

## User guide

# SEO BALISES ALT

The SEO Balises Alt module, developed by PrestaShop, automatically fills in image tags with quality content to optimize your online store for better visibility on search engines !

This module is perfect for optimizing your position on page results on search engines. You can use it to increase your conversions and to multiply your sales with increased and qualified web traffic. This module is also easily configurable in just a few clicks in your back office.

Below you will find all the information you need to understand and use this module.

### Contents :

1. *Documentation tab*
2. *Optimize Images tab*
3. *FAQ tab*
4. *Contact tab*

### **1. DOCUMENTATION TAB**

You can use this tab to help you with different configuration elements of the module by following an user guide available for download as a PDF.

### **2. OPTIMIZE IMAGES TAB**


In this tab, please click on the Add new rule button on the bottom right of the summary table to create new rule for your images.

10 ▾

records per page

Nom	Language	Categorie	Status	Dernier appliqué	Actions
No data available in table					


Showing 0 to 0 of 0 entries

 Add new rule

A new window will appear with these 3 steps:

- **Etape 1: General**

Two fields need to be filled out – “Rule Name” and “Language”.

Information 

1



General

2

Categories

3


Setup your legend

 Name the setting you create so that you can identify it at any time. We advise you to choose a setting name that reminds you of the category selected. (C.f. documentation). 

Rule name

Rule name

Select you lang

 Français French ▾

Fermer

Suivant

- **“Rule Name”** will help you identify the rule.  
Use it to reference the rule on the image tag summary table. Start by creating general rules then, if needed, create specific rules for only one or some categories.

*Note:* Choose a rule name that references your selected category.

- **“Language”** determines the language used for the rule.



**Note:** Activate new languages from the “Localization” tab, then “Import a Location Pack”.

Once you’ve named your rule and selected the preferred language, click “Next”.

- [\*\*\*Etape 2 : Categories\*\*\*](#)

Select product categories to apply the image tag rule for.

Information

✓

General

2

Categories

3

Setup your legend

?

Select which product category you would like to apply the simplified URL setting for (C.f. documentation).

×

Category

☐ All category

☐ Select a category

Fermer

Retour

Suivant

Choose “All categories” if you’d like to apply the same image tag structure to all your product images.

You can also apply the rule to only one (sub) category or several (sub) categories. Product images with multiple categories will fall under the default category.

Once you’ve selected your categories, click “Next”.

- [\*\*\*Etape 3 : Setup your legend\*\*\*](#)

Determine the image tag structure for your images.

Information ×

✓

General

✓

Categories

3

Setup your legend

?

Here you can determine which URL structure you would like to apply to your product pages. Please note: The values in these fields should be composed of variables. (C.f. documentation). ×

Legend

Legend pattern

Product name  
Product reference  
Product manufacturer  
Product category name  
Product retail price with tax  
Product specific prices with tax  
Product pre-tax retail price  
Product pre-tax specific prices  
Product reduction

Close

SAVE

Back

You'll find {variables} listed to the side, which you can use to create your image tag models. Here's a short description for each variable:





- *{product name}* name of your product
- *{product reference}* product reference code or number. Note: Special characters in the reference will be deleted.
- *{product manufacturer}* manufacturer name of the product
- *{product category name}* category name of the product
- *{product retail price with tax}* sales price with tax
- *{product specific price with tax}* specific prices with tax
- *{product pre-tax retail price}* sales price without tax
- *{product pre-tax specific prices}* specific prices without tax
- *{product discount}* discount percentage of a specific product

Once you've configured the image tag rules, click "Save".



A message will confirm your new rule creation. Click "Apply rule" to activate the rule.

10 ▾

records per page

	Name	Lang	Category	Status	Last apply	Actions
	Image		All categories		N/A	 Apply rule ▾

Showing 1 to 1 of 1 entries

 Add new rule
  Apply all rules

A progress window will be displayed to indicate the number of products the rule effects. You can modify and update the rule(s) at any time by going back to the summary table.

*Note:* New product images (by creating new products or by adding more images to the existing products) added to a category (effected by an image tag rule) will automatically be updated. There's no need reapply the image tag rule.

### 3. FAQ TAB

In this tab, you will find a list of questions frequently asked by our merchants as well as answers provided by our module experts.

### 4. CONTACT TAB

Here, you will have our contact details for any questions you may have about using the module.

If you have more general questions on using our solution, here is the [PrestaShop User Guide](#) where you can find all the information you need to make the most of PrestaShop.

The entire PrestaShop Team thanks you for your trust and wishes you great success with the SEO Balises Alt module!

*The SEO Balises Alt module was developed by the PrestaShop Team, guaranteeing perfect compatibility with PrestaShop e-commerce software.*