



# ReloadSEO

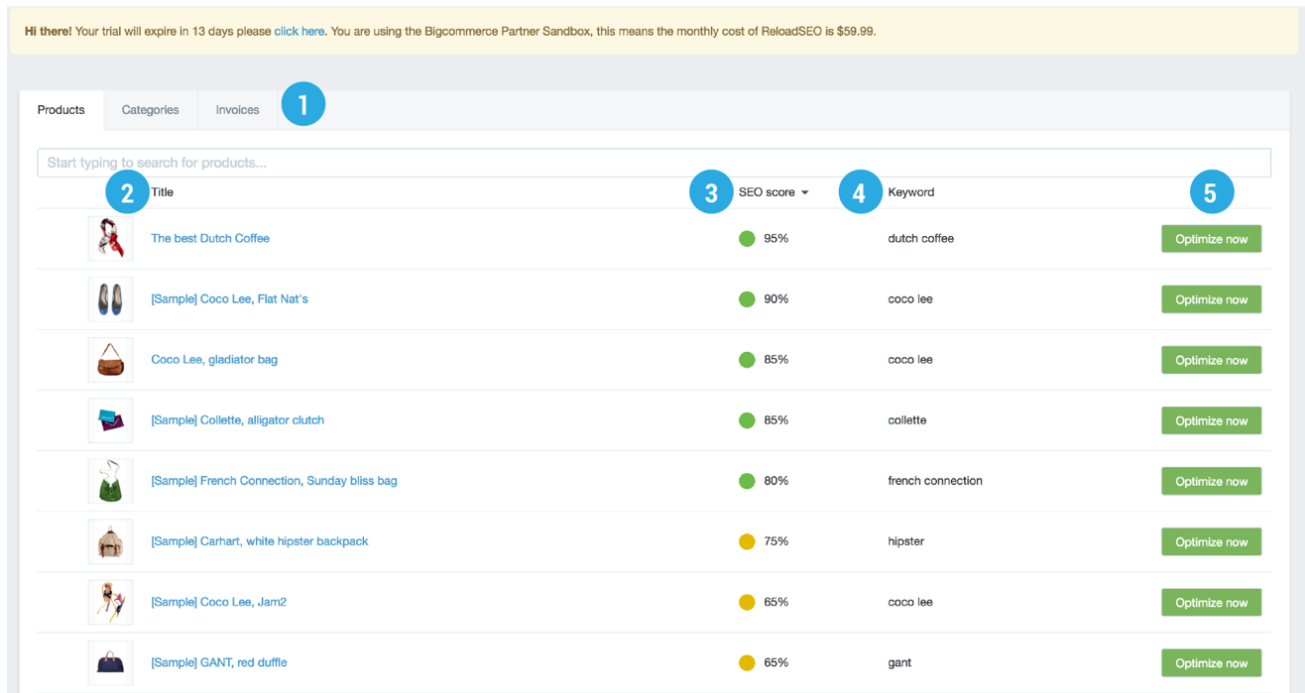
Manual Bigcommerce

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# Homepage ReloadSEO

If you click on apps in the left menu, you will see ReloadSEO. Go to ReloadSEO and the product overview page, like the picture below, will be shown. All your products will be uploaded from your Bigcommerce store to this page. You instantly see which products need to be optimized.



## 1. Products, categories, invoices

At this page you can switch between products, categories and invoices

## 2. Title

This is the title which you have given to the product in Bigcommerce.

## 3. SEO score

This is the SEO score which is been determined by the ReloadSEO algorithm. The SEO score tells you how good a product is optimized for the search engines. If there is no SEO score given, you will have to apply a keyword for the product. The ReloadSEO algorithm isn't able to calculate a SEO score without a keyword.

## 4. Keyword

This is the keyword which your product will be optimized for. If there is no keyword given, the SEO score will not be calculated. You can apply a keyword (section 7) in the product page.

## 5. Optimize now

This button will refer you to the product page of one of your products. At the product page you will be able to optimize your product.

## Product page

After clicking the optimize button you will be referred to the following page:

The screenshot shows a product page optimization tool. On the left, there are input fields for 'Title' (containing 'The best Dutch Coffee' with a score of 6) and 'Keyword' (containing 'dutch coffee' with a score of 7). Below these is a rich text editor with a toolbar and the following content:

**Dutch Coffee, the best you ever had.**

**Flavour**

Dutch Coffee can be ordered in seven flavors. Stong, ultra strong, medium, decaf, normal, caramel and hazelnut.  
It is also posible to order a package with all flavors! Dutch Coffee at work will make you alert and happy. The deep and rich flavor of Dutch Coffee is perfect for serving over ice. However, there are many more options to enjoy this coffee. Find out here what the possibilities are.

**How its made**

Cold brew coffee is a brewing method in which coarsely grounded fresh coffee is steeped in room temperature water for somewhere in between 12 and 24 hours. Some cold brewers like to add spices or fruits to their cold brews. After the extraction period the mixture is filtered once or twice.

Cold brewing can basically be done in every sealable storage container or French press although more specialized cold brewing systems like the toddy brewer are also widely available. In the toddy brewer a filter has been included to ease the process of filtering the coffee after the extraction time. Cold brew is a relatively simple and cheap way of producing large quantities of cold brewed coffee. That's why most companies focus on this brewing method for their bottled coffees.

**Why Dutch Coffee?**

On the right, the 'SEO score' is 95% (score 8). Below it is a list of 11 optimization tips:

- Very good, you are using the keyword 8 times. This is a 2% keyword density.
- Your meta title is in perfect pixel range for the search engines.
- Perfect, you are using the keyword 1 times in the meta title.
- Perfect, you are using the keyword in the beginning meta title.
- Perfect, your content exceeds 300 words and is 324 words long
- You are using the keyword in the first sentence, very good!
- You are using the keyword in the last sentence, very good!
- You are using the keyword in the URL of the page, very nice!
- Your meta\_description is to short, add some more content
- You are using the keyword 1 time(s) in the meta\_description, perfect!
- You are using 2 or more times heading tags in your text.
- This page will be optimized for the following keyword: dutch coffee

### 6. Title

This is the title of your product.

### 7. Keyword

It's important to start by choosing a keyword for the product or category. Choose a keyword that is closely related to your product or category. Thanks to the direct connections between ReloadSEO and the Google API we are able to provide you suggestions as soon as you start typing.

The screenshot shows a keyword suggestion tool. It has three input fields:

- Title (and URL)**: Apple earpods with Remote and Mic
- Full title**: Apple earpods with Remote and Mic
- Keyword**: apple ea

Below the 'Keyword' field, a list of suggestions is shown:

- apple ea
- apple ea
- apple earpods
- apple earphones
- apple earnings
- apple earpods review
- apple eaton centre
- apple earnings date
- apple earphones price

The 'apple earpods' suggestion is highlighted in blue. At the bottom, there is a rich text editor toolbar.

## 8. SEO score

On the right side of the page you will see the SEO score of this product. The SEO score gives you real-time advice on which parts you will need to adjust, so that you will get a higher ranking.

The SEO score changes directly when you're making changes. Because of this, you instantly know if your changes are effective. More explanation for the SEO score will be given at sections 16 to 27.

**SEO score** 0%

- You are using the keyword 0 times, this comes down to a 0% keyword density, try adding the keyword more often.
- Your meta title is shorter than the recommended pixel length. Please add some more content for a relevant meta title.
- Please add the the keyword in the meta title.
- Add the keyword in the beginning of the meta title.
- Your content is shorter (18 words) than the recommended 300 words. Please add some relevant content.
- Make sure you are using the keyword in the first sentence of the main description for optimal relevancy
- Make sure you are using the keyword in the last sentence of the main description for optimal relevancy
- You are using the keyword in the URL of the page, very nice!
- Your meta\_description is between 880 on 923 pixels long. Very good!
- Use the keyword in the meta\_description for optimal relevancy
- Make sure you use 2 or more times heading tags in your text
- Please specify a keyword to optimise this page for

You want to enjoy Dutch Coffee at home or you want to benefit from this new sensation in your coffee bar or restaurant? We ship to all EU countries, contact us if you're outside the EU!  
Dutch Coffee will change your life. Order now!

**9** Buy your original Dutch Coffee today at ReloadCoffee!  
<https://reloadseo.mybigcommerce.com/accessories/sample-tomorrow-is-today-dutch-coffee>  
Buy dutch Coffee today in the reloadseoCoffee store!

**10**

Element	Chars			Pixels		
	Length	Displayed	Truncated	Length	Available	Remaining
Title	54	54	0	433	497	64
Description	52	52	0	305	920	615

**11** Meta title 84  
Buy your original Dutch Coffee today at ReloadCoffee!

**12** Meta description 615  
Buy dutch Coffee today in the reloadseoCoffee store!

**13** URL and handle (Be careful! when changing the url)  
/accessories/sample-ton

**14**

**15**

- Very good, you are using the keyword 8 times. This is a 3% keyword density.
- Your meta title is in perfect pixel range for the search engines.
- Perfect, you are using the keyword 1 times in the meta title.
- Perfect, you are using the keyword in the beginning meta title.
- Perfect, your content exceeds 300 words and is 303 words long
- You are using the keyword in the first sentence, very good!
- You are using the keyword in the last sentence, very good!
- You are using the keyword in the URL of the page, very nice!
- Your meta\_description is too short, add some more content
- You are using the keyword 1 time(s) in the meta\_description, perfect!
- You are using 2 or more times heading tags in your text.
- This page will be optimized for the following keyword: dutch coffee

## 9. This will be shown in Google

This part shows you what Google will show with the information you have given in the Meta-title (section 11), Meta-description (section 12) and the URL.

## 10. Table

The table shows you what the length of your title and description is (in characters and pixels). It also shows you how much is displayed and truncated.

The most important part is on the right: remaining. At remaining you will see how much pixels you have left or how much pixels you'll have to erase. The number will be green when the length is right. When it is red, you have too many pixels in your title or description. When you have too many pixels a part will not be shown (which you can see at section 9)! When the colour is orange you should add a bit more pixels until the number is green.

## 11. Meta title

This is the title that will be displayed in Google. If you look at section 9, the blue part is the Meta title. The maximum length is 497 pixels. When you accomplish the optimal length your SEO score will rise. Use the chosen keyword in the Meta title to optimize your score as well.

## 12. Meta description

The Meta description is the text beneath the link at section 9. You have a maximum of 920 pixels for the Meta description.

## 13. URL

This is the URL of this page. Make sure your keyword is part of your URL.

## 14. Save

The save product button will save your changes.

## 15. Next / back buttons

These buttons will redirect you to the next or previous product. Your adjustments will be saved automatically.

## SEO score explanation

The SEO-score tells you in extend to which your products are optimized. The different bullet-points turn green as soon as you have applied the given advice within your product. Below, we'll describe what is important at each section.



## **16. Usage of the keyword**

It is important to add your keyword in the description. When your keyword is added the right amount of times in the description, the bullet point will turn green and the SEO score will rise. If you added the keyword to many times, our SEO score will tell you this as well. The ideal percentage is between 1% and 4%.

## **17. Length Meta title**

The ideal length of the Meta title (section 11) is between 49 and 57 pixels. We will also show you if your Meta title is too short or too long.

## **18. Keyword in Meta title**

Make sure the chosen keyword (section 7) is added to the Meta title.

## **19. Keyword in beginning of the Meta-title**

The chosen keyword (section 7) should be in the first part of your Meta title (section 11).

## **20. Description length**

Here is given how long your content is. The ideal length of the description is around 300 words. We will also let you know when your content is too long.

## **21. Keyword in first sentence of the description**

The chosen keyword (section 7) should be added in the first sentence of the description.

## **22. Keyword in the last sentence of the description**

The chosen keyword (section 7) should be added in the last sentence of the description.

## **23. Keyword in URL**

The URL should contain the chosen keyword (section 7) as well. You can adjust the URL between section 12 and 13.

## **24. Length Meta description**

The Meta description (section 12) should be between 880 and 923 pixels long. We will show if your Meta description is too long or too short.

## **25. Keyword in Meta description**

Apply the keyword (section 7) in the Meta description (section 12) to make your SEO score will rise.

## **26. Headings in description**

Adding headings in your description is important to fully optimize your product. You can add headings with the button "Formats" at the description. Make sure you press enter between the heading and normal text. Otherwise the chosen heading will be applied to the whole paragraph. You will have to add at least two headings for full optimization.

## **27. Pick a keyword**

The most important part of the SEO optimization is picking a keyword (section 7). Without a keyword we are not able to calculate your SEO score. As you might have seen, the SEO score is mostly calculated on the keyword. So make sure you pick a keyword that fits perfectly with your product!