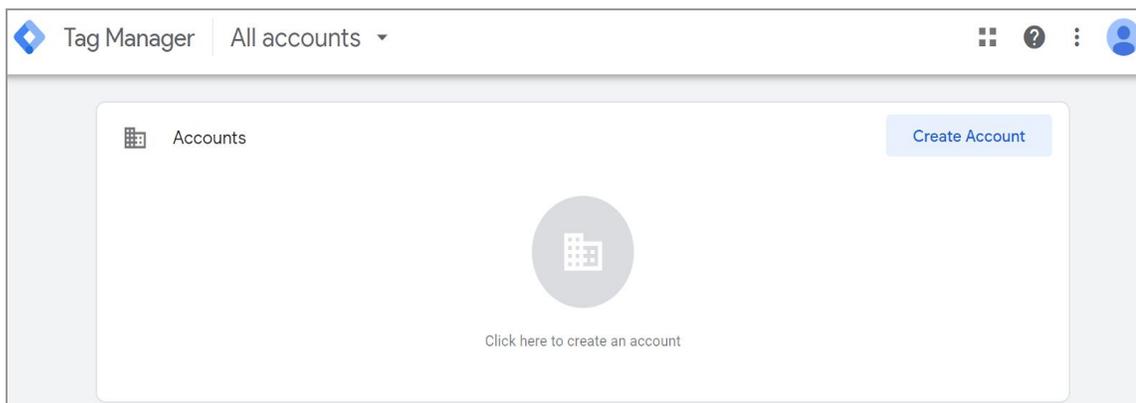
1. Visit <https://marketingplatform.google.com/about/tag-manager/> and click on the 'Sign In to Tag Manager' button provided on the page as shown in figure 3.1.

**NB:** Nota Bene [Note Well] (N.B., N.b., n.b or NB, Nb, nb) is a Latin phrase, meaning 'note well' or 'take notice' or 'please note'. Asterisk (\*) next to a form control's label indicates it as 'required'.



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

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



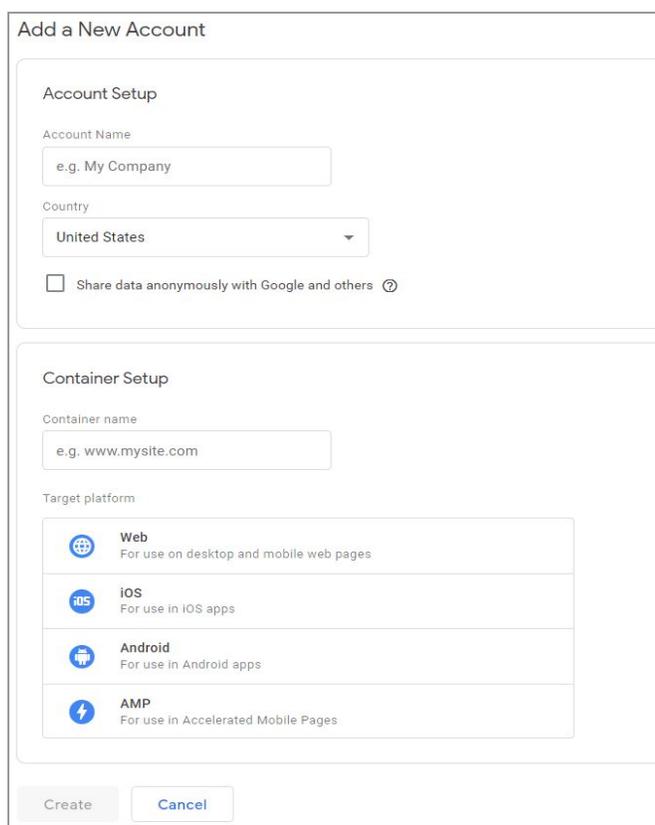
**Fig. 3.2: Tag Manager Dashboard**

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

- 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:

**NB:** Nota Bene [Note Well] (N.B., N.b., n.b or NB, Nb, nb) is a Latin phrase, meaning 'note well' or 'take notice' or 'please note'. Asterisk (\*) next to a form control's label indicates it as 'required'.

- **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.



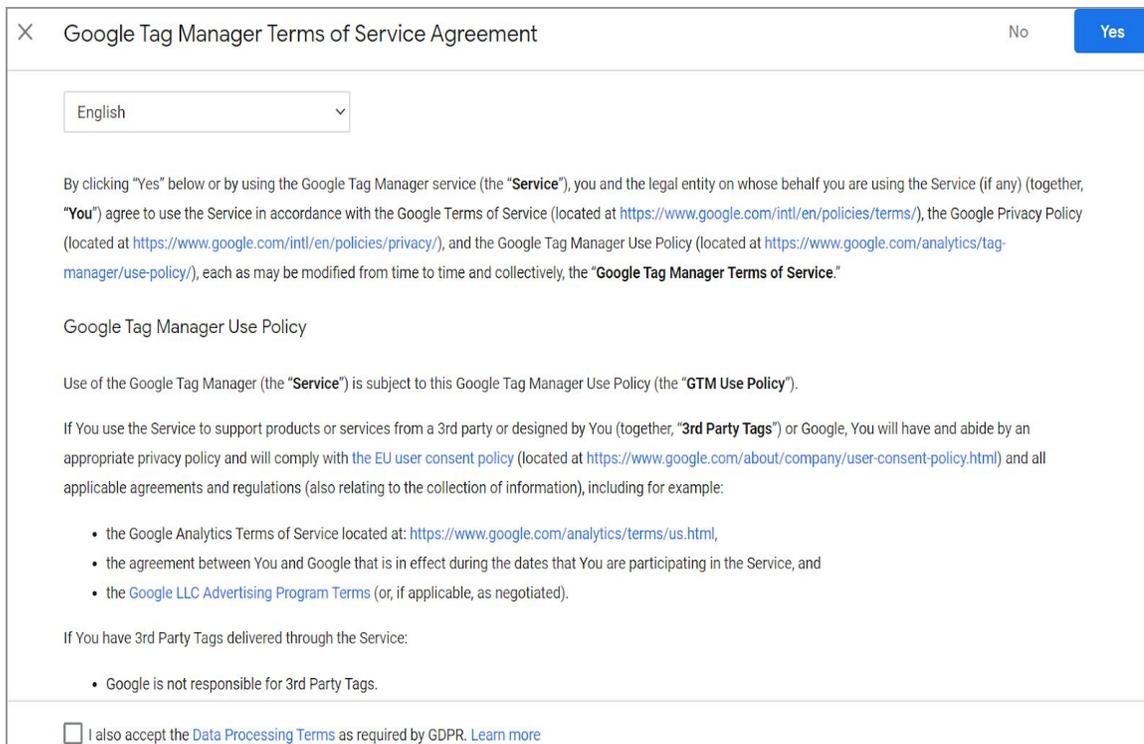
**Fig. 3.3: Add a New Account**

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

**NB:** Nota Bene [Note Well] (N.B., N.b., n.b or NB, Nb, nb) is a Latin phrase, meaning 'note well' or 'take notice' or 'please note'. Asterisk (\*) next to a form control's label indicates it as 'required'.

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.



Google Tag Manager Terms of Service Agreement

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 Service (if any) (together, "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 Google Privacy Policy (located at <https://www.google.com/intl/en/policies/privacy/>), and the Google Tag Manager Use Policy (located at <https://www.google.com/analytics/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

Use of the Google Tag Manager (the "Service") is subject to this Google Tag Manager Use Policy (the "GTM Use Policy").

If 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-policy.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).

If You have 3rd Party Tags delivered through the Service:

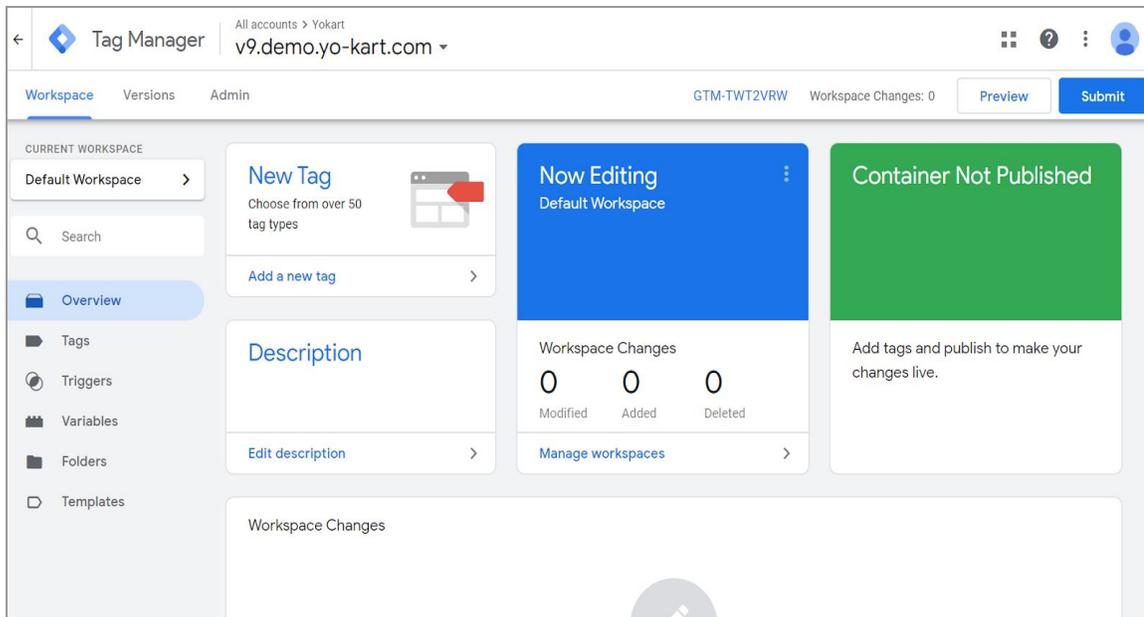
- Google is not responsible for 3rd Party Tags.

I also accept the [Data Processing Terms](#) as required by GDPR. [Learn more](#)

**Fig. 3.4: Google Tag Manager Terms of Service Agreement**

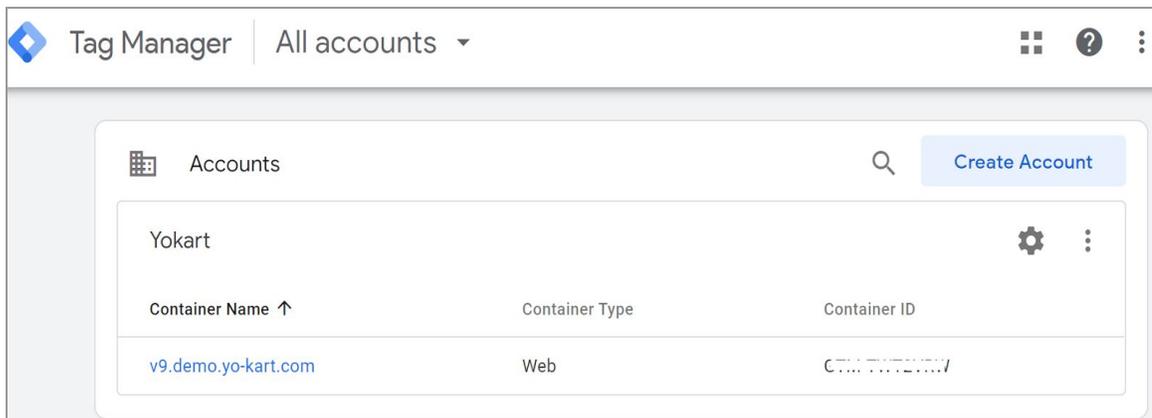
5. The 'Default Workspace' page will appear as shown in figure 3.5.

**NB:** Nota Bene [Note Well] (N.B., N.b., n.b or NB, Nb, nb) is a Latin phrase, meaning 'note well' or 'take notice' or 'please note'. Asterisk (\*) next to a form control's label indicates it as 'required'.



**Fig. 3.5: 'Workspace' Page**

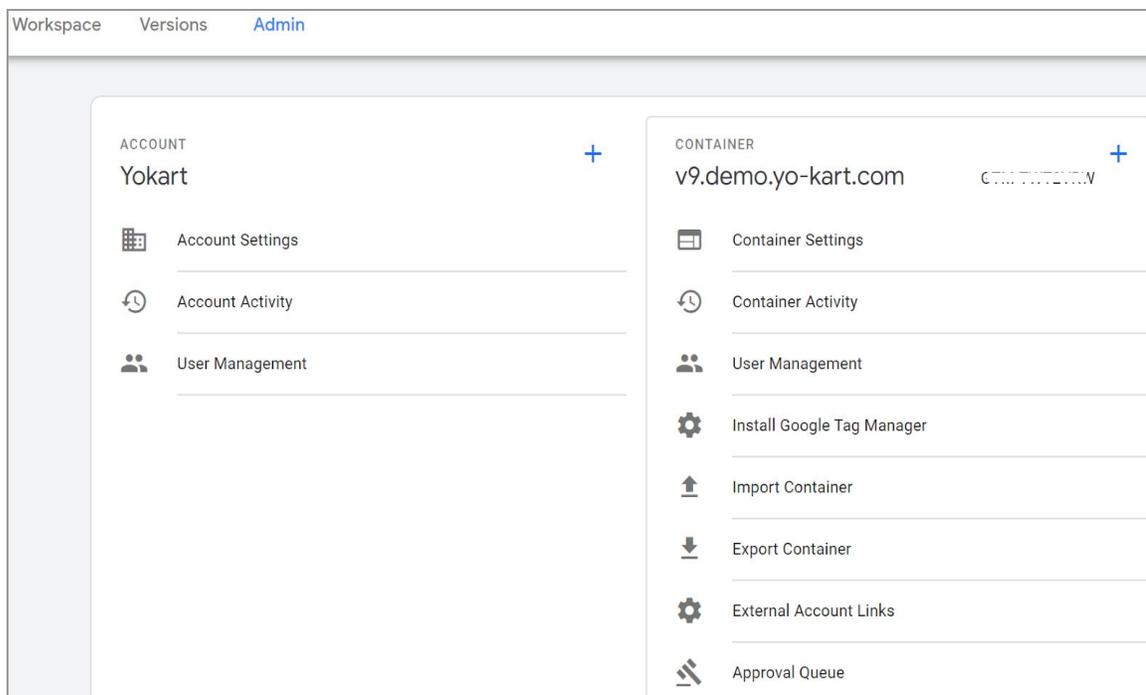
Admin must click on the  provided on the top-left corner of this page which will redirect them to the 'All Accounts' page.



**Fig. 3.6: 'All Accounts' Page**

**NB:** Nota Bene [Note Well] (N.B., N.b., n.b or NB, Nb, nb) is a Latin phrase, meaning 'note well' or 'take notice' or 'please note'. Asterisk (\*) next to a form control's label indicates it as 'required'.

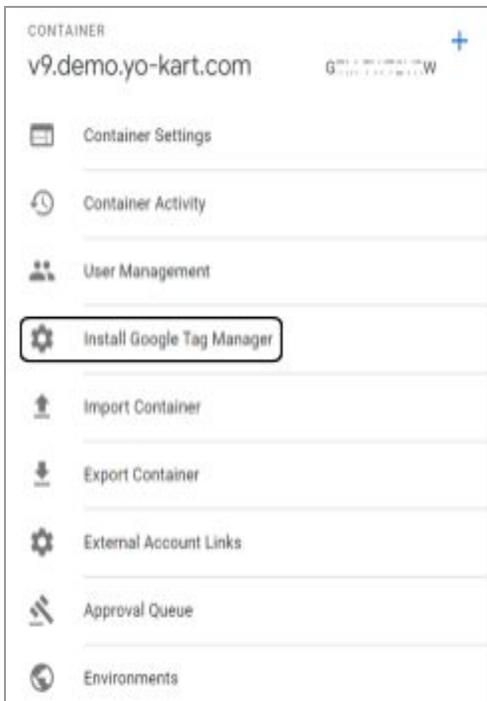
6. Admin must click on the **'Settings'** icon  provided in the **'Accounts'** section which will redirect them to settings page.



**Fig. 3.7: 'Settings' page**

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

**NB:** Nota Bene [Note Well] (N.B., N.b., n.b or NB, Nb, nb) is a Latin phrase, meaning 'note well' or 'take notice' or 'please note'. Asterisk (\*) next to a form control's label indicates it as 'required'.



**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.

**NB:** Nota Bene [Note Well] (N.B., N.b., n.b or NB, Nb, nb) is a Latin phrase, meaning 'note well' or 'take notice' or 'please note'. Asterisk (\*) next to a form control's label indicates it as 'required'.

← **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:

```

<!-- Google Tag Manager -->
<script>(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.js':true});var f=d.getElementsByTagName(s)[0],
j=d.createElement(s),dl=l!='dataLayer'?'&l='+l:'';j.async=true;j.src=
'https://www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);
})(window,document,'script','dataLayer','GTM-TWT2VRW');
<!-- End Google Tag Manager -->

```

Additionally, paste this code immediately after the opening **<body>** tag:

```

<!-- Google Tag Manager (noscript) -->
<noscript><iframe src="//www.googletagmanager.com/gtm.js?id=GTM-TWT2VRW"
height="0" width="0" style="display:none;visibility:hidden"></iframe></noscript>
<!-- End Google Tag Manager (noscript) -->

```

For more information about installing the Google Tag Manager snippet, visit our [Quick Start Guide](#) .

**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**'.

**NB:** Nota Bene [Note Well] (N.B., N.b., n.b or NB, Nb, nb) is a Latin phrase, meaning 'note well' or 'take notice' or 'please note'. Asterisk (\*) next to a form control's label indicates it as 'required'.

Google Tag Manager

Head Script

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

Body Script

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

SAVE CHANGES

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.

**NB:** Nota Bene [Note Well] (N.B., N.b., n.b or NB, Nb, nb) is a Latin phrase, meaning 'note well' or 'take notice' or 'please note'. Asterisk (\*) next to a form control's label indicates it as 'required'.

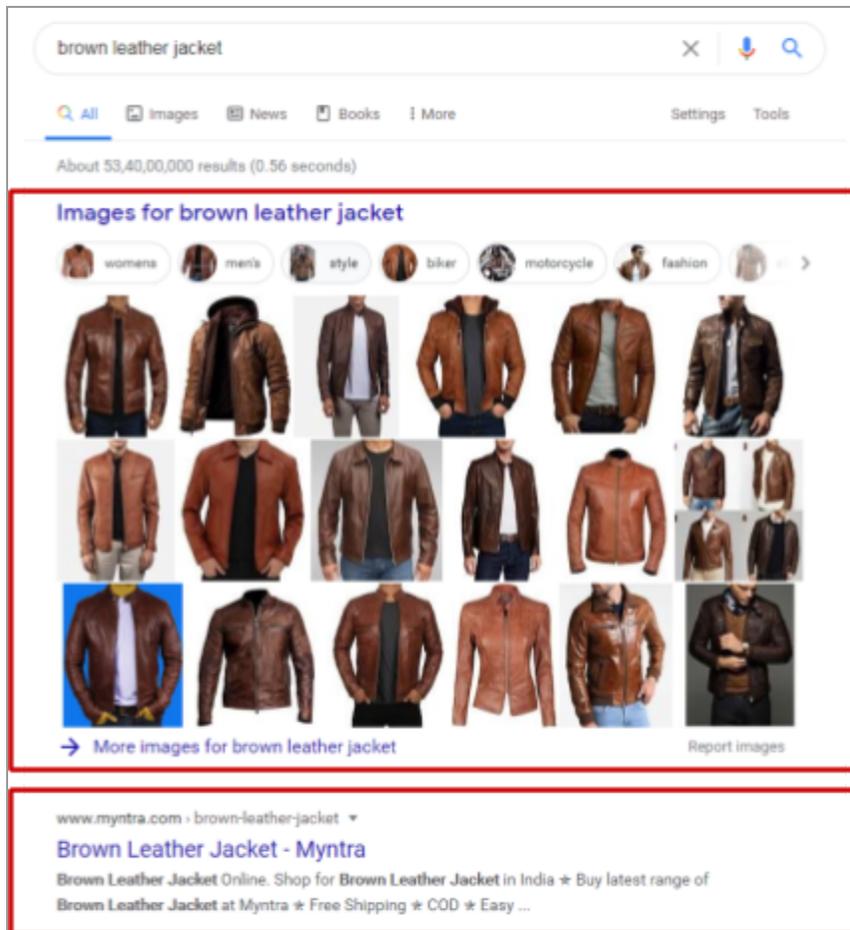


Fig. 4.1: Output of Google Search Results

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

**NB:** Nota Bene [Note Well] (N.B., N.b., n.b or NB, Nb, nb) is a Latin phrase, meaning 'note well' or 'take notice' or 'please note'. Asterisk (\*) next to a form control's label indicates it as 'required'.

**Schema Codes**

Default Schema

*Update Schema Code Related Information.*

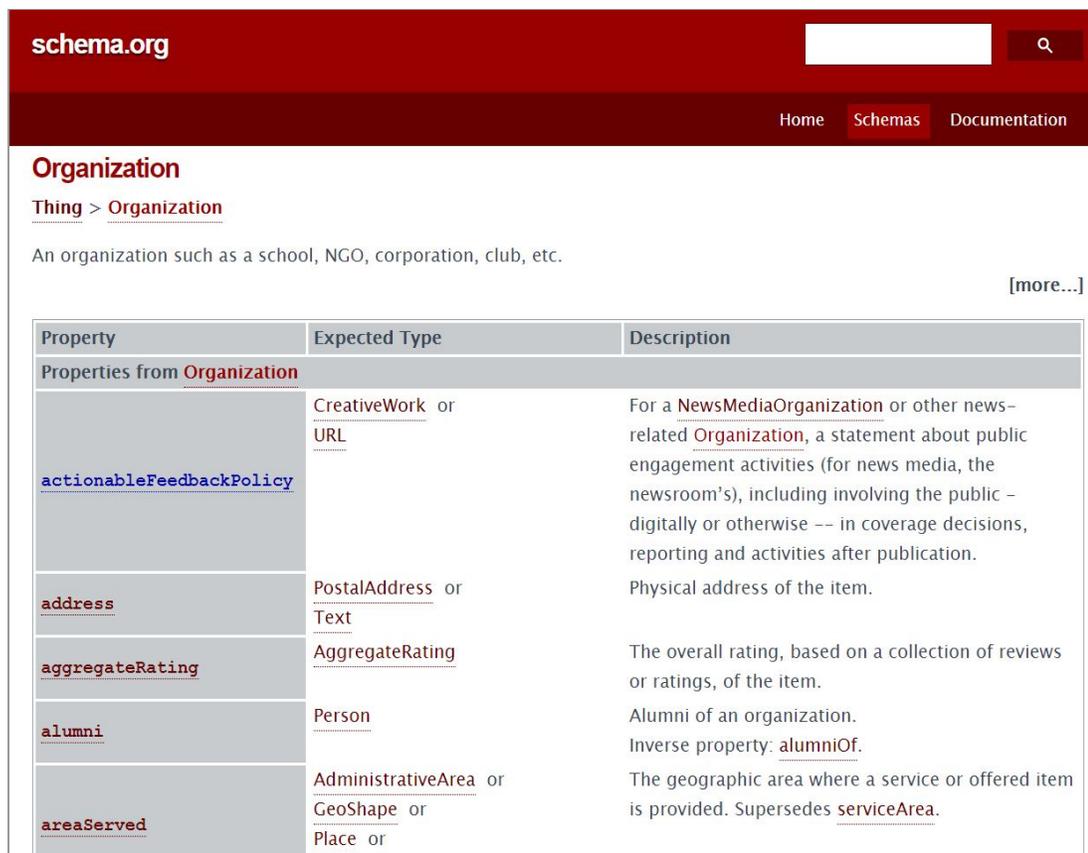
SAVE CHANGES

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

**NB:** Nota Bene [Note Well] (N.B., N.b., n.b or NB, Nb, nb) is a Latin phrase, meaning 'note well' or 'take notice' or 'please note'. Asterisk (\*) next to a form control's label indicates it as 'required'.



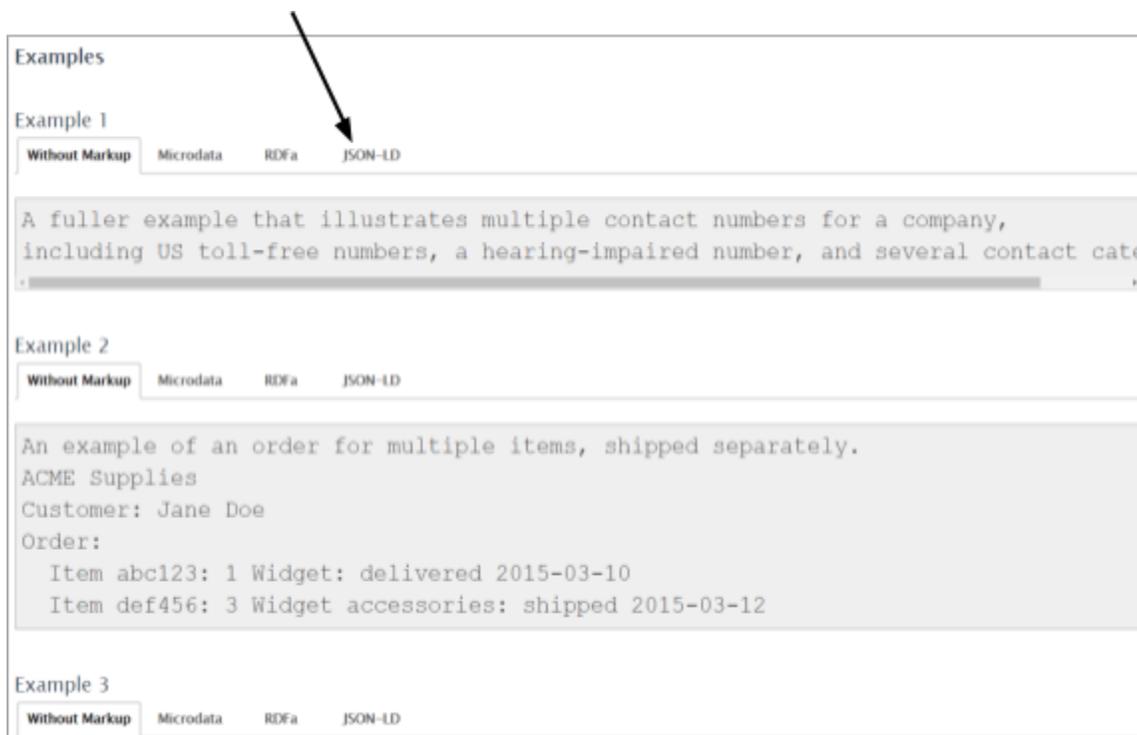
The screenshot shows the schema.org website for the 'Organization' class. It includes a search bar, navigation links for Home, Schemas, and Documentation, and a breadcrumb trail 'Thing > Organization'. A description states: 'An organization such as a school, NGO, corporation, club, etc.' followed by a '[more...]' link. Below this is a table of properties from the Organization class.

Property	Expected Type	Description
<b>Properties from Organization</b>		
<a href="#">actionableFeedbackPolicy</a>	<a href="#">CreativeWork</a> or <a href="#">URL</a>	For a <a href="#">NewsMediaOrganization</a> or other news-related <a href="#">Organization</a> , 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.
<a href="#">address</a>	<a href="#">PostalAddress</a> or <a href="#">Text</a>	Physical address of the item.
<a href="#">aggregateRating</a>	<a href="#">AggregateRating</a>	The overall rating, based on a collection of reviews or ratings, of the item.
<a href="#">alumni</a>	<a href="#">Person</a>	Alumni of an organization. Inverse property: <a href="#">alumniOf</a> .
<a href="#">areaServed</a>	<a href="#">AdministrativeArea</a> or <a href="#">GeoShape</a> or <a href="#">Place</a>	The geographic area where a service or offered item is provided. Supersedes <a href="#">serviceArea</a> .

**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.

**NB:** Nota Bene [Note Well] (N.B., N.b., n.b or NB, Nb, nb) is a Latin phrase, meaning 'note well' or 'take notice' or 'please note'. Asterisk (\*) next to a form control's label indicates it as 'required'.



**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.

**NB:** Nota Bene [Note Well] (N.B., N.b., n.b or NB, Nb, nb) is a Latin phrase, meaning 'note well' or 'take notice' or 'please note'. Asterisk (\*) next to a form control's label indicates it as 'required'.

```

Without Markup  Microdata  RDFa  JSON-LD
<script type="application/ld+json">
{ "@context" : "http://schema.org",
  "@type" : "Organization",
  "url" : "http://www.t-mobile.com",
  "contactPoint" : [
    { "@type" : "ContactPoint",
      "telephone" : "+1-877-746-0909",
      "contactType" : "customer service",
      "contactOption" : "TollFree",
      "areaServed" : "US"
    }, {
      "@type" : "ContactPoint",
      "telephone" : "+1-505-998-3793",
      "contactType" : "customer service"
    }, {
      "@type" : "ContactPoint",
      "telephone" : "+1-877-296-1018",
      "contactType" : "customer service",
      "contactOption" : ["HearingImpairedSupported","TollFree"] ,
      "areaServed" : "US"
    }, {
      "@type" : "ContactPoint",
      "telephone" : "+1-877-453-1304",
      "contactType" : "technical support",
      "contactOption" : "TollFree",
      "areaServed" : ["US","CA"],
      "availableLanguage" : ["English","French"]
    }, {
      "@type" : "ContactPoint",
      "telephone" : "+1-877-453-1304",
      "contactType" : "bill payment",
      "contactOption" : "TollFree",
      "areaServed" : ["US","CA"]
    }
  ]
}
</script>

```

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:** Nota Bene [Note Well] (N.B., N.b., n.b or NB, Nb, nb) is a Latin phrase, meaning 'note well' or 'take notice' or 'please note'. Asterisk (\*) next to a form control's label indicates it as 'required'.

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

**NB:** Nota Bene [Note Well] (N.B., N.b., n.b or NB, Nb, nb) is a Latin phrase, meaning 'note well' or 'take notice' or 'please note'. Asterisk (\*) next to a form control's label indicates it as 'required'.