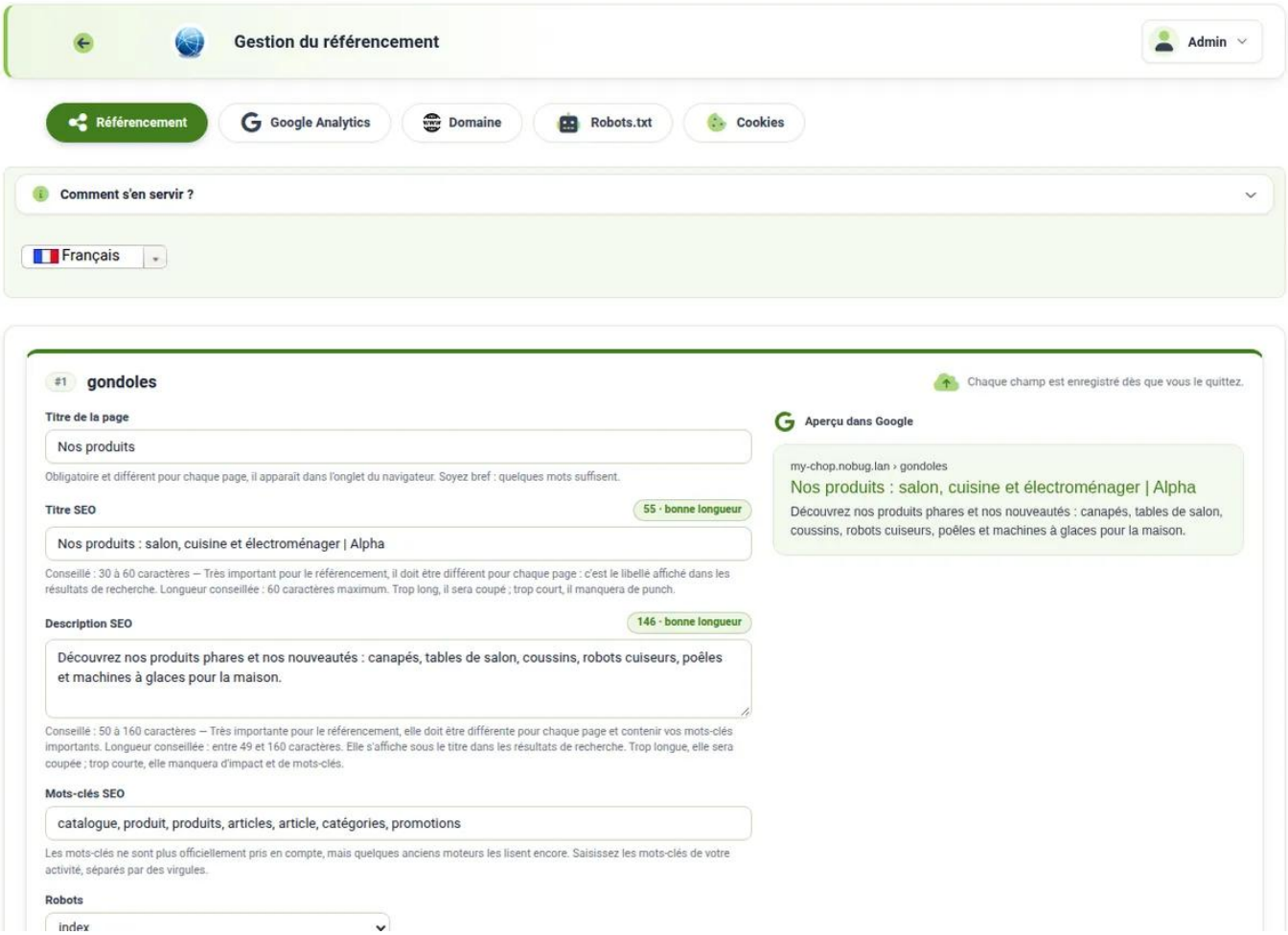
SEO and Search Rankings

How do I optimise my site for Google?

Start by giving each page a carefully written title and description, in the “SEO” menu of your back office, for each language of your shop. Add complete product pages and a little patience: Google is never in a hurry, but it rewards steady work.



Good habits

- **The title**: about 60 characters, with the words your customers actually type. “Handmade stoneware bowls in Pau” is better than “Home”.
- **The description**: around 150 characters that make people want to click.
- **Complete product pages**: a long description written by you, the features, well-named photos. A text copied from the supplier ends up on dozens of sites, and Google knows it.
- **Described categories**: a few useful sentences at the top of each category.
- **Your own domain name**, easier to remember and to share.
- **Google Search Console**: register your shop there to see which searches it appears in.
- **Links to your shop**: your Google business listing, your social networks, websites about your town or your trade.

What 123Ventes does for you

- The site map (sitemap) is generated automatically.
- The robots.txt file is ready, and you can edit it from the “SEO” menu.
- Your products are described to search engines with structured data: name, price, availability.
- The shop adapts to phones, which Google looks at closely.

Just starting out? Read our beginner’s guide to SEO, then the shop’s SEO tools.

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See also: Which SEO tools are built in?, How do I optimise images for SEO?.

Attached files:

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