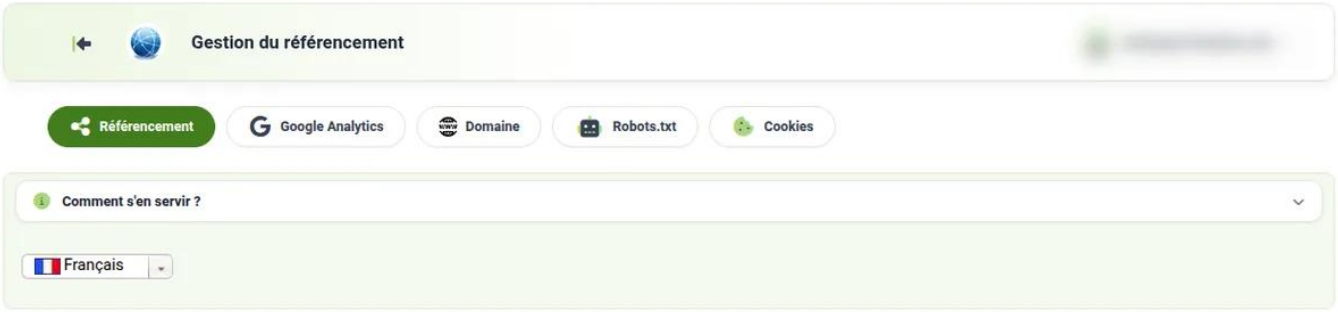
□□ SEO and Search Rankings

Which SEO tools are built in?

The “SEO” menu of the back office brings your SEO tools together:



- **SEO**: SEO title and description of each page, language by language, with the recommended lengths;
- **Google Analytics**: your Google Analytics 4 or Tag Manager ID, and other scripts if needed;
- **Domain**: your own domain name, to buy or to transfer;
- **Robots.txt**: what search engines are allowed to crawl.

Automatic

Each shop also automatically generates:

- its sitemap, with the active pages, categories and products;
- the structured data read by Google: products, prices, delivery, returns, breadcrumbs;
- the links between the language versions of each page;
- an llms.txt file for artificial intelligence assistants.

See also: How do I optimise my site for Google?, How do I edit my shop’s robots.txt file?, How do I write optimised meta tags?.

Attached files:

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URL: https://faq.123ventes.com/content/10/29/en/which-seo-tools-are-built-in.html