Flynax SEO Guide

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Due to the fact that every project has its own purpose, audience and location preferences, it is almost impossible to make the script that will meet SEO requirements of all users. So, you'll need to optimize the script and some of its plugins to the search engines to simplify indexing of your site pages by the search engines.

The guide represents basic steps for optimizing Flynax-powered sites to the search engines and might be useful for start-ups. If you already run a site on Flynax platfrom, you might find some of the instructions and recommendations useful too.
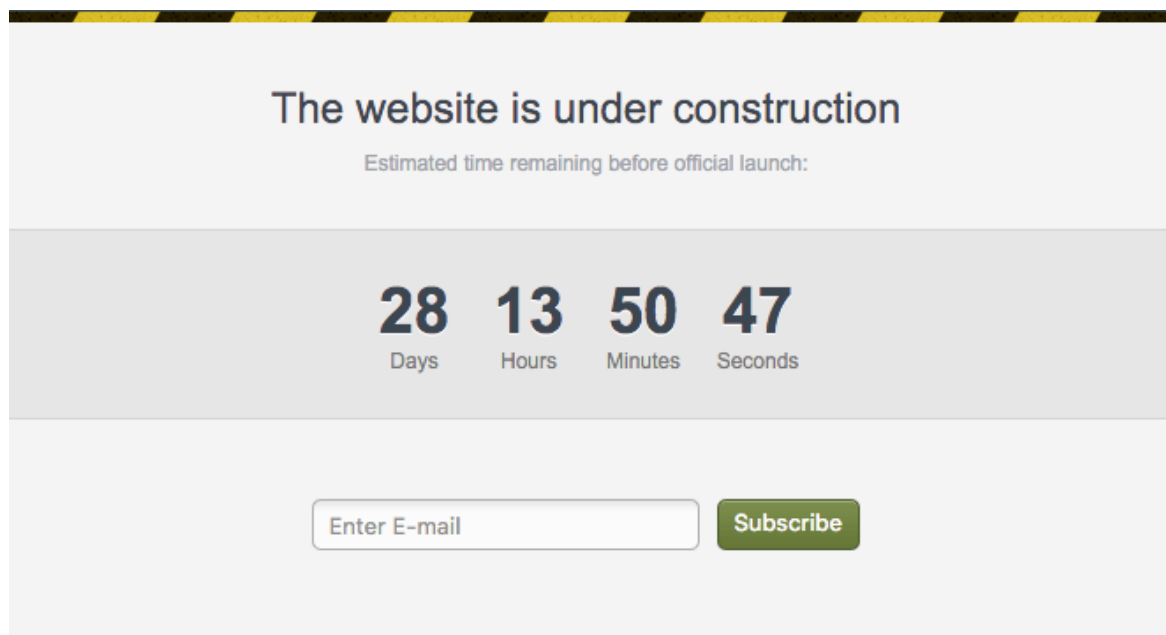
Instructions and recommendations are given in consecutive order, so we recommend following them from page 1 to page 12. Pay your attention to notes.

Under Construction Plugin

Before you could start optimizing your site, we recommend that you install and configure the 'Under Construction' plugin from the back end of your site right after installation. It will turn off the site for the global access during further adjustments and SEO configuration of the website and will prevent bots from crawling your empty site.

✔ We strongly recommend applying the Under Construction plugin to newly installed sites that don't have any listings nor rankings. Installing the Plugin on the site that has already been indexed by search engines may hurt their rankings.

The website is under construction

Estimated time remaining before official launch:

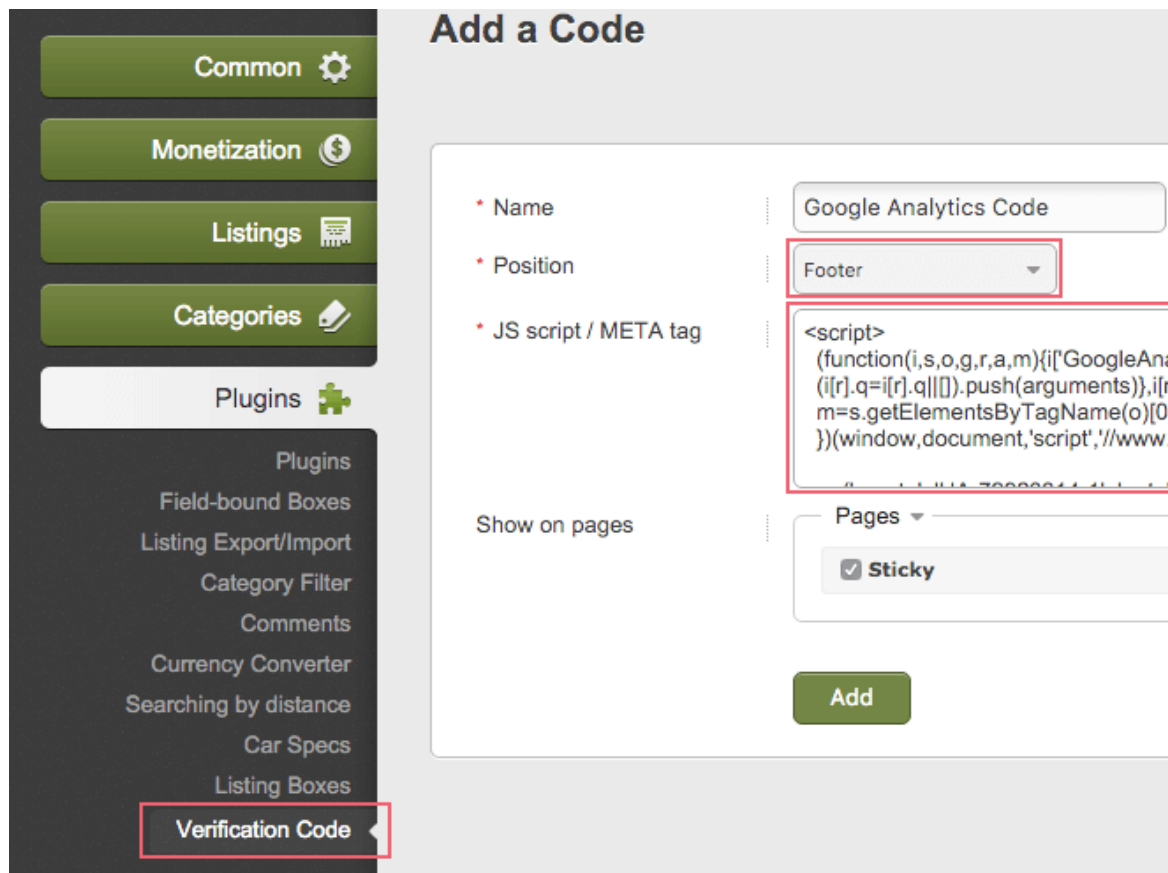| 28	13	50	47
Days	Hours	Minutes	Seconds

Enter E-mail   Subscribe

After installation of the Plugin you'll need to set it up from the Basic Settings > Under Construction by entering IPs that will have access to your site, metadata (you'll further be able to use it for the home page once your site is put online) etc.

○ Verification Code Plugin

You also might want to add a code for connecting your site to Google Analytics. Google Analytics is a great tool that helps you analyse your traffic, identify problem areas, and make appropriate changes in metadata by pinpointing the strengths and weaknesses of your website.

Verification code is a free plugin that you may install from the admin panel of your site. Once the plugin is installed, you may proceed to the Plugins section to add a code:

Admin panel > Plugins > Verification Code > Add a Code > Add.

Social Meta Tags Plugin

Sharing listings in social networks is one of the promotion techniques that you can employ to simplify sharing your content, and in the long run, attract more users to your site. The Plugin is mainly intended for sharing listings to Twitter, Google and Facebook. The Plugin adds a title, description and images based on Open Graph to a page. The Plugin can add social meta tags both to listing details page and to other pages of your site. You can install the Plugin from:

Admin panel > Plugins.

After installation, proceed to the Admin panel > Basic Settings > Social Meta Tags to set it up for your site. You'll need to enter

Adding metadata to pages

Once you site is hidden behind the Under Construction page you may proceed with setting up its SEO taking as long as you need, and you won't have to worry that search engines will index your empty site, which is a big problem for start-ups built on the go.

Configuring basic SEO for the site is mainly associated with adding relevant and SEO-friendly meta-data to the most important pages of your site. By metadata we mainly mean titles and descriptions. The title should not exceed 70 characters and the meta description shouldn't be more than 160 characters long. Make sure your metadata are well crafted and target the audience and location you want to attract. If you don't know how write metadata you may search on the Internet for a guide. You're also supposed to have a clear SEO strategy.

Flynax allows you to optimize the following pages:

Home page;

Listing type pages;

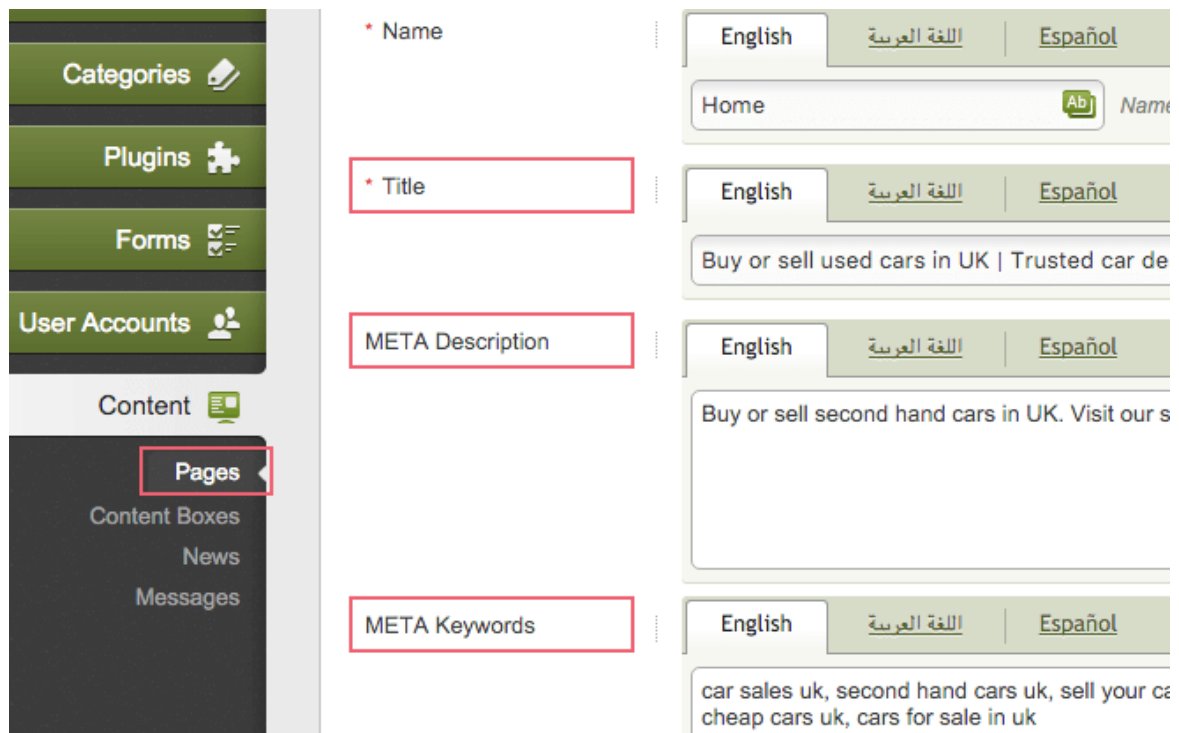Listing details pages;

Category pages; and

Account type pages.

Let's start with configuring the Home page.

Home page

To populate the home page with metadata, go to the Admin Panel > Pages > Home > Edit and Save.

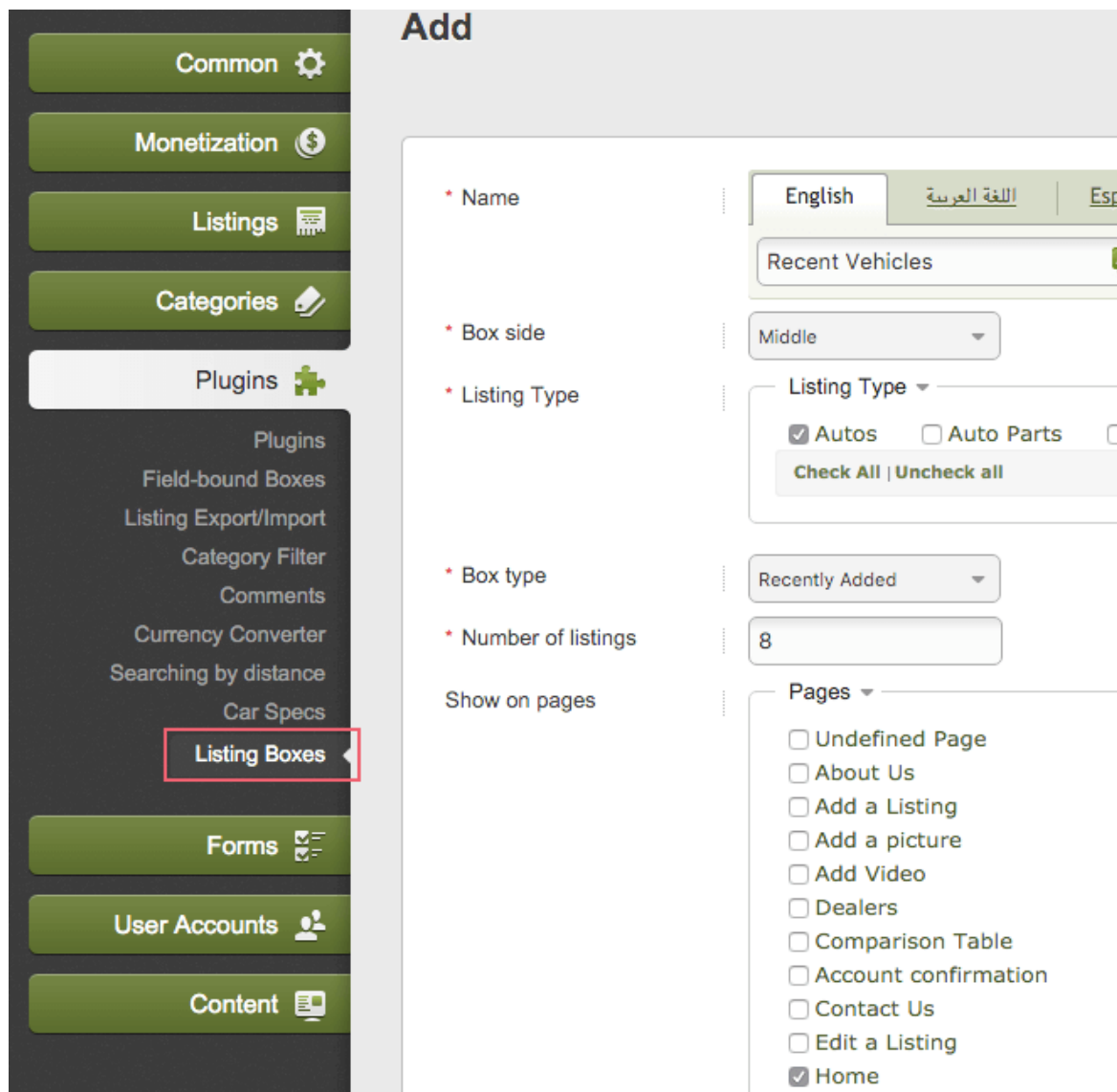✔ If you run a multilingual site you'll need to enter metadata for every language you have on your site.

Adding SEO friendly headings to content boxes

You might want to add content boxes with recently added, featured, random and popular listings. In this case optimizing headings of those boxes might also contribute to SEO of your site because content boxes on the home page are an important SEO element, and using SEO-friendly keywords might improve the ranking of the home page.

The listings mentioned above can be added with Listing Box plugin that you can install from the admin panel of your site. To add a box with the Plugin, go to:
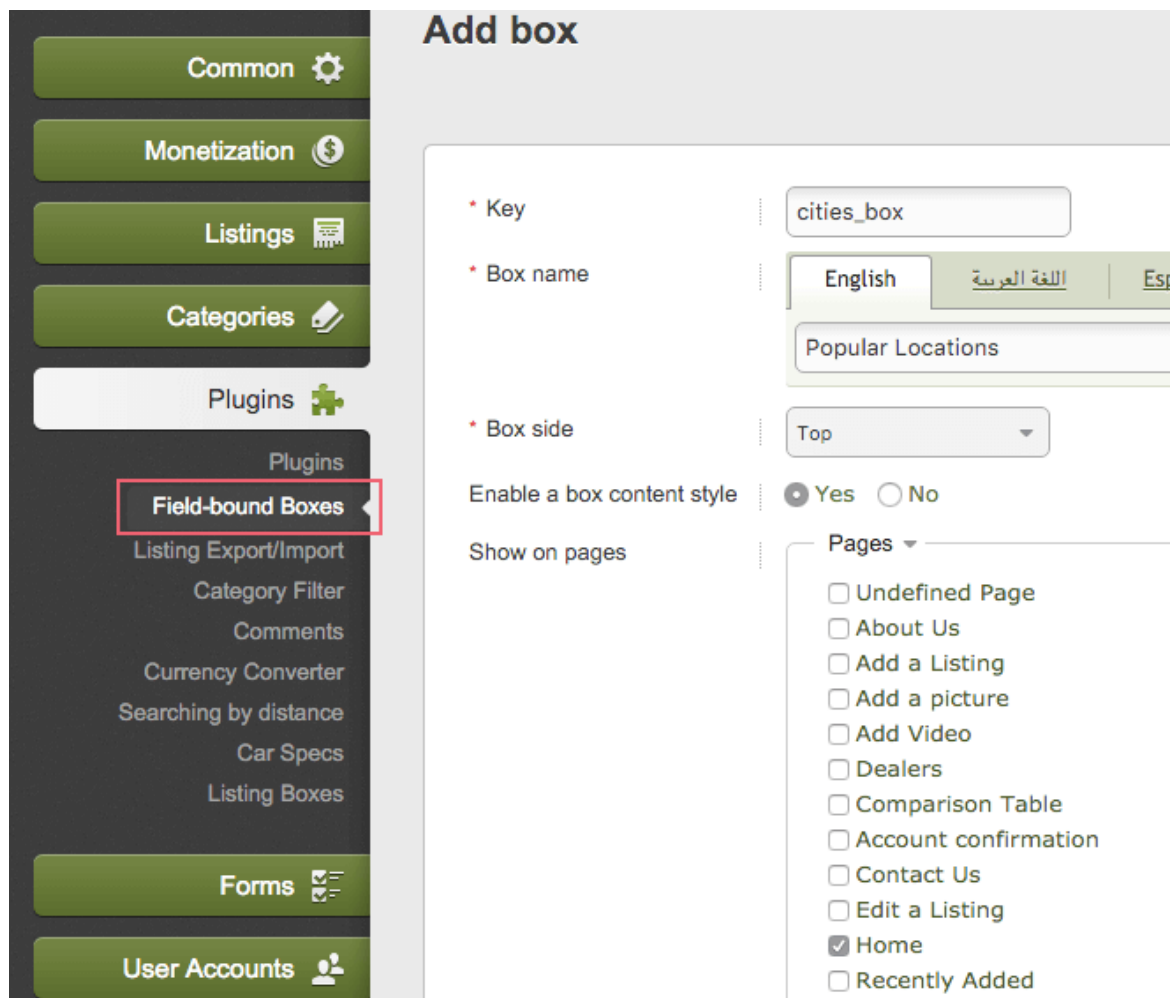
Admin Panel > Plugins > Listings Box > Add a Box > Select Box type > Select a SEO friendly keyword for the heading.

Field-bound Box Plugin

If you plan to create boxes with links based on options of a required field, for instance add a box with cities that are options of the City field, then you may use our Field-bound plugin. Every link leading from the box will generate its own page, for instance, if you select the field 'City' you will get a URL similar to this: domain.com/city/london, which is a rather convenient filter-page for the user and a good page for search engines. Further, with the use of Filter plugin, you may add a box with filter to this page making it more advanced in terms of SEO. You can add a field-bound box from:

Admin Panel > Plugins > Field-bound Boxes > Add a Box

Optimizing listing types

Writing metadata for a listing type is done in much the same as for the home page. Make sure you've included the name of the listing type to metadata. You'll need to fill in the following fields:

• Title

• H1

• Meta keywords

• Meta description

After crafting metadata, you may proceed to adding them to the page of a listing type:

Admin Panel > Pages > Select a listing type > Edit > Enter metadata.

Optimizing categories

Despite the fact that you might have a number of categories you'll need to populate them with metadata too to ensure that your categories are well indexed and give as much information as needed by search engines.

Title, meta keywords and description are not visible to ordinary visitors and are mainly intended for crawlers while H1 is important both to search engines and users because it is displayed in the front end on the category page.

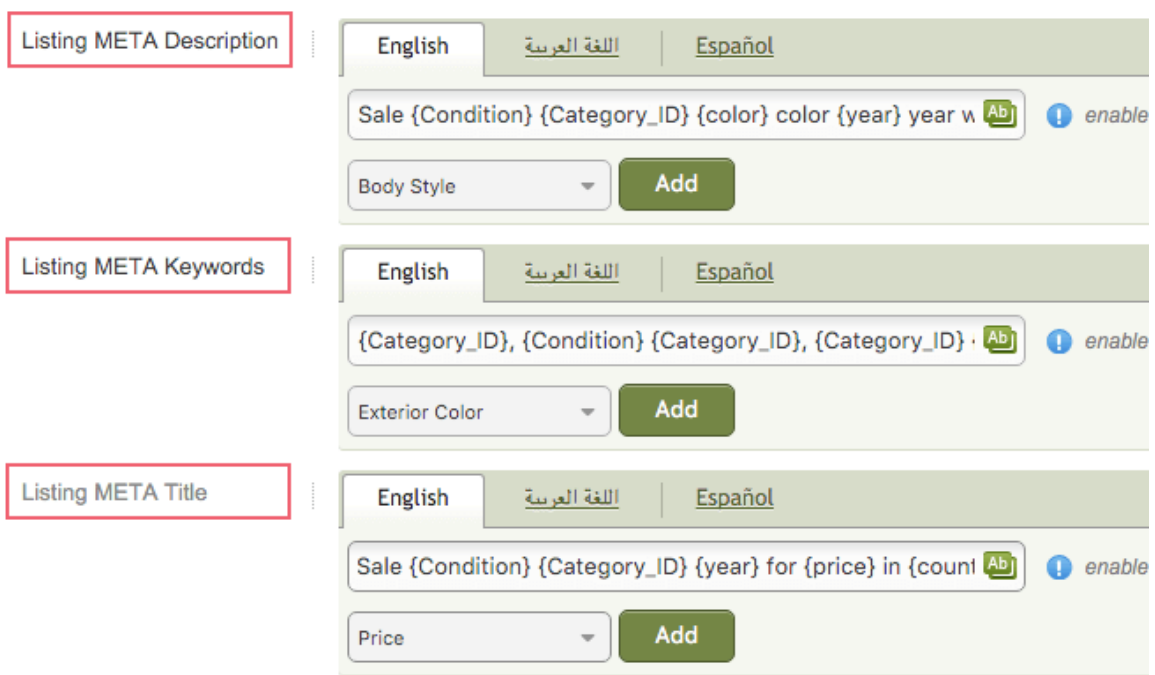You'll need to write metadata for the following fields:

• Title

• H1

• Meta keywords

• Meta description

Once the metadata has been written, you may proceed to adding it separately to each category from: Admin Panel > Categories > Select a category > Edit > Enter metadata > Save.

Optimizing metadata for listings

Flynax Software allows you to generate metadata with values of listing fields; that is, you may select fields from admin panel that will be used in generating listing titles, meta description and meta keywords. You also have the ability to connect those values with static text to make titles and descriptions look better for people in the SERPS. Titles and metadata are built with variables for listings of a particular category. That is, you'll need to edit a category after adding it (first, you are supposed to add the category and then edit it). Select variables that you want to use for generating metadata. The metadata pattern you'll build will be used for all the listings added to the category; the system will further replace variables with real values selected by users from fields when posting their ads. The function allows you to build unique metadata for various categories.

To build a metadata pattern for a category go to the Admin Panel > Categories > Edit Category.

To add a variable, click the dropdown and select a variable then click Add. As metadata should make sense because they are used both for users and search engines they are supposed to contain static text as well to make logical connection between keywords, for example you may select the following variables from the dropdown:

{Condition} {Category_ID} {year} {price} {country}

After adding static text for connecting the variables into a logical sentence you'll get:

{Condition} {Category_ID} {year} **for sale for** {price} **in** {country}

Search engines will see the following title when crawling the listing:

Used Toyota Camry 2014 for sale for $ 20.000 in the USA

Optimizing account types

Many users considering purchasing a product or a service tend to look for dealers, agents, and sellers offering a wide range of products or services in their location, which may generate extra traffic to your website.

Flynax Software allows you to create different account types, users of which may have their own standalone pages with all their ads listed and contact information. Your goal is to optimize pages of such account types so that potential customers could find them easier.
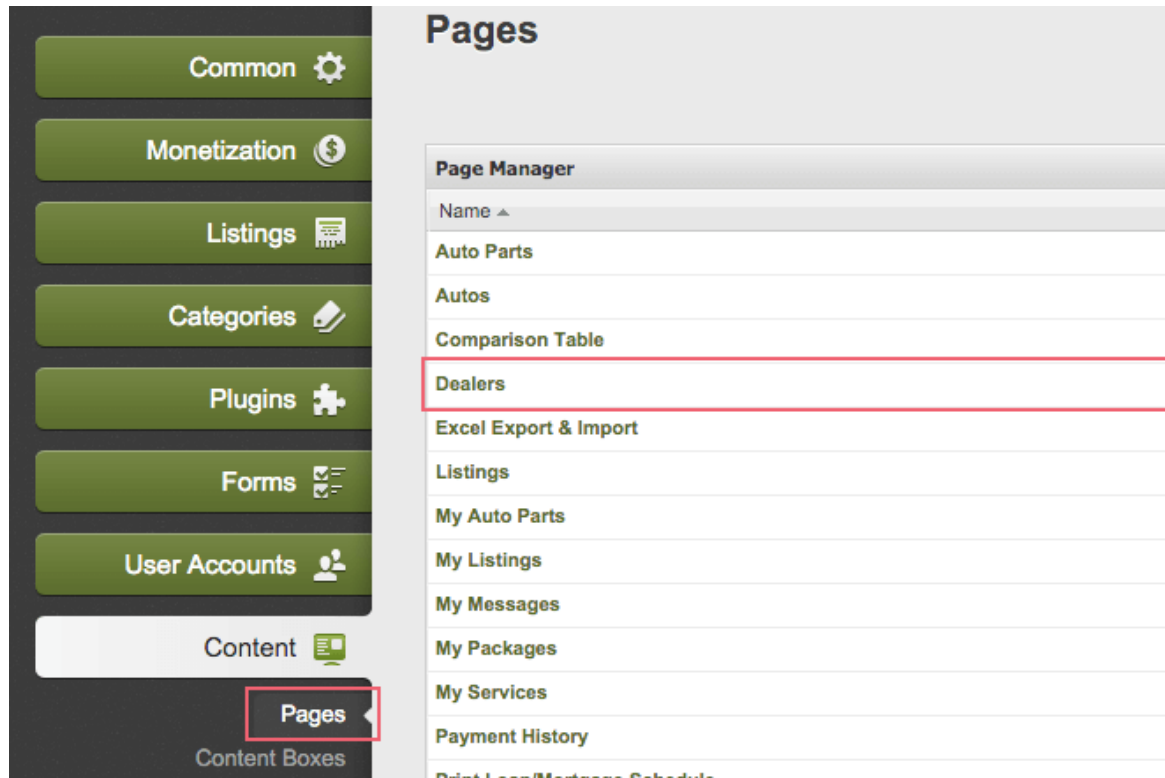
You'll need to identify keywords that are relevant to dealers, agents, and sellers by analysing keywords that best describe their activity on your site. You'll need to write the following metadata:

• Title

• H1

• Meta keywords

• Meta description

Once the metadata are ready you may proceed to adding the data to account types:

Admin Panel > Pages > Select an account type > Edit > Enter metadata > Save.

Optimizing content and metadata for other pages

Once you're done with the most important pages of your site you may optimize the other pages using the instruction mentioned above (The content in several static pages such as 'About Us' is missing completely). In order to edit a specific page, go to the:

Admin Panel > Content > Pages > Select a page > Edit > Save

Adding test listings

We advise that you add 5-10 listings of the same type in one category prior to building the pages/forms relating to listings (listing grid, listing details). This is done so that you may get a visual idea of the listing pages, search result page, and listing details.

Sitemap Plugin

Sitemap is an important SEO element that every site must have. Flynax offers you a free plugin that generates XML sitemaps at request of Google and Bing bots. You can install the Plugin once you're done with setting up your site, and you're ready to go live.

> ✔ Make sure you've uninstalled the Under Construction module before installing the Sitemap plugin.

You can install the Plugin from: Admin panel > Plugins.

No need to set it up; the Plugin is ready to use right after installation.