Summary

B2B Commerce for Visualforce provides several features for optimizing how search engine bots crawl and index your storefront's pages, products, and categories. Understanding which features are available to you can help you plan for potential gaps in your solution's search engine optimization (SEO) strategy.

Canonical URL Format

See Canonical URLs for Storefront Pages.

Which SEO Features Does My B2B Commerce for Visualforce Version Support?

The breadth of SEO coverage on your storefront depends on which version of the B2B Commerce for Visualforce managed package you're using. Some features also depend on which version of the Bootstrap framework you enabled for page templates.

Note: Each capability listed applies to both the Bootstrap 3 and classic page templates, unless otherwise noted.

For more information about changes in SEO coverage across versions, see the appropriate release notes.

- B2B Commerce for Visualforce Summer '19 (Version 4.11) Release Notes
- B2B Commerce for Visualforce Spring '19 (Version 4.10) Release Notes
- B2B Commerce for Visualforce 4.9 Patch Notes

Canonical URLs

Storefront users can arrive at a particular page by following links that use several parameters, such as locale, query data, and session data. Multiple combinations of parameters can resolve to the same page. For human users, this practice doesn't affect their storefront experience. However, search engine bots evaluate each combination of parameters as a different URL, and index each URL separately. As a result, search engines can create duplicate index entries of a particular page, which dilutes your storefront's SEO ranking. To combat index duplication, B2B Commerce for Visualforce can insert a *canonical URL* in the `<head>` of certain pages. A canonical URL tells search engine bots the authoritative path of a page, which prevents bots from redundant indexing and boosts your SEO ranking.

Capability	Summer '19 (version 4.11) or Later	Spring '19 (version 4.10)	Summer '18 (version 4.9)
Automatically generate canonical link elements for storefront pages	Supported for: • Home page • Product List page version 2.0 (Bootstrap 3 only) • Product List page version 1.0 • Product Detail page Canonical links aren't inserted by default. Change the Enable	Supported for: • Home page • Product List page version 2.0 (Bootstrap 3 only) • Product List page version 1.0 • Product Detail page	With the release build, supported for the Product Detail page only, and only when you: • Enable friendly URLs • Assign the product to a category With patch 3.136.9, supported for: • Home page

B2B Commerce for Visualforce: Supported SEO Capabilities

Which SEO Features Does My B2B Commerce for Visualforce
Version Support?

Capability	Summer '19 (version 4.11) or Later	Spring '19 (version 4.10)	Summer '18 (version 4.9)
	Canonical and Alternate Language Links configuration setting under the User Interface module to *TRUE*.		• Product List page version 2.0 (Bootstrap 3 only) • Product List page version 1.0 • Product Detail page, but only when you assign the product to a category (friendly URLs optional)
Specify which category to use for a product's canonical URL	Supported	Supported	Supported

Friendly URLs

Boost your storefront's SEO ranking by serving URLs that are human-readable, include keywords, and reflect taxonomies. This information provides search engines with valuable insight into the content and structure of your storefront. You can specify friendly URL paths for products and categories. B2B Commerce for Visualforce uses these paths in URLs for the Product List page and the Product Detail page.

Capability	Summer '19 (version 4.11) or Later	Spring '19 (version 4.10)	Summer '18 (version 4.9)
Set up friendly URLs	Supported (Bootstrap 3 only)	Supported (Bootstrap 3 only)	Supported (Bootstrap 3 only)
Set up localized friendly URLs	Supported (Bootstrap 3 only)	Supported (Bootstrap 3 only)	Supported (Bootstrap 3 only)

Link Equity

See Also

For more information about link equity, check out the Mozilla® help.

Apply standard conventions and values across link types. When a page has links to similar relevant content and also has multiple inbound links from other relevant pages, the page has *authority*. *Link equity* refers to the idea that pages with authority linking to other pages helps boost the relevancy of all linked pages. By applying consistent conventions to links within a storefront, all searchable pages on the storefront can boost their authority and ranking.

Capability	Summer '19 (version 4.11) or Later	Spring '19 (version 4.10)	Summer '18 (version 4.9)
URLs in the sitemap match canonical URLs	Supported	Supported	Supported

B2B Commerce for Visualforce: Supported SEO Capabilities

Which SEO Features Does My B2B Commerce for Visualforce Version Support?

Capability	Summer '19 (version 4.11) or Later	Spring '19 (version 4.10)	Summer '18 (version 4.9)
All links use `href` values instead of JavaScript `onClick` events	Supported for all links on: • Home page • Product List page version 2.0 (Bootstrap 3 only) • Product List page version 1.0 • Product Detail page	Supported for all links on: • Home page • Product List page version 2.0 (Bootstrap 3 only) • Product List page version 1.0 • Product Detail page	Supported with patch 3.136.9 for all links on: • Home page • Product List page version 2.0 (Bootstrap 3 only) • Product List page version 1.0 • Product Detail page
Internal links use canonical URLs	Not supported	Not supported	Not supported

Language and Locale Support

Include region-specific details in the links you provide to search engine bots.

Capability	Summer '19 (version 4.11) or Later	Spring '19 (version 4.10)	Summer '18 (version 4.9)
Generate canonical URLs for enabled locale variations	Supported Change the Enable Canonical and Alternate Language Links configuration setting under the User Interface module to *TRUE*.	Not supported	Not supported
Include all relevant locale variations in the sitemap	Not supported When you enable canonical links, the sitemap includes only the bot's locale, and not all supported locales.	Not supported	Not supported

Crawlability

Surface as much content from the page to search engine bots as possible. Include search-relevant content from dynamic or obscured sources, such as components or paginated results.

Capability	Summer '19 (version 4.11) or Later	Spring '19 (version 4.10)	Summer '18 (version 4.9)
Serve static, synchronously loaded versions of your storefront pages directly to search engine bots	Supported for: • Home page • Product List page version 2.0 (Bootstrap 3 only) • Product Detail page	Supported for: • Product List page version 2.0 (Bootstrap 3 only) • Product Detail page	Supported for the Product Detail page only
Include content from the header in bot-enabled pages	Supported	Supported	Not supported
Include content from the footer in bot-enabled pages	Supported, but requires creating an appropriate CC Rich Contents record for each storefront	Supported, but requires creating an appropriate CC Rich Contents record for each storefront	Not supported
Include content from the category tree in bot-enabled pages	Supported	Supported	Not supported
Include content from menus in bot-enabled pages	Supported	Supported	Not supported
Include content from breadcrumbs in bot-enabled pages	Supported	Supported	Not supported
Include content from promotions in bot-enabled pages	Supported	Not supported	Not supported
Group paginated results on the Product List page with search-friendly metadata	Supported for the Product List page version 2.0 only (Bootstrap 3 only)	Supported for the Product List page version 2.0 only (Bootstrap 3 only)	Not supported Results on the Product List page version 1.0 are paginated, but not search-friendly.
Structured semantic HTML markup	Fully supported on Bootstrap 3 Partially supported on classic	Fully supported on Bootstrap 3 Partially supported on classic	Fully supported on Bootstrap 3 Partially supported on classic

B2B Commerce for Visualforce: Supported SEO Capabilities

Which SEO Features Does My B2B Commerce for Visualforce Version Support?

Capability	Summer '19 (version 4.11) or Later	Spring '19 (version 4.10)	Summer '18 (version 4.9)
Populate `<meta>` tags in bot-enabled pages	Supported for: • Home page • Product List page version 2.0 (Bootstrap 3 only) • Product Detail page	Supported for: • Product List page version 2.0 (Bootstrap 3 only) • Product Detail page	Supported for the Product Detail page only
Include `<h1>` tag in bot-enabled pages	Supported for: • Home page • Product List page version 2.0 (Bootstrap 3 only) • Product Detail page	Supported for the Product Detail page only	Supported for the Product Detail page only
Customize the content of bot-enabled pages	Supported	Supported for any logic or service overrides	Supported for any logic or service overrides

See Also

For information about which `<meta>` tags are populated, see Bot-Enabled Page Content.

Sitemap

A *sitemap* provides a list of your site's URLs, and metadata about each URL, that you want search engine bots to crawl. Search engines use a sitemap to learn more about the structure of your site. If a site has thousands of pages, a sitemap is especially useful to make sure that search engine bots crawl all of your content. When a site has multiple sitemaps, a *sitemap index* links all sitemaps from one location.

Sitemap Setup

See Generate Dynamic Sitemaps for Storefront Categories.

Capability	Summer '19 (version 4.11) or Later	Spring '19 (version 4.10)	Summer '18 (version 4.9)
Generate a sitemap for each category	Supported	Supported	Supported
Dynamically generate a sitemap	Supported	Supported	Supported

> 📝 **Note:** A sitemap can contain at most 10,000 links. If you have more than 10,000 products assigned to a category and you want a sitemap that links to all of them, generate a custom sitemap. Create a custom Visualforce page that replaces the default `ccrz.CCCatSiteMap` page, or generate a sitemap from another source and use it in your domain. When you create a custom sitemap, also create a custom `robots.txt` file to point search engine bots to your custom sitemap.