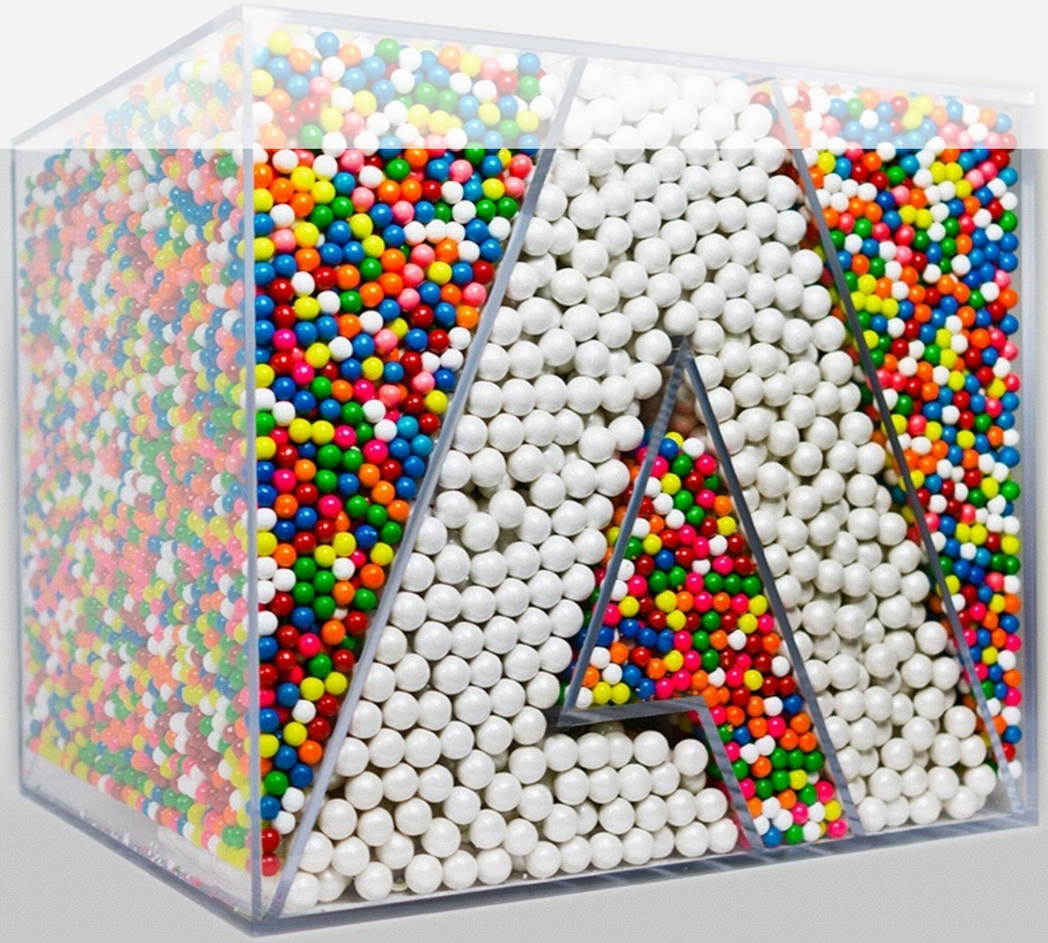
How Scene7 can support SEO

Lee Marqueses | AEM Consultant



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SEO Content

Product Pages

Reviews (UGC)

FAQ/Guides

Blog Posts

Images

Videos

Articles

Press Releases

Infographics

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Images + Scene7

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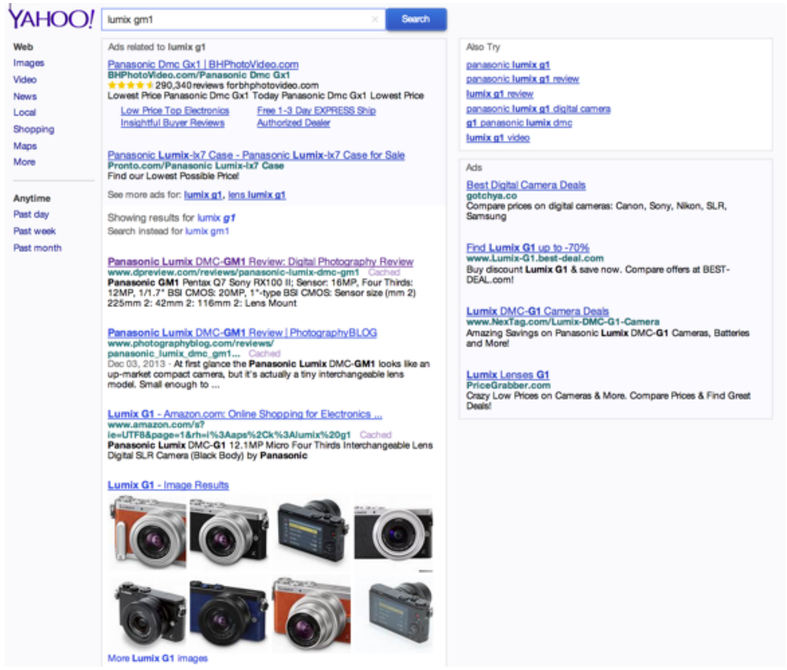
Image Content in SERP

Search Engines have dedicated **Image Search Pages** but still leverage images in the **Web Search Results Page***
Like normal search results these images can help drive customers back to the originating website (Organic Search)



* Bing does not show the images in the Web Search Results Page

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Image Content in SERP - Google Image Search Page

Page Title

- Review Rich Text Snippet
- Text surrounding the image, typically the text directly after the image

Clickable targets back to the source

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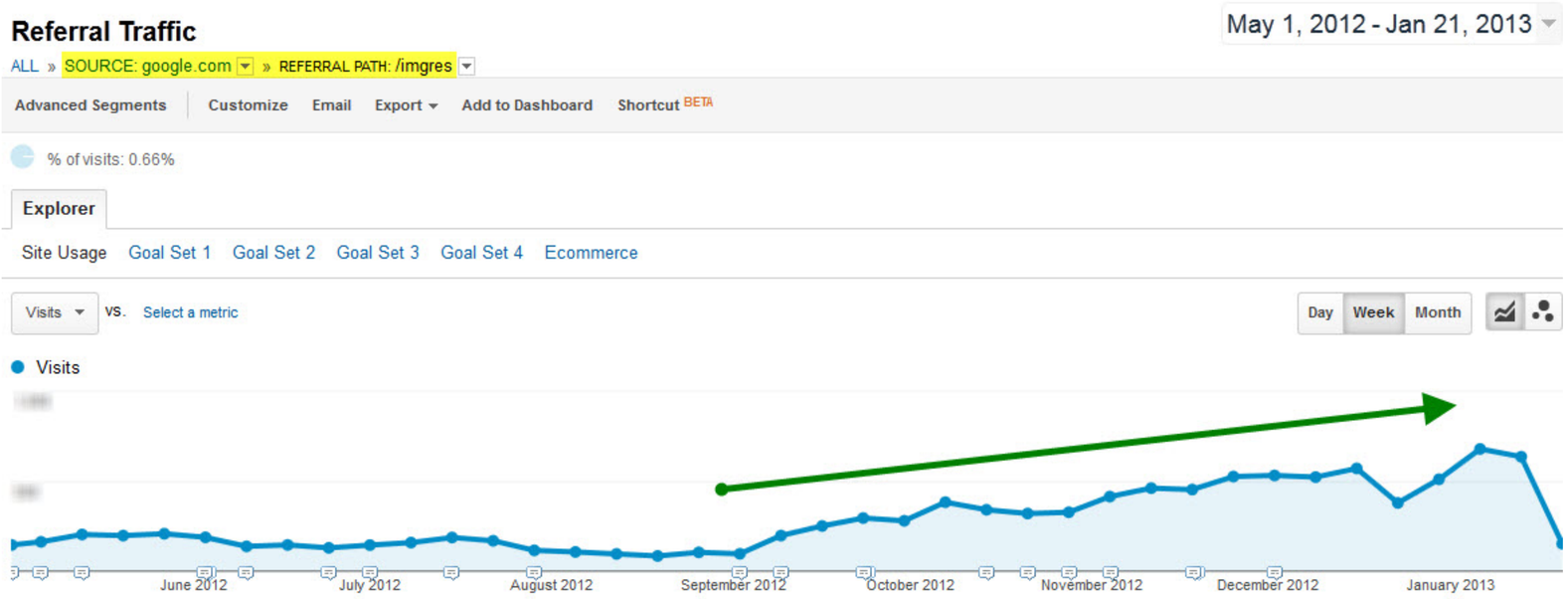
Image optimisation does drive traffic



> It's often easier to drive traffic through image search or video search than plain old regular search

* Original post http://www.wordstream.com/blog/ws/2013/01/23/google-image-search-traffic

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Optimising images for SEO

Images cannot be “seen” by the search engine bots. Guide them to understand what the image is by optimising the image, and the surrounding content. This will help to increase SERP rankings

Image Optimisation techniques

- Image ALT Text
- Image Title Text
- Image File size
- Image File Name/URL
- Descriptive anchor text to image
- Image Site Maps

Scene7 can support these!

* http://www.searchenginegenie.com/ca/google-image-optimization.html

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Image File Name/URL

http://s7server.scene7.com/is/image/companyname/ID?parameters

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Image File Name/URL

Customer Domain Name

Serve images from a sub domain as the content.

This can also help with performance - another win!

http://images.panasonic.com/is/image/companyname/image_description-ID.jpg

Image Description

Add the image description to the image name

Image Extension

Let's the search bot know that this is an image

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http://images.panasonic.com/is/image/companyname/image_description-ID.jpg

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Scene7 Rulesets

- Work similar to mod_rewrite rules to translate URLs
- Allow for custom headers to be inserted into the returned image

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Scene7 Rulesets

http://images.panasonic.com/is/image/companyname/image_description-ID.jpg

The Scene7 Ruleset

```
<?xml version="1.0" encoding="UTF-8"?>
<!DOCTYPE ruleset SYSTEM "RuleSet.dtd">
<ruleset>
   <rule Name="Image Description">
      <expression>^(.*)--(.*)\.jpg$</expression>
      <substitution>$2</substitution>
   </rule>
</ruleset>
```

An example - works with presets as well

http://s7ap1.scene7.com/is/image/APConsulting/DMC-GM1KEB

* https://support.google.com/webmasters/answer/76329?hl=en

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Scene7 Rulesets

http://images.panasonic.com/is/image/companyname/image_description-ID.jpg

The Scene7 Ruleset

```
<?xml version="1.0" encoding="UTF-8"?>
<!DOCTYPE ruleset SYSTEM "RuleSet.dtd">
<ruleset>
   <rule Name="Image Description">
      <expression>^thumb/(.*)—(.*)\.jpg$</expression>
      <substitution>$2</substitution>
      <header Name="X-Robots-Tag">noindex</header>
   </rule>
</ruleset>
```

An example

* https://support.google.com/webmasters/answer/76329?hl=en

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Real Life Example

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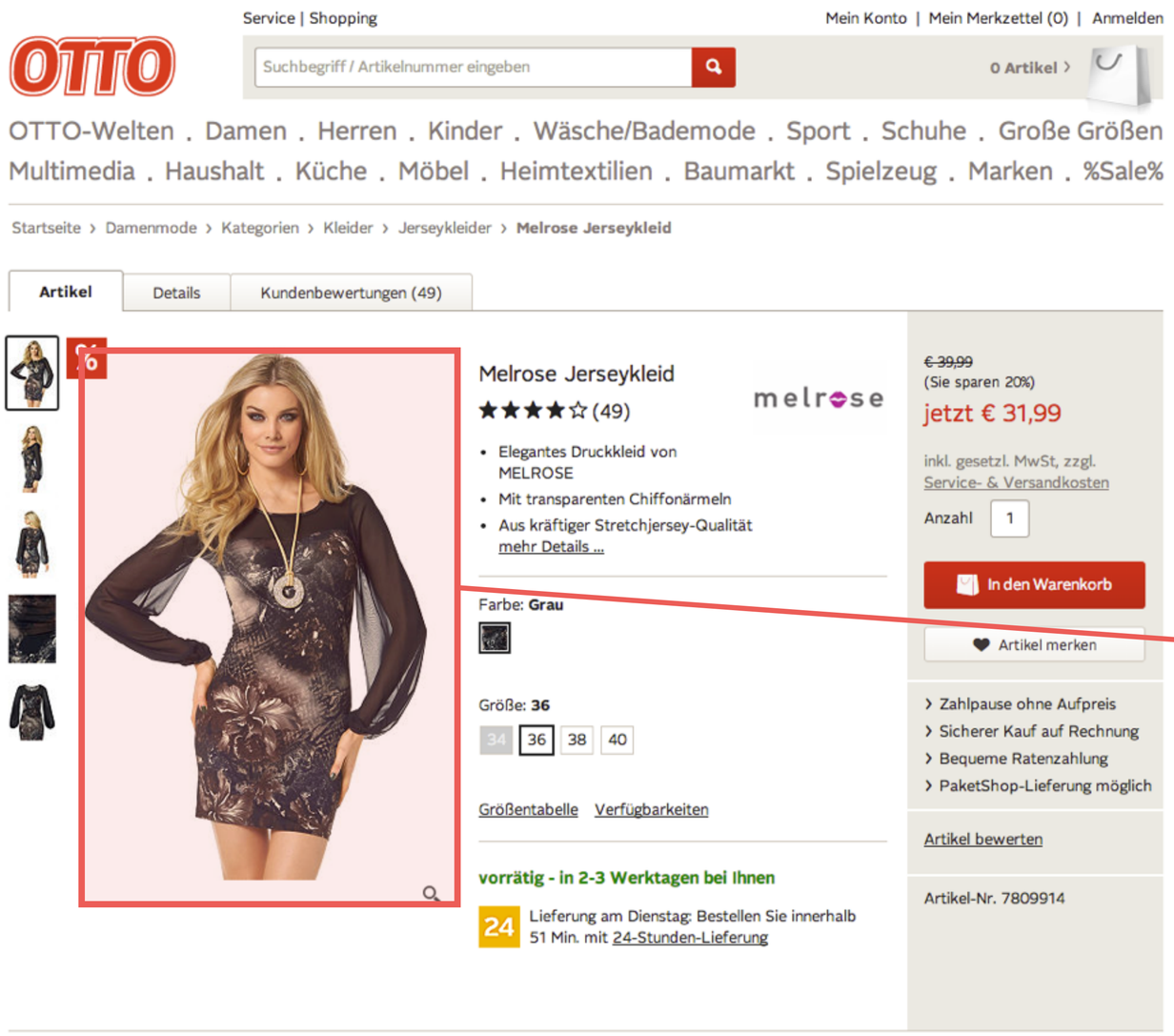
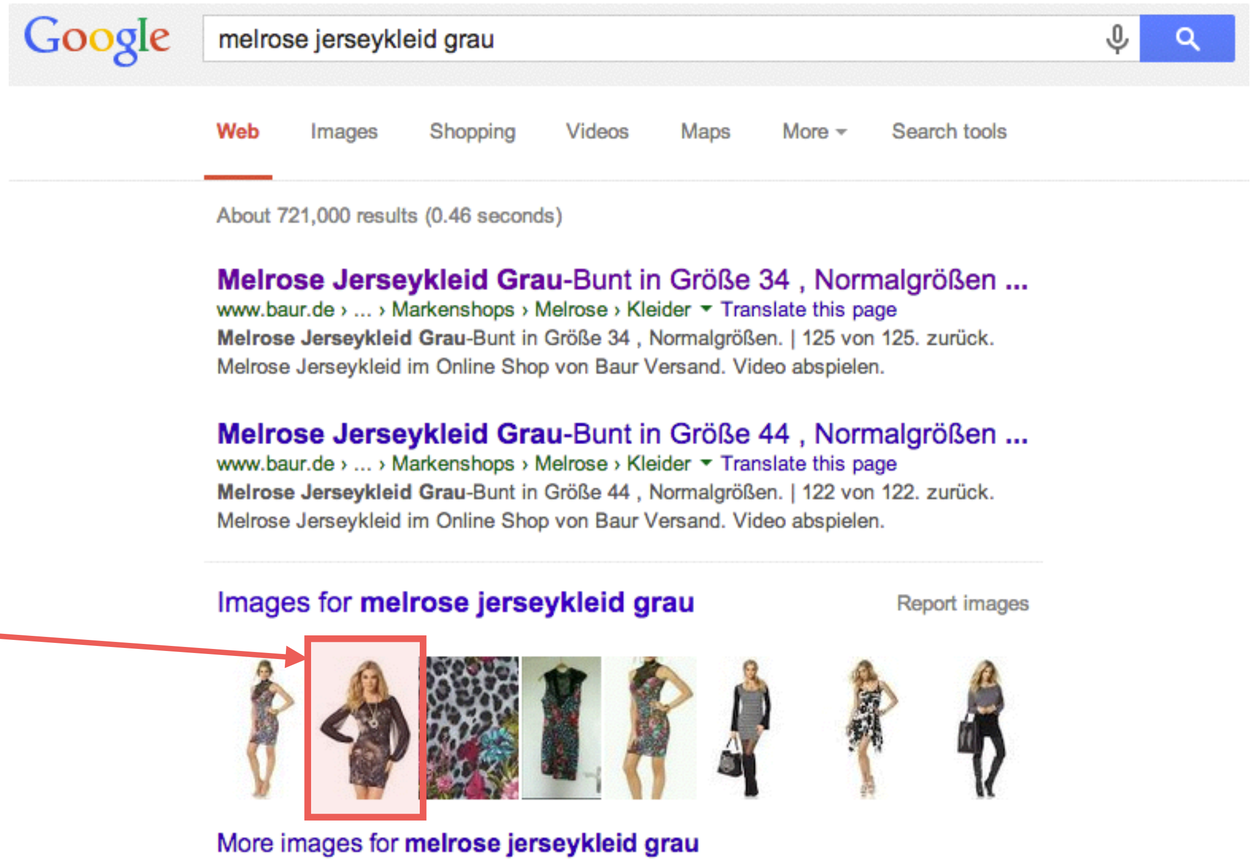
Real Life Example



https://www.otto.de/p/melrose-jerseykleid-393579355/#variationId=393581913



Searching for “melrose jerseykleid”

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Protecting your Scene7 Images

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Protecting your Scene7 Images

1. Adding a watermark to the images

   Scene7 Rulesets | Templating

2. Digimarc Watermark

   Third party solution

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Adding a watermark to the images

Scene7 Rulesets | Templating

- A watermark = an image overlaid on top of another
- Achieved using Scene7 Templates or Dynamic Imaging
- Used Rulesets to enforce watermarks on all images

- Hard to create a template that fits all image renditions
- User can still remove the watermark

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Digimarc Watermark

Third party solution

Digimarc watermark →

- Embeds a persistent digital watermark into the image
- Digimarc Search Service locates where images are being used

- Third party solution

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Videos + Scene7

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YouTube

> Should I put my product videos on YouTube?

* http://www.slideshare.net/DistilledSEO/phil-nottingham-at-wistiafest-from-video-content-to-video-strategy

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Why should I host my videos on YouTube?

- Established platform for video content delivery
- Branding via YouTube channels
- Sharing is easy
- Wide audience reach

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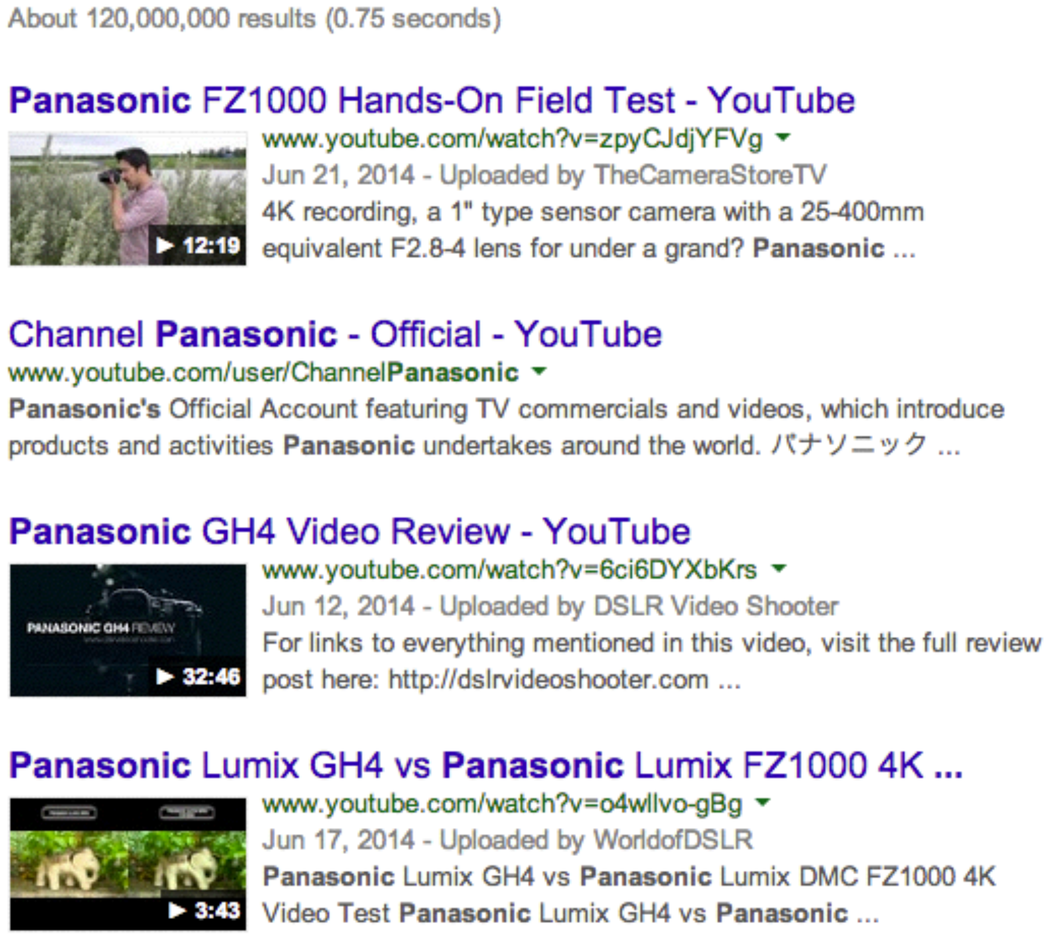
YouTube

YouTube can help drive brand awareness, but use YouTube and you'll drive traffic to YouTube



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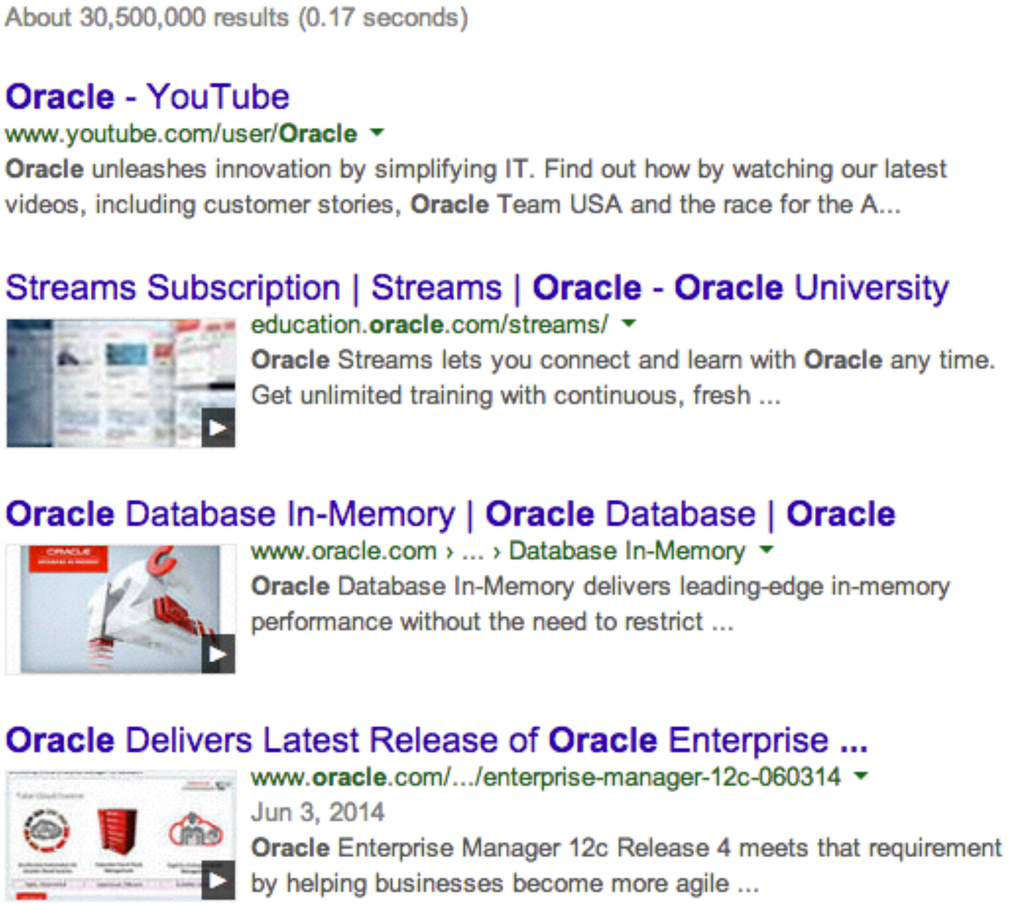

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YouTube

> YouTube does not typically drive much traffic back to your site

Average CTR = 0.72%

An example from Panasonic UK

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YouTube vs Self-hosted

Why you should host your own videos

- Product Rich Snippets for site search *
- Hosting video content on the same domain a plus
- Increase CTR and conversions
- Customisation

* https://support.google.com/webmasters/answer/2413309?hl=en&ref_topic=4603851

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Why not run a small test?

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