What's a link?

Links are key elements of Google alogorithm and count as vote.

Normal links count as vote and nofollow link count as no vote

This is how a normal link looks like:

Google

This is how a link with rel=â€nofollowâ€ attribute looks like:

Google

We want to get as many normal links as possible. *BUT we should know which anchor text to use and which page to link to!*

Linking 2 PR

Which Anchor Text?	*Which PageType?*	Which Destination URL?
Ipad (product line : API Test)	*/sp/*	/sp/ipad.html
Apple Ipad 3 (product line : API Test)	*/sp/*	/sp/ipad.html or /sp/ipad3.html
Mobile / Mobilephones (category)	*/cl/*	/cl/1/Mobile-Phones
Apple mobile (category + man)	*/cl/*	/cl/1/Mobile-Phones?man_id=162
iPad 2 64GB Black (*one Product only is return by API))	*/pl/*	/pl/224-2703435/Tablet-PC/Apple-iPad-2-64GB-Black-Compare-Prices

+ API test ? Enter in the search field on PR the anchor text to see what is returned.

How do I change the SEO template of a CL page?

This is the category structure in the cms: seo-template > product_list > ID > urls > encoded_Attribute >

1:In the product list folder, make sure you have created a folder with the id of the category you want to write about (ex Tv cat=2 , I should be in folder 2)

2: In it make a folder called urls

3: **If you want to write about the homepage of the category**, create a folder 0

if you want to write about a filter of that category, take the part of the URL after the "?". Go to

http://meyerweb.com/eric/tools/dencoder/

and paste the part of the URL after the ? (ex:attr_47421171=47421172) and create a folder with the encoded attribute

Then in that folder you can make the following files:

meta_title: Containing the title you want

meta_description:

intro_text_cat:

How do I change the SEO template of an SP page?

This is the category structure in the cms: *seo-template > product_list > 1 > keywords > iphone >*

1:In the product list folder you should make sure you have a folder with the id of the category your sp keyword lands in,

2: In it make a folder called keywords

3: In that one make a folder with the name of the keyword

Then in that folder you can make the following files:

meta_title: Containing the title you want

meta_description:

intro_text_cat:

Buying Guide Code Cheat

<div class="buyingAdviceTab">
Name of the buying Advice Tab
</div>
<div class="buyingAdviceIntro">
Top Part of BA : Intro
</div>
<div class="buyingAdviceExtended">
Bottom Part of BA : longuest part
</div>

How to create columns in the CMS?

<div class="left-column">   ...</div>

<div class="right-column">   ...</div>

Widget Recap

Widget	code
productInfo Widget	<!-- @productInfo categoryId="1" modelId="2755036" -->

How do I create a BOX?

<div class="box-j">
<div class="tl">
</div>
</div>
<div class="ml">
<div align="center" class="mr">
<h1 class="winner-header">Title Of The Box</h1>
Content of the Box
</div>
</div>
<div class="bl">
<div class="br">
</div>
</div>
</div>

<div align="center" class="mr"> is optional

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