



Magento
USER GROUP

Google Webmasters Tools

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Magento
USER GROUP

Google Webmasters Tools

<http://www.slideshare.net/hans2103>

Hans Kuijpers
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ik ben Hans Kuipers



Front-end developer
Site Performance Expert
Joomla! en Magento trainer
Blogger
Liefhebber van lekker eten
Gezelligheidsdier
Saxofonist



ik deel graag mijn kennis



#jd14nl JoomlaLadagen

#jwc13 Joomla World Conference

#jug073 Joomla Gebruikersgroep
's-Hertogenbosch

#mug073 Magento User Group
's-Hertogenbosch

#mug020 Magento User Group
Amsterdam

#mm14nl Meet Magento

blogposts voor **byte.nl/blog**

blogposts voor dutchento.org



Webmasters - Google

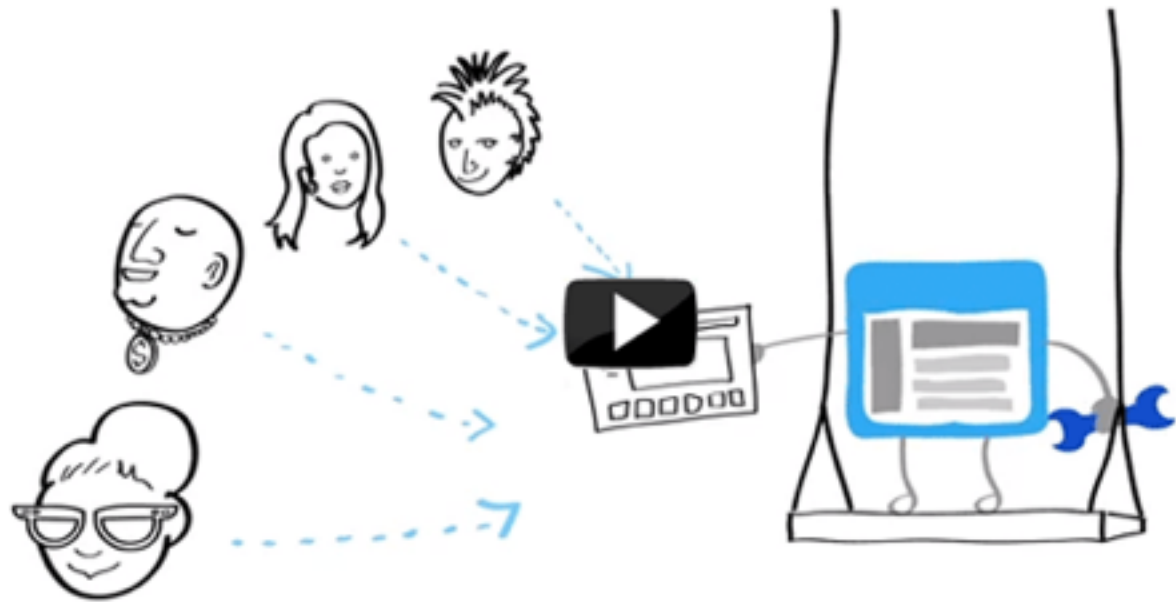
www.google.com/webmasters/

Google Webmasters

You want to be found on the web. We want to help.

Get data, tools and diagnostics for a healthy, Google-friendly site.

[Sign in to Webmaster Tools](#)





Webmaster Tools

Understand and improve your site in Google Search.
[Get started](#)



Webmaster Help

Videos and articles to help you get found on Google.
[Learn more](#)

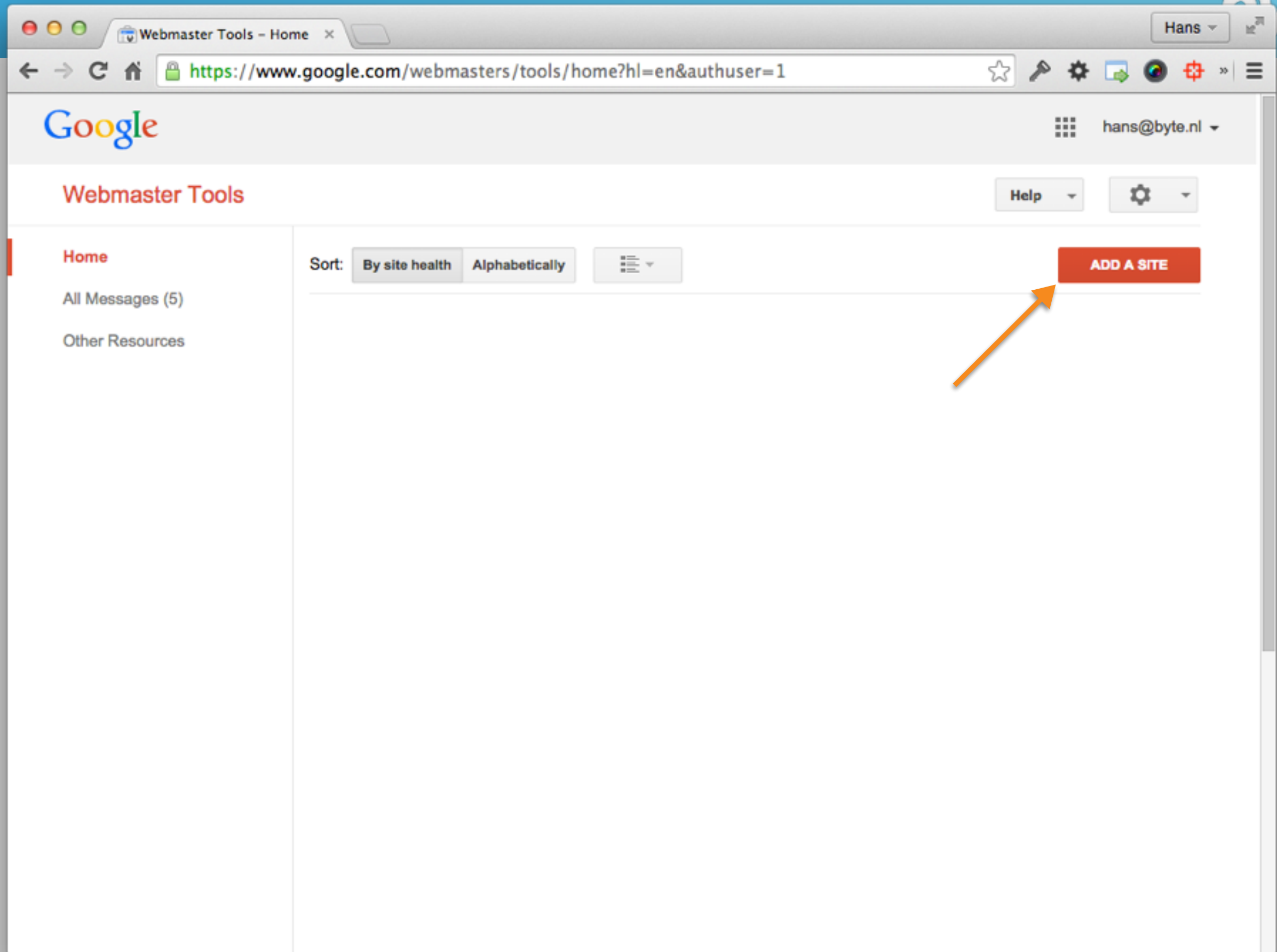


Webmaster Support

Fix problems and find answers to your questions.
[Get help](#)

<http://www.google.com/webmasters/>

voeg je site toe



Webmaster Tools - Home x

https://www.google.com/webmasters/tools/home?hl=en&authuser=1

Google

hans@byte.nl

Webmaster Tools

Help

Home

All Messages (7)

Other Resources

Sort: By site health Alphabetically

ADD A SITE

byte.nl Manage site

No new messages or recent critical issues

Add a site

Enter the URL of a site you'd like to manage

werkenbijbyte.nl

Continue Cancel

www.byte.nl Manage site

Google Analytics web property: link has been removed from http://www.byte.nl/ - [View details](#) Aug 31, 2014

https://www.byte.nl/ Manage site

The screenshot shows a web browser window with the Google Webmaster Tools interface. The browser's address bar displays the URL: <https://www.google.com/webmasters/verification/verification?hl=en&siteUrl=http://werkenbijbyte.nl/&t...>. The page title is "Webmaster Tools - Verify". The Google logo is in the top left, and the user's email "hans@byte.nl" is in the top right. The "Webmaster Tools" header is in red, with a "Help" button to its right. Below the header, a message says "Verify your ownership of <http://werkenbijbyte.nl/>. [Learn more.](#)". There are two tabs: "Recommended method" (active) and "Alternate methods". Under the "Recommended" tab, the section is titled "Recommended: HTML file upload". It instructs the user to "Upload an HTML file to your site." and provides a four-step list: 1. Download [this HTML verification file](#). 2. Upload the file to <http://werkenbijbyte.nl/>. 3. Confirm successful upload by visiting <http://werkenbijbyte.nl/google.html> in your browser. 4. Click Verify below. A note states: "To stay verified, don't remove the HTML file, even after verification succeeds." At the bottom of the instructions are two buttons: "VERIFY" (red) and "Not now" (grey). The footer contains copyright information: "© 2014 Google Inc. - Webmaster Central - Terms of Service - Privacy Policy - Webmaster Tools Help".

Webmaster Tools - Verify

Google

hans@byte.nl

Webmaster Tools Help

Verify your ownership of <http://werkenbijbyte.nl/>. [Learn more.](#)

Recommended method Alternate methods

Recommended: HTML file upload

Upload an HTML file to your site.

1. Download [this HTML verification file](#). [google]
2. Upload the file to <http://werkenbijbyte.nl/>
3. Confirm successful upload by visiting <http://werkenbijbyte.nl/google.html> in your browser.
4. Click Verify below.

To stay verified, don't remove the HTML file, even after verification succeeds.

VERIFY Not now

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Webmaster Tools - Verify

https://www.google.com/webmasters/verification/verification?hl=en&siteUrl=http://werkenbijbyte.nl/&t...

Google

hans@byte.nl

Webmaster Tools Help

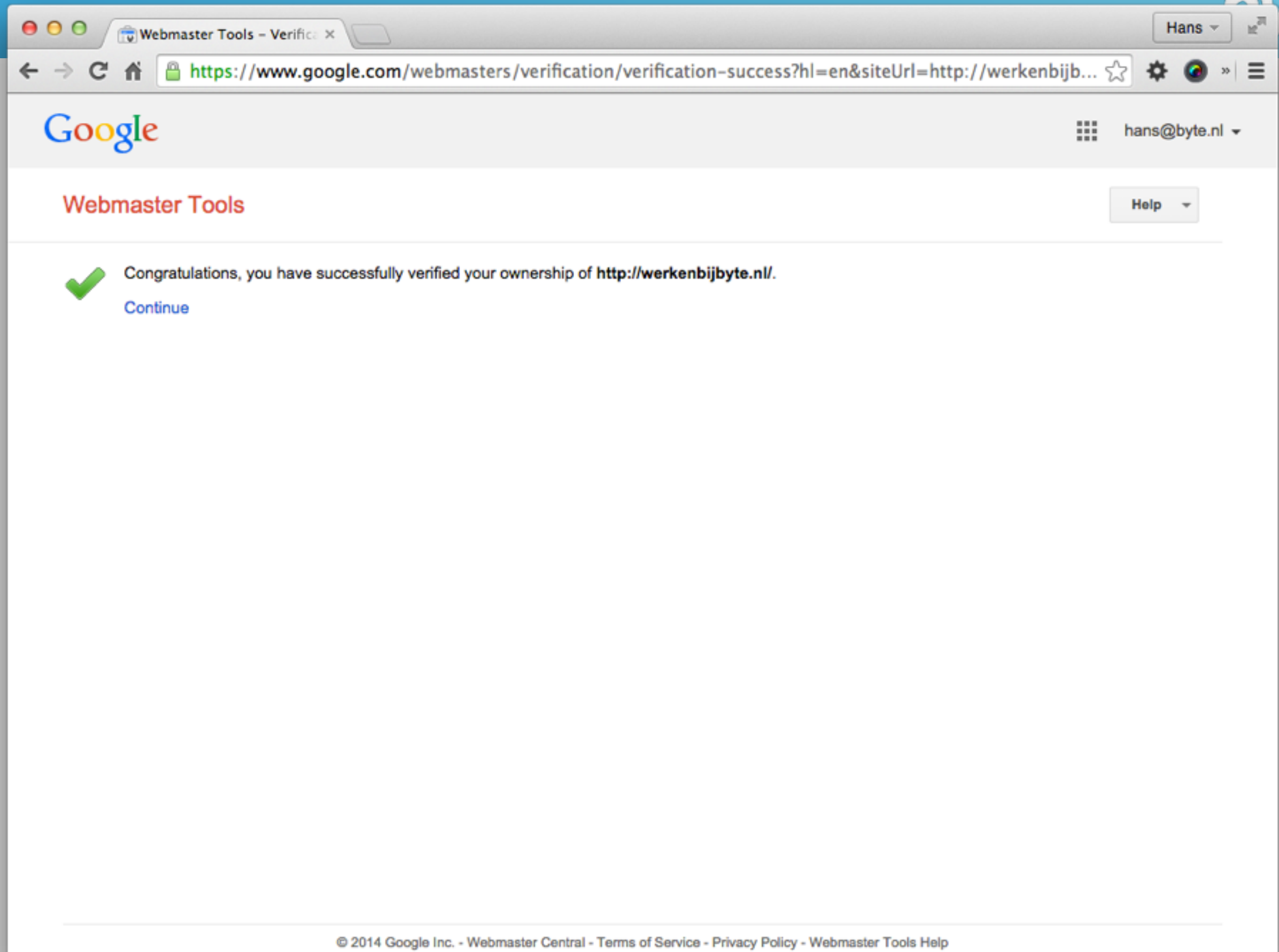
Verify your ownership of <http://werkenbijbyte.nl/>. [Learn more.](#)

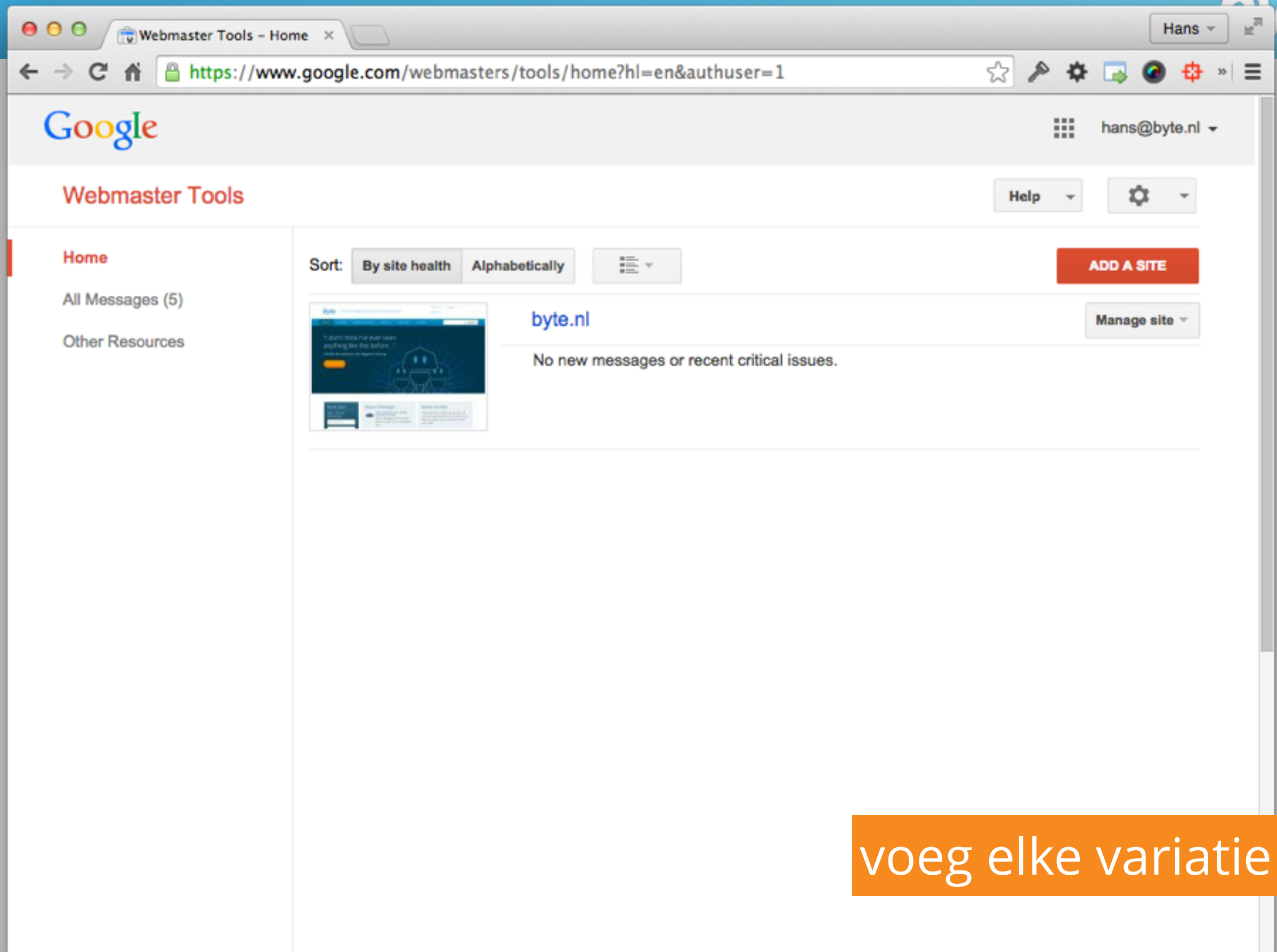
Recommended method **Alternate methods**

- ☐ **HTML tag**
Add a meta tag to your site's home page.
- ☐ **Domain name provider**
Sign in to your domain name provider.
- ☐ **Google Analytics**
Use your Google Analytics account.
- ☐ **Google Tag Manager**
Use your Google Tag Manager account.

VERIFY Not now

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voeg elke variatie toe

Webmaster Tools - Home x Hans

https://www.google.com/webmasters/tools/home?hl=en&authuser=1

Google hans@byte.nl

Webmaster Tools Help

Home

All Messages (5)

Other Resources

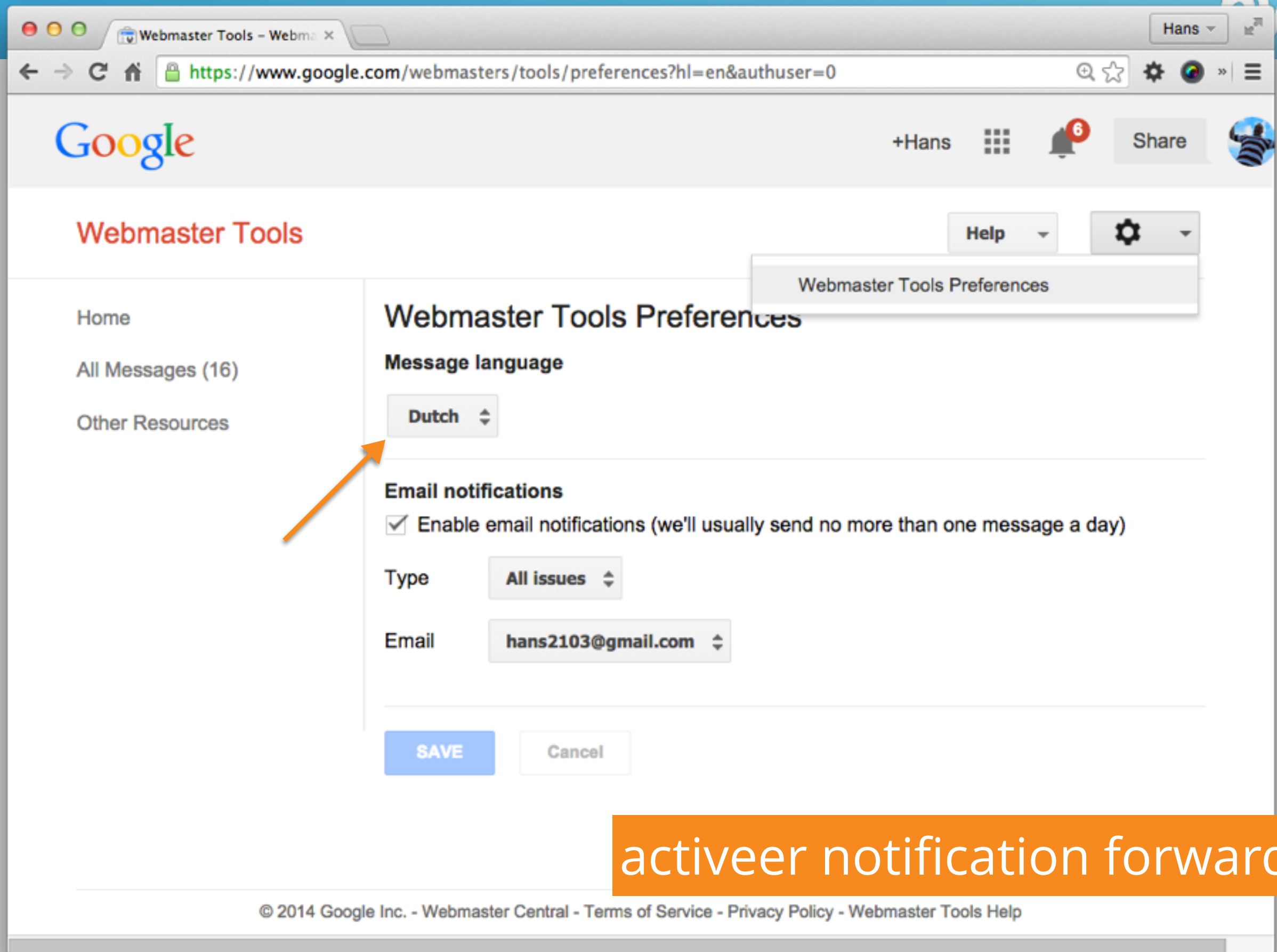
Sort: By site health Alphabetically

ADD A SITE

	byte.nl	Manage site
No new messages or recent critical issues.		
	https://byte.nl/	Manage site
No new messages or recent critical issues.		
	www.byte.nl	Manage site
No new messages or recent critical issues.		
	https://www.byte.nl/	Manage site
No new messages or recent critical issues.		

voeg elke variatie toe

ontvang notificaties



activeer notification forwarding

Webmaster Tools - All Mes x

https://www.google.com/webmasters/tools/message-list?hl=en&authuser=0&message-filter=all

Google

+Hans

6

Share

Webmaster Tools

Help

Home

All Messages (16)

Other Resources

All Messages

☐ Delete View **All** Starred Alerts

Show 25 rows 1-16 of 16

☐	☆	! http://okeshop.nl/: Increase in not found errors	9/2/14
☐	☆	Nieuwe geverifieerde eigenaar voor http://www.byte.nl/	9/2/14
☐	☆	Nieuwe geverifieerde eigenaar voor http://byte.nl/	9/2/14
☐	☆	Your site http://antongoudsmit.nl/ is now linked to a Google Analytics web property.	8/31/14
☐	☆	Your site https://www.byte.nl/ is now linked to a Google Analytics web property.	8/31/14
☐	☆	Google Analytics web property: link has been removed from http://www.byte.nl/	8/31/14
☐	☆	Nieuwe geverifieerde eigenaar voor https://byte.nl/	8/31/14
☐	☆	Nieuwe geverifieerde eigenaar voor https://www.byte.nl/	8/31/14

structured data

Webmaster Tools - Structu x

https://www.google.com/webmasters/tools/structured-data?hl=en&siteUrl=http://www.byte.nl/&authu...

Google

+Hans

Share

Webmaster Tools

www.byte.nl

Help

Site Dashboard

Site Messages (2)

Search Appearance

Structured Data

Data Highlighter

HTML Improvements

Sitelinks

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Security Issues

Other Resources

Structured Data

Status: 9/1/14

8,505 Items [?]
on 1,929 pages

1,064 Items with Errors [?]
on 642 pages

Items

Items with Errors

Download

Show 25 rows 1-14 of 14

Data Type	Source	Pages	Items	Items with Errors
hentry	Markup: microformats.org	641	1,063	1,063
Product	Markup: data-vocabulary.org	1	1	1
Breadcrumb	Markup: data-vocabulary.org	1,922	3,910	—
LocalBusiness	Markup: schema.org	1,927	1,927	—
	Markup: rdf.data-	641	1,301	—

https://www.google.com/webmasters/tools/structured-data?hl=en&siteUrl=ht

The screenshot shows a Google search interface in a browser window. The address bar displays the URL `https://www.google.nl/?gfe_rd=cr&ei=P24IVNjkJ8ivOq2KgHg#q=site:byte.nl%2Fevents`. The search bar contains the text `site:byte.nl/events`. Below the search bar, the 'Web' tab is selected, and the results show '1 result (0.22 seconds)'. A 'Google promotion' box for 'Try Google Webmaster Tools' is visible. The main result is titled 'Events - Byte' and includes a list of upcoming events.

Google promotion

Try Google Webmaster Tools
www.google.com/webmasters/
Do you own **byte.nl/events**? Get indexing and ranking data from Google.

Events - Byte
<https://www.byte.nl/events> ▾ [Translate this page](#)
Byte organiseert regelmatig gave events, denk aan usergroups, seminars of workshop voor hosting, Magento, Python of Puppet.

Fri, Sep 5	Magento Workshop 'hoe krijg ik ...	Klarna Nederland De ...
Tue, Sep 30	Magento & e-mailmarketing	Byte & SupportDesk ...
Wed, Oct 22	Amsterdam Python ++ Event	Byte Headquarters De ...

● Amsterdam - From your Internet address - Use precise location - [Learn more](#)

[Help](#) [Send feedback](#) [Privacy & Terms](#)

Webmaster Tools - Structu x

https://www.google.com/webmasters/tools/structured-data?hl=en&siteUrl=http://www.b...

Google

Webmaster Tools

Site Dashboard

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Structured Data > hentry (markup: microformats.org)

Status: 8/31/14

All data
No filtering
1,063 Items with Errors

Error Type
Missing: author
1,063 Items with Error

1,063 Items on 641 pages

1,063 Items with Errors on 641 pages

Items

Items with Errors

1,200

900

600

300

7/2... 7/30/14 8/2/14 8/4/14 8/8/14 8/14/14 8/19/14 8/22/14 8/25/14 8/28/14

Showing all pages.

Download Filter URL

Show 25 rows 1-25 of 641

Page URL	Items	Items with Errors	Last Detected	Errors
/blog/tag/service-panel/	10	10	8/29/14	Missing: author

Webmaster Tools - Structu x

https://www.google.com/webmasters/tools/structured-data?hl=en&siteUrl=http://www.b...

7/2... 7/30/14 8/2/14 8/4/14 8/8/14 8/14/14 8/19/14 8/22/14 8/25/14 8/28/14

Showing all pages

hentry (markup: microformats.org) > Page details

<http://www.byte.nl/blog/tag/service-panel/>

Crawled: 8/29/14
Data only shows detected fields and may be different than live data.

hentry

itemtype:	http://microformats.org/profile/hentry
entry-summary:	Maandelijks terugkerend zijn de wijzigingen aan het Service Panel. Veel wijzigingen aan het Service Panel zijn niet direct zichtbaar, maar maken onopgemerkt het leven van onze webbouwers en...
updated:	donderdag 21 augustus 2014 13:13
tag:	http://www.byte.nl/blog/tag/development/
tag:	http://www.byte.nl/blog/tag/service-panel/
tag:	http://www.byte.nl/blog/tag/snelheid/

Use the Structured Data Testing Tool to check live data for errors and preview how your rich snippets will appear on Google Search with the next crawl of the page.

[Test live data](#) [Close](#)

Missing: author
Missing: entry-title
Missing: author
Missing: entry-title

The screenshot shows a web browser window with the Google Structured Data Testing Tool. The browser's address bar shows the URL: <https://www.google.com/webmasters/tools/richsnippets?url=http://www.byte.nl/blog/tag...>. The page title is "Webmaster Tools". The main heading is "Structured Data Testing Tool". There are two tabs: "URL" (selected) and "HTML". The URL input field contains <http://www.byte.nl/blog/tag/service-panel/>. To the right of the input field are two buttons: "PREVIEW" (in red) and "Example". Below the input field, a message states: "Select the HTML tab to view the retrieved HTML and experiment with adjusting it." There are two sub-sections: "Google search results" (highlighted with a red bar) and "Google Custom Search". The "Preview" section shows a search result for "service panel" from www.byte.nl under the category "Nieuws". It displays a 5-star rating (★★★★★) with the text "Rating: 100% - 75 votes". Below the rating, a message says: "The excerpt from the page will show up here. The reason we can't show text from your webpage is because the text depends on the query the user types." The "Publisher" section shows a green message: "Publisher markup is verified for this page." and a "Linked Google+ page:" with the URL <https://plus.google.com/u/0/b/117920300595150179057/117920300595150179057>.

Webmaster Tools

Home

Structured Data Testing Tool

Structured Data Markup Helper

Help with:
[Troubleshooting](#)
[Help Center](#)

URL HTML

<http://www.byte.nl/blog/tag/service-panel/> **PREVIEW** Example

Select the HTML tab to view the retrieved HTML and experiment with adjusting it.

Google search results Google Custom Search

Preview

service panel
www.byte.nl > [Nieuws](#)
★★★★★ Rating: 100% - 75 votes
The excerpt from the page will show up here. The reason we can't show text from your webpage is because the text depends on the query the user types.

Publisher

Publisher markup is verified for this page.

Linked Google+ page: <https://plus.google.com/u/0/b/117920300595150179057/117920300595150179057>

Webmaster Tools - Structu x Google Structured Data Te x Hans

https://www.google.com/webmasters/tools/richsnippets?url=http://www.byte.nl/blog/tag...

Publisher

Publisher markup is verified for this page.

Linked Google+ page: <https://plus.google.com/u/0/b/117920300595150179057/117920300595150179057>

Extracted structured data

hatom-feed

hatom-entry:

entry-summary: Maandelijks terugkerend zijn de wijzigingen aan het Service Panel. Veel wijziginge Service Panel zijn niet direct zichtbaar, maar maken onopgemerkt het leven van oi webbouwers en...

updated: donderdag 21 augustus 2014 13:13

tags:

name: development

rel: tag

url: <http://www.byte.nl/blog/tag/development/>

name: service panel

rel: tag

url: <http://www.byte.nl/blog/tag/service-panel/>

name: snelheid

rel:

url:

Error: Missing required field "entry-t

Error: Missing required hCard "author".

voor de fix in Wordpress theme

Google Structured Data Test Tool

https://www.google.com/webmasters/tools/richsnippets?q=http%3A%2F%2Fwww.byte.nl%2F... Hans

hatom-entry:

entry-title: Development Efforts – augustus #16

entry-summary: Maandelijks terugkerend zijn de wijzigingen aan het Service Panel. Veel wijzigingen Service Panel zijn niet direct zichtbaar, maar maken onopgemerkt het leven van onze webbouwers en...

updated: donderdag 21 augustus 2014 13:13

author:

fn: Lygia

nickname: Lygia

tags:

name: development

rel: tag

url: <http://www.byte.nl/blog/tag/development/>

name: service panel

rel: tag

url: <http://www.byte.nl/blog/tag/service-panel/>

name: snelheid

rel: tag

url: <http://www.byte.nl/blog/tag/snelheid/>

entry-title: Development Efforts – juli #15

entry-summary: Het is dan misschien zomer, maar voor Byte is het alles behalve komkommertijd. Juust die de zomer met zich meebrengt storten we ons in allerlei op verschillende projecten zoals...

updated:

author:

fn:

nickname: Lygia

na de fix in Wordpress theme

Webmaster Tools - Structu x

https://www.google.com/webmasters/tools/structured-data?hl=en&siteUrl=http://www.byte.nl/&authu...

Google

+Hans

Share

Webmaster Tools

www.byte.nl

Help

Site Dashboard

Site Messages (3)

Search Appearance

Structured Data

Data Highlighter

HTML Improvements

Sitelinks

Search Traffic

Google Index

Crawl

Security Issues

Other Resources

Structured Data

Status: 9/4/14

8,431 Items on 1,874 pages

477 Items with Errors on 332 pages

Items

Items with Errors

Download

Show 25 rows 1-14 of 14

Data Type	Source	Pages	Items	Items with Errors
hentry	Markup: microformats.org	645	1,080	476
Product	Markup: data-vocabulary.org	1	1	1
Breadcrumb	Markup: data-vocabulary.org			
LocalBusiness	Markup: schema.org	1,872	1,872	—
Breadcrumb	Markup: rdf.data-	645	1,310	—

en dan is het wachten op Google

data highlighter

Webmaster Tools - Data H x

https://www.google.com/webmasters/tools/data-highlighter?hl=en&siteUrl=http://fanfaredevooruitgan...

Google

+Hans

Share

Webmaster Tools

fanfaredevooruitgang.nl

Help

Site Dashboard

Site Messages (1)

Search Appearance ⓘ

- Structured Data
- Data Highlighter**
- HTML Improvements
- Sitelinks

Search Traffic

Google Index

Crawl

Security Issues

Other Resources

Data Highlighter. Show off your site's data in search.

Introduction to Data Highlighter



Does your site contain structured data like event listings or review ratings?

Now there's a new alternative to [webmaster markup](#) for helping Google understand your site's data. With Data Highlighter, you simply "tag" each data field with your mouse.

Then Google can present your data more attractively, and in new ways, in search results.

[Start Highlighting](#)

Improve your look in search

Let users see your key information right in search results.

[Lupo's Heartbreak Hotel - Things to Do - Providence Journal](#)
thingstodo.providencejournal.com/.../11365-lupos-heartbreak-...
Come to The Providence Journal to get information, events, reviews and ...
Wed, Oct 3 The Punch Brothers
Fri, Oct 5 Wolfgang Gartner

Webmaster Tools

Site Dashboard

Site Messages

Search Appearance

- Structured Data
- Data Highlighter**
- HTML Improvements
- Sitelinks

Search Traffic

Google Index

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Security Issues

Other Resources

Data Highlighter. Show off your site's data in search.

Enter the URL of a typical page on your site

Type of information to highlight

- Articles
- Book Reviews
- Events
- Festivals
- Local Businesses
- Movies
- Products**
- Restaurants
- Software Applications
- TV Episodes

Does your site contain structured data like event listings or review ratings?

Now there's a new alternative to [webmaster markup](#) for helping Google understand your site's data. With Data Highlighter, you simply "tag" each data field with your mouse.

Then Google can present your data more attractively, and in new ways, in search results.

[Start Highlighting](#)

Upcoming events

Sep 27 Thu	Design the Night: You Are Here Museum of Art Rhode Island School of Design
Sep 28	George Clinton & Parliament Funkadelic

Data Highlighter - Tagger x Nine West Women's Lucero x

https://www.google.com/webmasters/data-highlighter/u/0/tagger?verticalId=4302&sourceId=3968241...

Tag first page Create page set Tag more examples Review and Publish

http://tweetosties.nl/nine-west-women-s-lucero-pump DONE Cancel

Magento®

Furniture Electronics Apparel

Home/ Nine West Women's Lucero Pump



Nine West Women's Lucero Pump

[Email to a Friend](#)

 2 Review(s) | [Add Your Review](#)

Availability: In stock

€ 89,99

Quick View

This flirty toe with a pretty almond-shape

Double click on above image to view full picture

selecteer & click, selecteer & click

My Data Items (1)

Product

Name: Nine West Women's Lucero Pump

Image: 

Pricing

Price: € 89,99

Availability: In stock

Product ID:

SKU: B000LJQVF8

Average rating:

Rating:  2

Votes: 2

Webmaster Tools - Data Highlighter | Coalesce: Functioning On | Hans

https://www.google.com/webmasters/tools/data-highlighter?siteUrl=http%3A%2F%2Ftweetosties.nl%2F&...

Google +Hans 6 Share

Webmaster Tools tweetosties.nl Help

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Site Messages
▼ Search Appearance ⓘ
 Structured Data
 Data Highlighter
 HTML Improvements
 Sitelinks
▶ Search Traffic
▶ Google Index
▶ Crawl
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Overview About

Data Highlighter **START HIGHLIGHTING**

Filter Unpublish Delete Show 25 rows 1-1 of 1

Page set published.
Data will become available as Google recrawls your site. [More info](#)

Page set	Data type	Status	# of pages	Last modified
☒ Products	Products	Published	10+	6:38 AM

1-1 of 1

makkelijk voor de niet-programmeurs
schakel later wel over naar code in je template

Webmaster Tools - Data H x Nine West Women's Lucero x Magento Rich Snippets ma x

Hans

← → ↻ 🏠 <https://www.byte.nl/blog/magento-rich-snippets-made-easy/> ☆ ⚙️ 🌈 » ☰

Support ▾ Inloggen Registreren

byte Cluster en Magento hosting voor professionals

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zoeken

U bevindt zich hier: Home > Nieuws > Blog > Magento Rich Snippets made easy

Magento Rich Snippets made easy

Stand out in the search results can be done by using Magento Rich Snippets. Snippets—the few lines of text that appear under every search result—are designed to give users a sense for what's on the page and why it's relevant to their query. (source: [Google Webmasters Tools Help](#)). They give users quicker access to information. And by the way it's presented in the search results it draws a user's attention to relevant results. Finally it will increase the click-through rates (CTR) and lessen the bounce-rate. Using the code snippets in this blogpost you (or your webdeveloper) can add structured data to your Magento product page. These structured data will help search engines to understand your website even better.

```

<div itemscope itemtype="http://schema.org/Article">
  <span itemprop="name">Kenner Microvarendeoven</span>
  <img alt="Kenner Microvarendeoven" data-bbox="525 535 605 655" />
  <div itemscope itemtype="http://schema.org/AggregateRating">
    <span itemprop="ratingValue">4.5</span>
    <span itemprop="reviewCount">10</span>
  </div>
  <div itemscope itemtype="http://schema.org/PriceRange">
    <span itemprop="price">€199,-</span>
    <span itemprop="availability">In stock</span>
  </div>
</div>

```

Magento Rich Snippets

Bestel direct

Stap 1. Kies een domeinnaam

[controleer & bestel](#)

Populaire berichten

- [Magento Rich Snippets made easy](#)
93 comments | by Hans | posted on april 26, 2014

<https://www.byte.nl/blog/magento-rich-snippets-made-easy/>
met code betere controle over de output

1.7.0.2. It will most likely also work for
on Magento 1.8.x and 1.9.x) Don't ju

Google Structured Data Testing Tool

www.google.nl/webmasters/tools/richsnippets?q=http%3A%2F%2Ftweetosties.nl%2Fnine-west-women-s...

Google

Webmaster Tools

Home

Structured Data Testing Tool

Structured Data Markup Helper

Help with:
Troubleshooting
Help Centre

URL: HTML

http://tweetosties.nl/nine-west-women-s-lucero-pump

PREVIEW

Example

Select the HTML tab to view the retrieved HTML and experiment with adjusting it.

Google search results

Google Custom Search

Preview

Nine West Women's Lucero Pump

tweetosties.nl/nine-west-women-s-lucero-pump

★★★★★ Rating: 83% - 2 reviews - €89.99 - In stock

The excerpt from the page will show up here. The reason we can't show text from your webpage is because the text depends on the query the user types.

Publisher

Page does not contain publisher markup. [Learn more](#)

Extracted structured data

..

HTML Improvements

byte

magento rich snippets - Google

https://www.google.nl/#q=magento+rich+snippets

Google magento rich snippets

Web Images Videos News Shopping More Search tools

About 106,000 results (0.28 seconds)

Magento Rich Snippets made easy - Byte Blog
www.byte.nl > Nieuws
★★★★★ Rating: 100% - 75 votes
Apr 26, 2013 - Code snippets of structured data to add to your Magento product page.
Magento Rich Snippets made easy.
You visited this page on 9/4/14.

Rich Snippets Suite - Magento Connect
www.magentoconnect.com/magento-connect/rich-snippets-suite.html
€55.00
Rich Snippets / Structured Data for: Google, Yahoo, Bing, Twitter Cards, Pinterest Pins.
Schema.org markup!

MSemantic: Semantic SEO for Rich Snippets in ... - Magento
www.magentoconnect.com/magento.../msemantic-semantic-seo-for-ric...
Note: After installing the module, it can take between 2 - 8 weeks until Google will show
Rich Snippets for your pages, depending on the general ranking of your ...
You've visited this page many times. Last visit: 8/1/14

Adding Rich Snippets to Magento Products | Groove ...
gotgroove.com > Evolving Ecommerce
Sep 4, 2013 - The best part about adding microdata to your **Magento** product pages is
the fact that they enable **rich snippets** on the search engine results ...

Magento Rich Snippets by Schema.org | Magmodules.eu
www.magmodules.eu/schema-org-rich-snippets.html
★★★★★ Rating: 4.8 - 17 votes - €55.00 - In stock
Create Rich Snippets for your Magento store easily with our Schema.org Rich Snippets module.

Title

Meta Description

URL

Webmaster Tools - HTML | x

https://www.google.com/webmasters/tools/html-suggestions?hl=en&siteUrl=http://vepo-plantenba...

Google +Hans 6 Share

Webmaster Tools vepo-plantenbakken.nl Help

Site Dashboard

Site Messages

▼ Search Appearance ⓘ

- Structured Data
- Data Highlighter
- HTML Improvements**
- Sitelinks

► Search Traffic

► Google Index

► Crawl

Security Issues

Other Resources

HTML Improvements

Last updated Sep 4, 2014
Addressing the following may help your site's user experience and performance.

Meta description	Pages
Duplicate meta descriptions	19
Long meta descriptions	0
Short meta descriptions	0

Title tag	Pages
Missing title tags	0
Duplicate title tags	2
Long title tags	0
Short title tags	0
Non-informative title tags	0

Webmaster Tools - HTML | x

https://www.google.com/webmasters/tools/html-suggestions?hl=en&siteUrl=http://vepo-plantenbakken.nl

Google

+Hans 6 Share

plantenbakken.nl Help

http://vepo-plantenbakken.nl/duvalia

VEPO POLYESTER BV HOME ADOOMA DETULA CAPRI DUVALIA ERIS FREESIA GILIA HOVEA INULA MELOE NASTWERK 100% NEDERLANDS PRODUCT

Levertijd bedraagt momenteel minimaal 6 weken.

U bent op de pagina: Duvalia

MINI-BESTELLING

De bestelling wordt niet afgeleverd.

WEDSCHAP VOOR DE KORTING

Op deze pagina kunt u alvast naar de kortingscode van de fabrikant.

BESTELLEN IN 4 STAPPEN

1. Kies plantensoort
2. Kies maatsoort
3. Kies kleur en afmeting
4. Kies afmeting en kleur

ALLE RAL KLEUREN MOGELIJK

Standaard kleur is RAL 7021
Standaard 10% voor (overstijft af met) RAL 9001, wit + RAL 9012
Standaard 10% voor andere RAL kleur

Duvalia

	Du1..01000 Afmeting: Ø 11x10 Inhoud: 10L (standaard) Plantensoort: 1 Gewicht: 10g
	Du2..01000 Afmeting: Ø 11x10 Inhoud: 10L (standaard) Plantensoort: 1 Gewicht: 10g
	Du3..01000 Afmeting: Ø 11x10 Inhoud: 10L (standaard) Plantensoort: 1 Gewicht: 10g

users a clear idea of your site's content and in the search results pages.

Show **25 rows** 1-2 of 2 < >

Pages

eks van de fabriek.

Security Issues

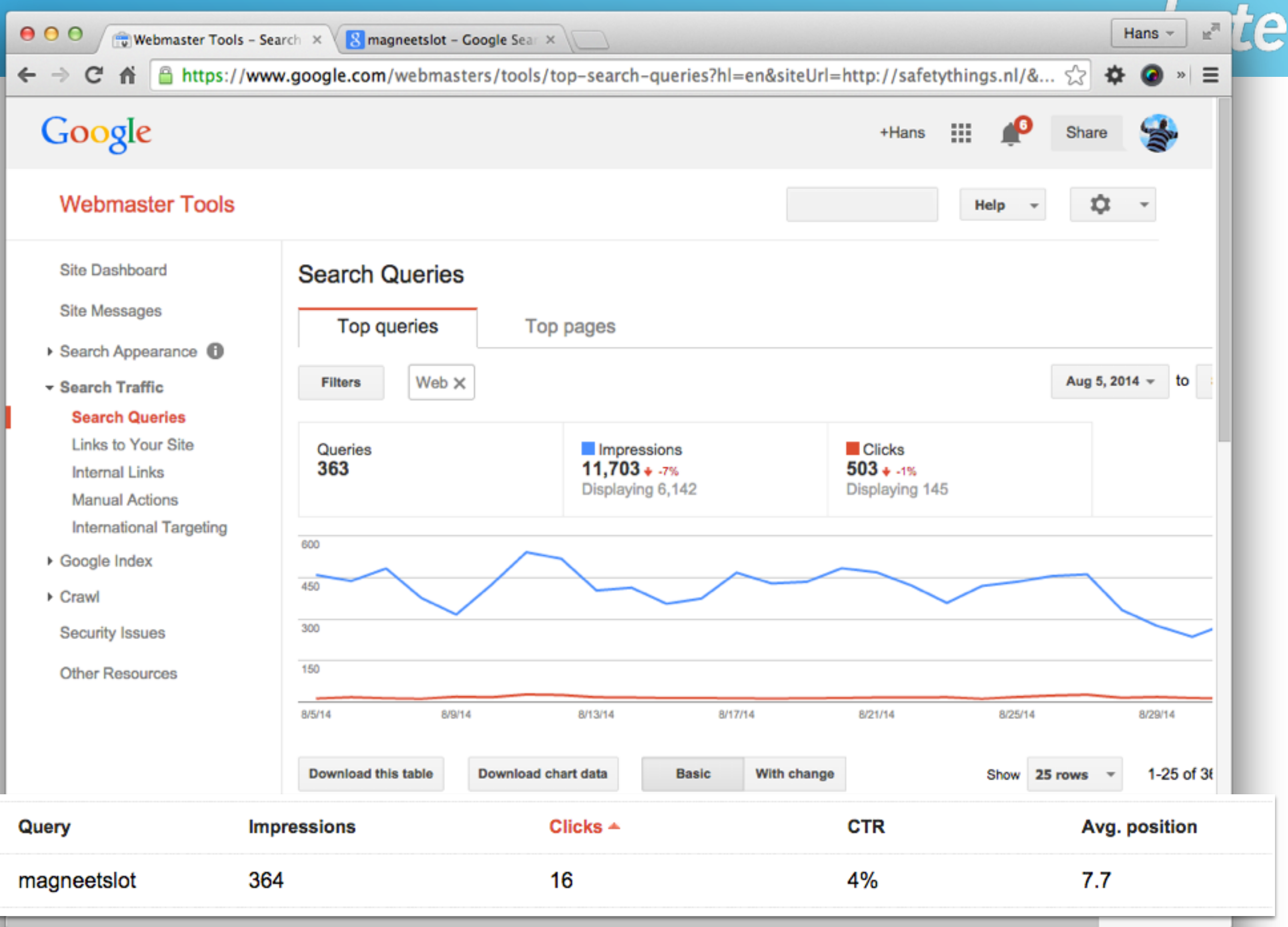
Other Resources

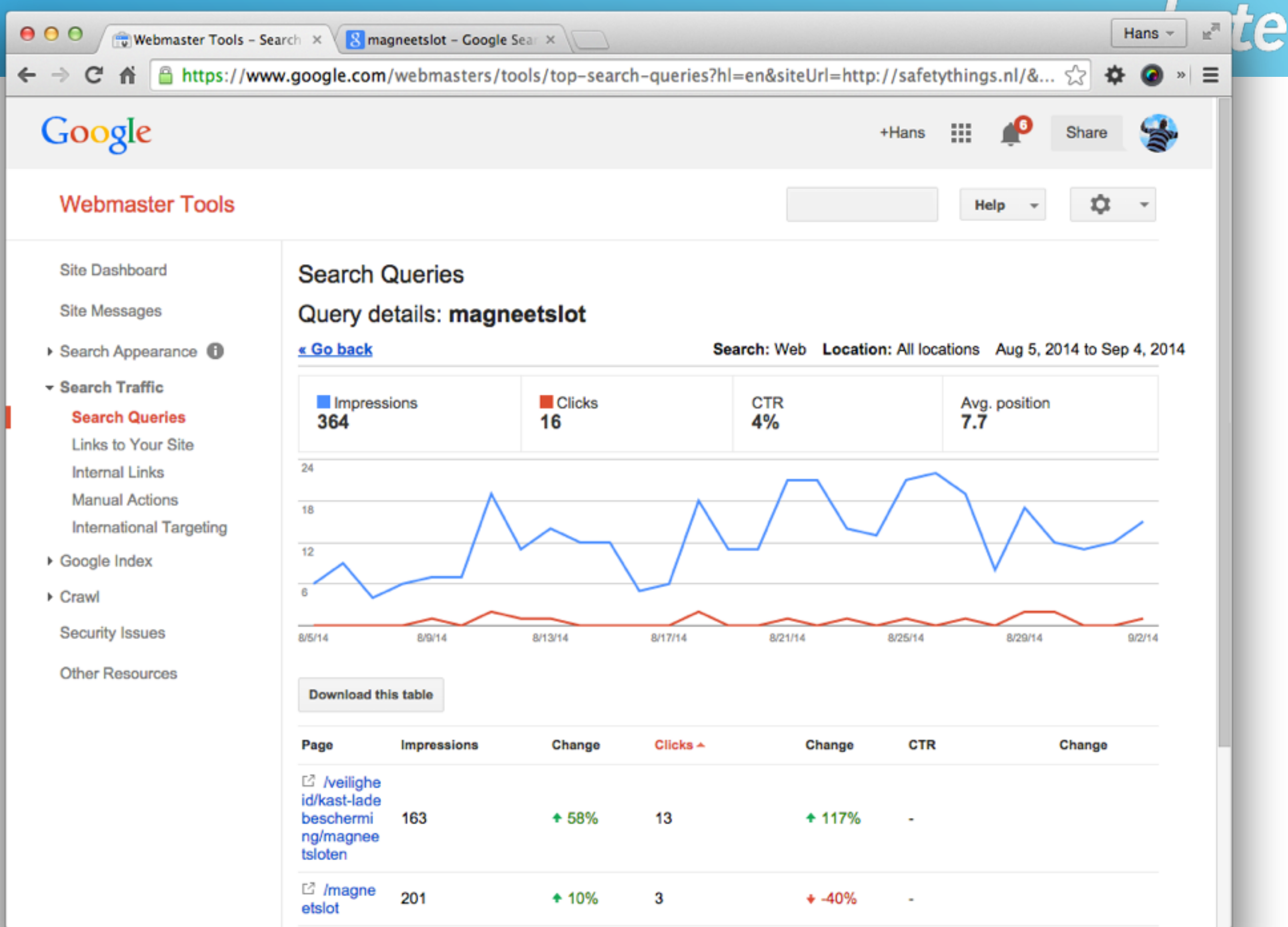
- /customer-service
- /duvalia
- /enable-cookies
- /eria
- /freesia
- /gilia
- /haagbakken
- /hovea
- /inula

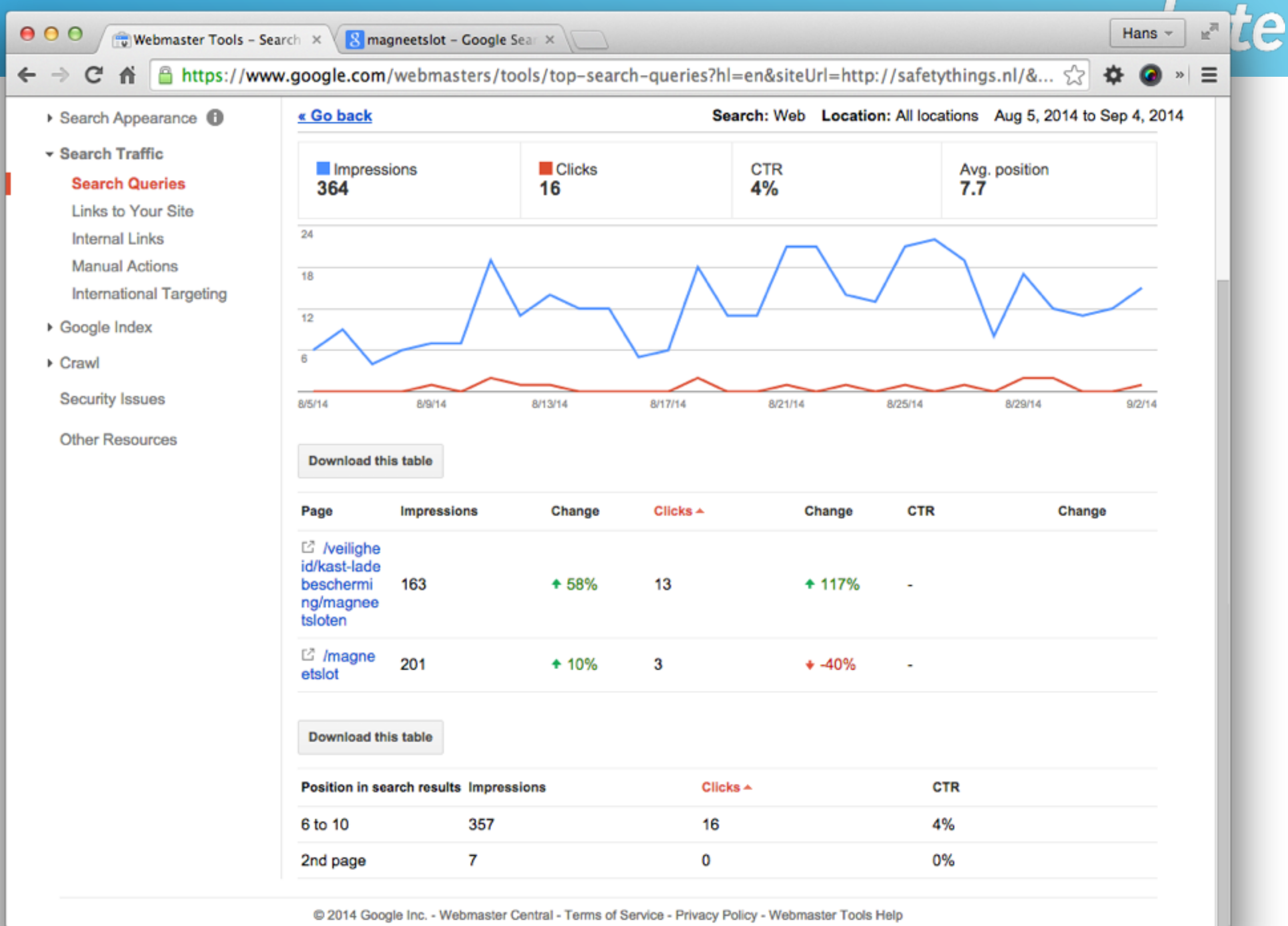
vepo-plantenbakken.nl/duvalia

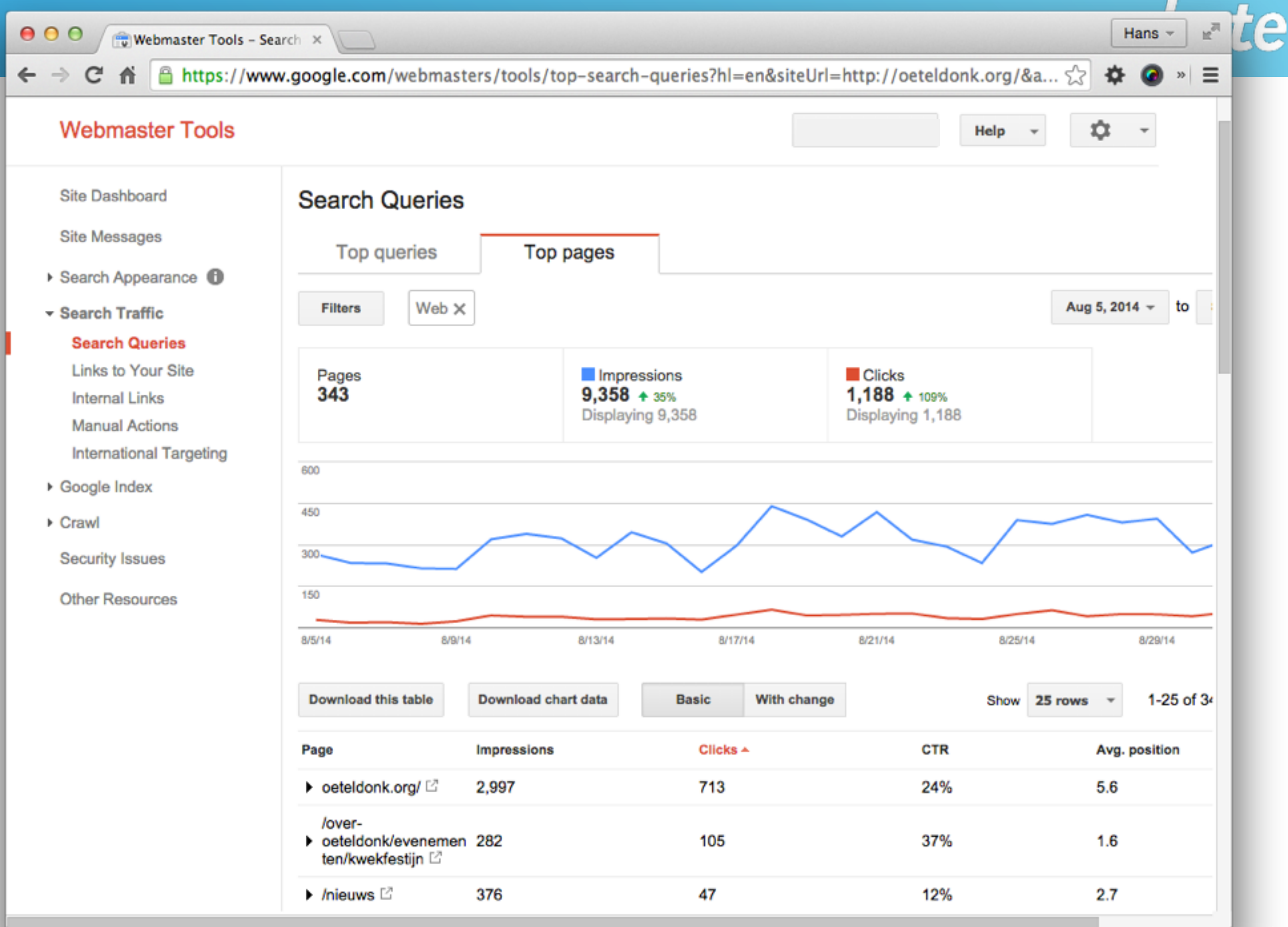
	Title Tag max display length	Meta Description max display length	URL max display length
	66 - 69 karakters	156 - 158 karakters	75 - 92 karakters
	67 - 72 karakters	176 - 184 karakters	91 - 94 karakters
	64 - 65 karakters	164 - 190 karakters	65 - 80 karakters
	< 65 karakters	< 156 karakters	< 65 karakters

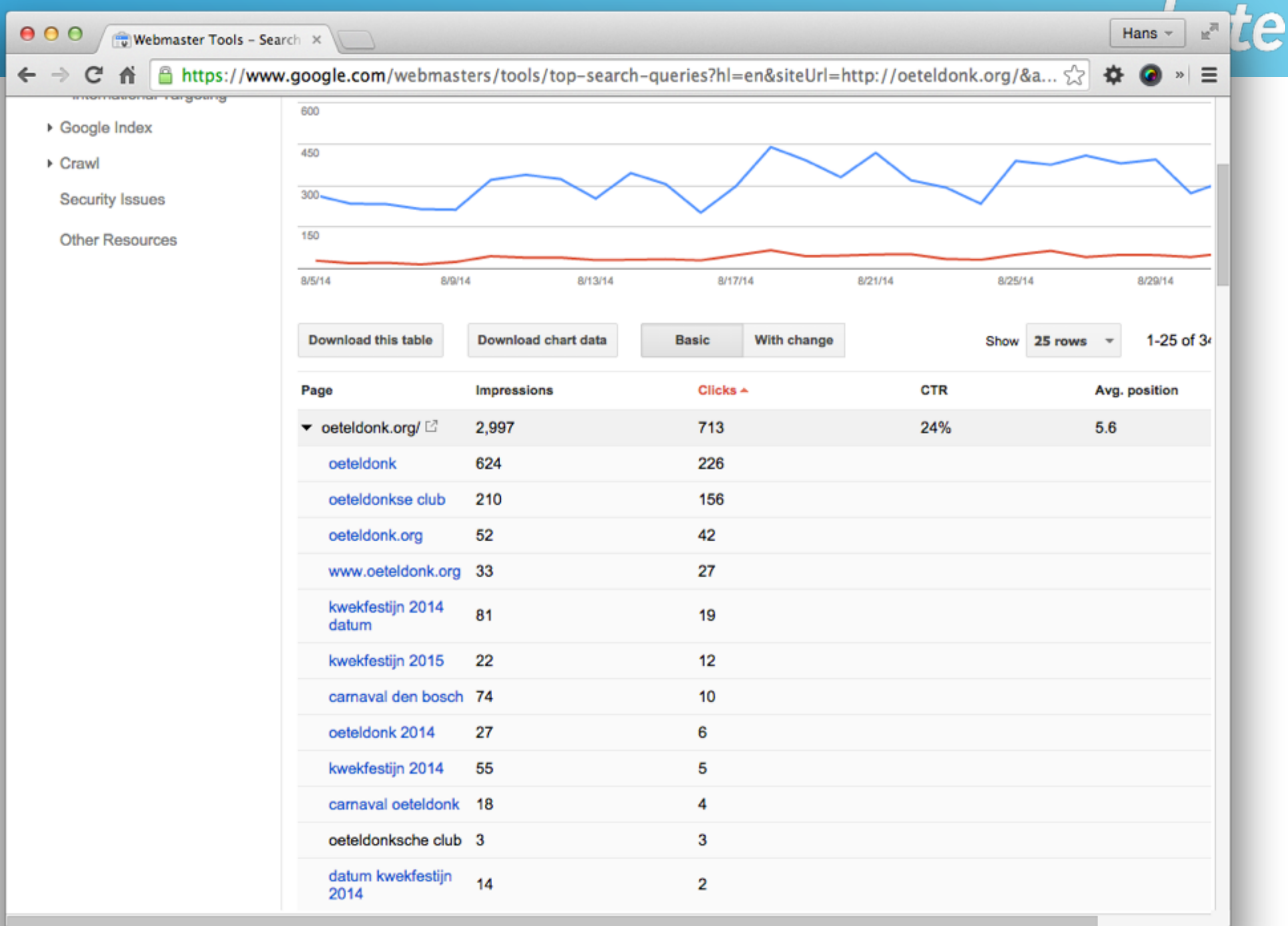
Search Queries

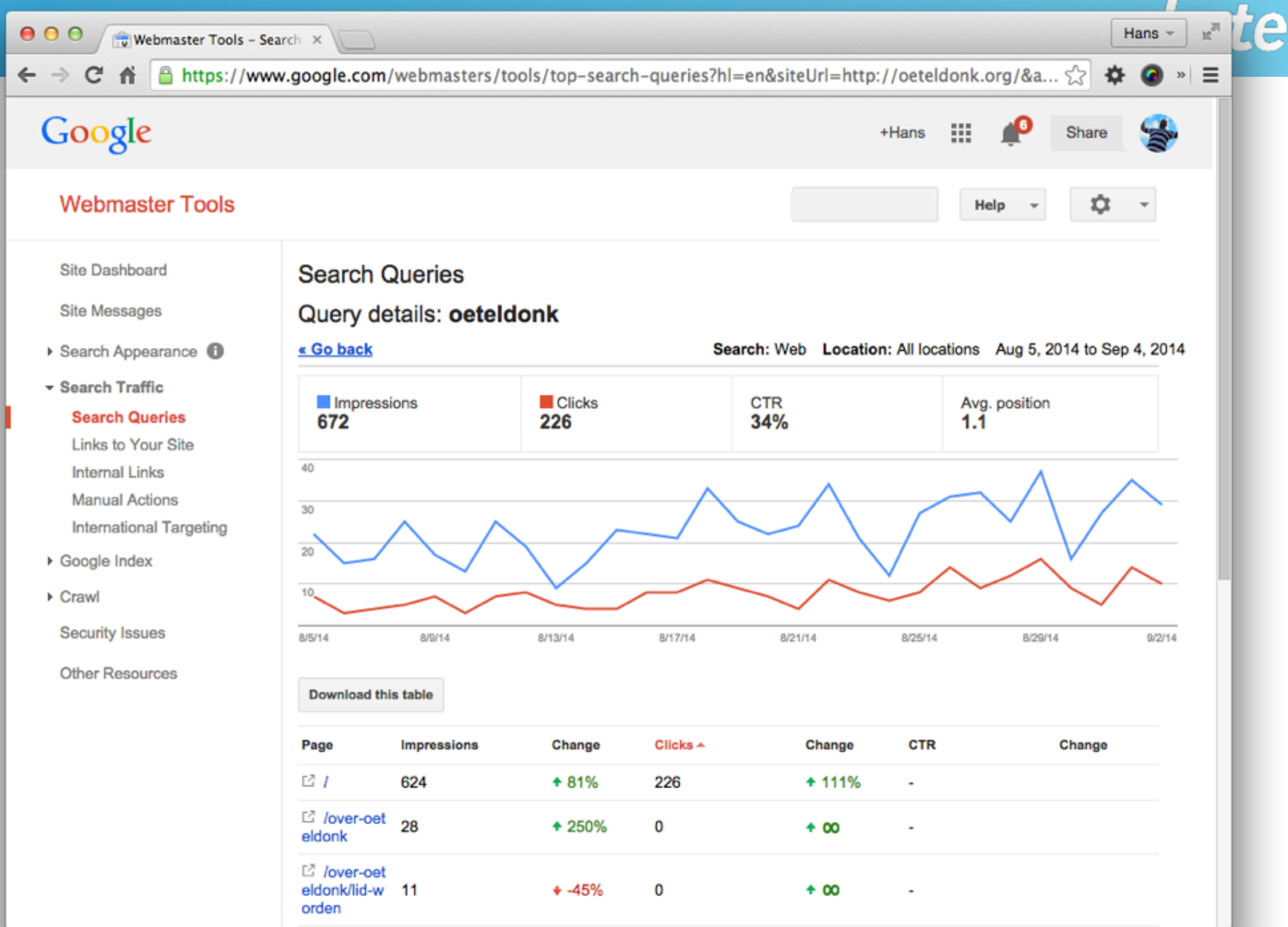












Webmaster Tools - Search x

https://www.google.com/webmasters/tools/top-search-queries?hl=en&siteUrl=http://oeteldonk.org/&a...

Page	Impressions	Change	Clicks ▲	Change	CTR	Change
/	624	↑ 81%	226	↑ 111%	-	
/over-oeteldonk	28	↑ 250%	0	↑ ∞	-	
/over-oeteldonk/lid-worden	11	↓ -45%	0	↑ ∞	-	
/agenda	5	↑ 400%	0	↑ ∞	-	
/nieuws	2	↑ ∞	0	↑ ∞	-	
/over-oeteldonk/geschiedenis	1	↑ ∞	0	↑ ∞	-	
/contact	1	↑ ∞	0	↑ ∞	-	

Download this table

Position in search results	Impressions	Clicks ▲	CTR
1	594	225	38%
3	29	1	3%
4	28	0	0%
5	13	0	0%
2	7	0	0%
6 to 10	1	0	0%

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oeteldonk - Google Search

https://www.google.nl/search?q=oeteldonk&oq=oeteldonk&aqs=chrome..69i57j69i60l2j0l3.2935j0j7&s...

Google oeteldonk

Web Images Maps Videos News More Search tools

About 125,000 results (0.31 seconds)

Oeteldonk
oeteldonk.org/ Translate this page
Onthulling Knillis Markt 1. menu Oeteldonk.org ... Nieuws · Agenda · Contact · Ook wat doen voor **Oeteldonk**? ... Thema 2015: **Oeteldonk** ge schittert. 03-03.
[Lid worden](#) - [Webshop](#) - [Nieuws](#) - [Agenda](#)

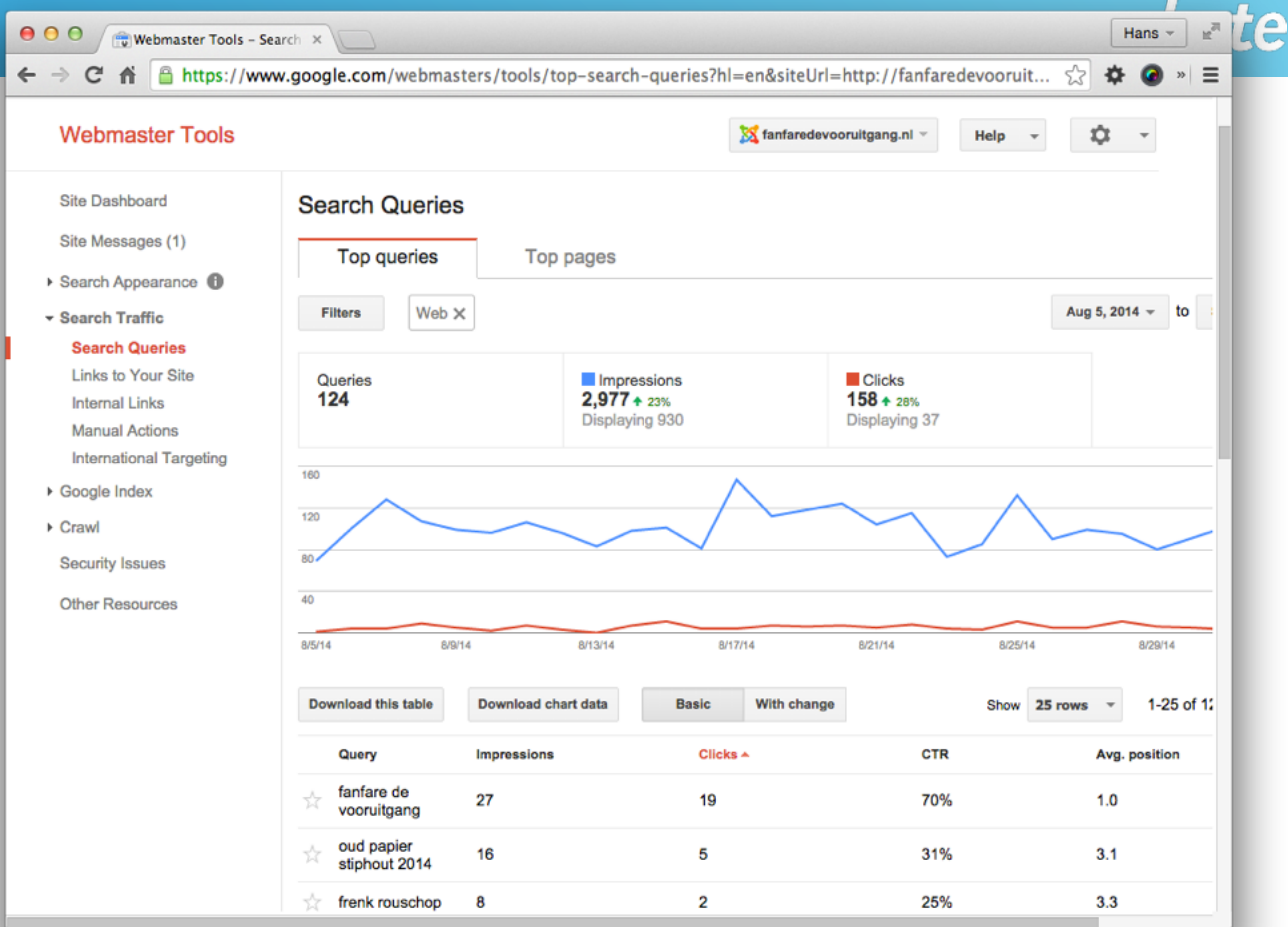
Oeteldonk - Wikipedia
nl.wikipedia.org/wiki/Oeteldonk Translate this page
Oeteldonk is de naam van 's-Hertogenbosch tijdens carnaval. Tijdens carnaval is 's-Hertogenbosch een dorp: 't durp **Oeteldonk**. **Oeteldonk** omvat alleen de ...
[Historie](#) - [Symbolen](#) - [Volkslied](#) - [Organisatie](#)

Images for **oeteldonk** Report images



More images for **oeteldonk**

GROETEN UIT OETELDONK
www.groetenuitoeteldonk.nl/ Translate this page
Welkom op deze carnavalswebsite van Groeten uit Den Bosch, op deze pagina zal je meer informatie en foto's vinden over wat er allemaal in **Oeteldonk** te ...

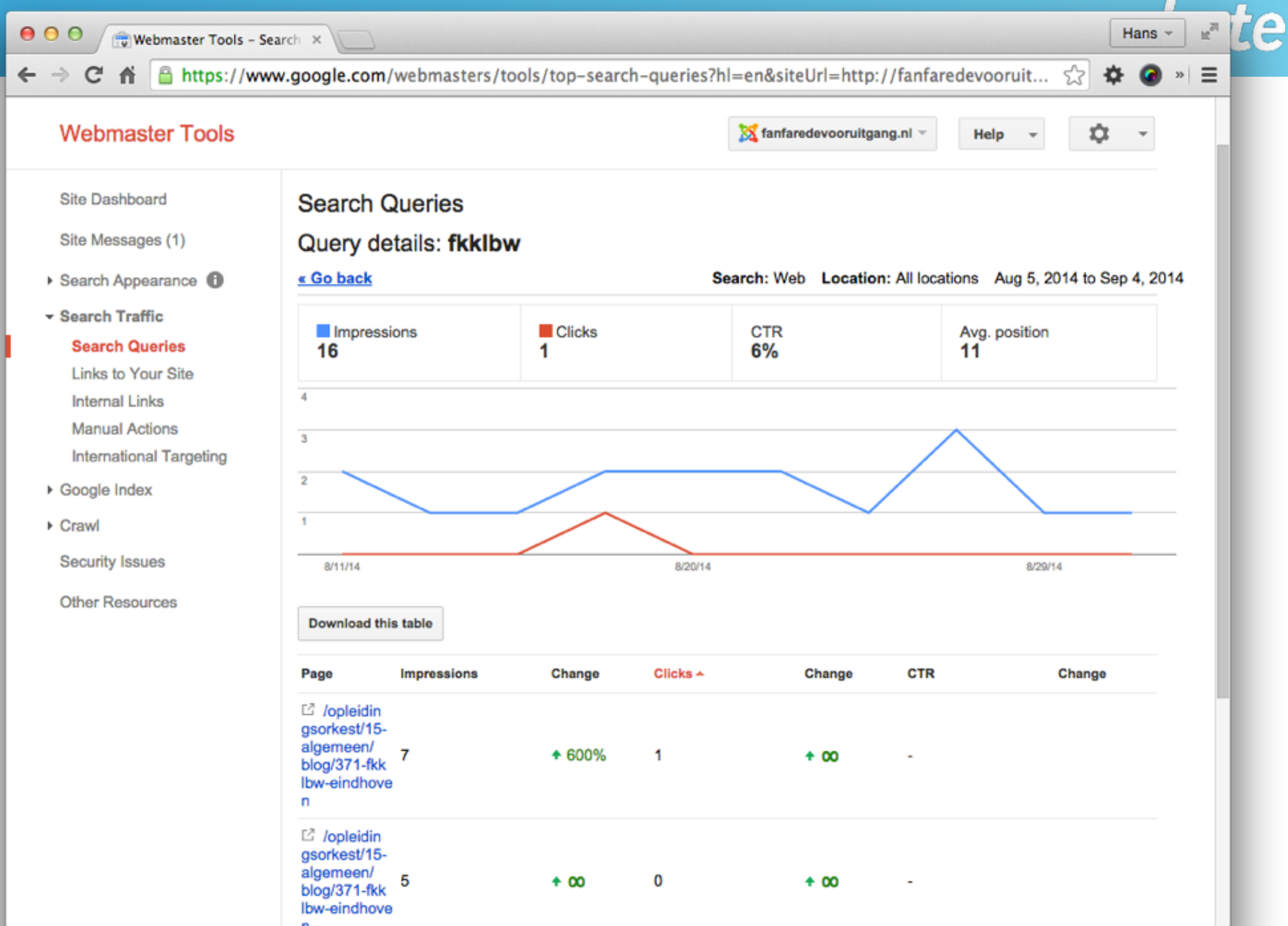


Webmaster Tools - Search x

Hans

https://www.google.com/webmasters/tools/top-search-queries?hl=en&siteUrl=http://fanfaredevooruit...

	Query	Impressions	Clicks ^	CTR	Avg. position
☆	fanfare de vooruitgang	27	19	70%	1.0
☆	oud papier stiphout 2014	16	5	31%	3.1
☆	frenk rouschop	8	2	25%	3.3
☆	the lost labyrinth	4	2	50%	9.5
☆	duduk kopen	46	1	2%	8.1
☆	sfeerbeelden	46	1	2%	7.4
☆	fkklbw	16	1	6%	11
☆	ruud van de laar	12	1	8%	7.1
☆	bram sniekers	8	1	12%	13
☆	zwitserse drumband	1	1	100%	14
☆	bart smeets	1	1	100%	44
☆	neos brass	1	1	100%	24
☆	niek jacobs	1	1	100%	2.0
☆	muziekopleiding	102	0	0%	12
☆	stiphout	92	0	0%	13
☆	de vooruitgang	68	0	0%	8.1
☆	muziekopleidingen	61	0	0%	10
☆	vooruitgang	48	0	0%	6.2



Google

fkklbw



+Hans



Share



Web

Images

Maps

Videos

Shopping

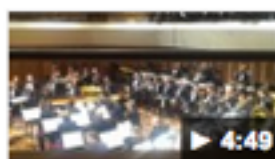
More

Search tools



About 7,000 results (0.37 seconds)

Laatste concert **fkklbw** - YouTube



www.youtube.com/watch?v=T23z8swddek

Apr 22, 2012 - Uploaded by marcotjuhh

Deze video is ge pload vanaf een Android-telefoon.

Zeg 'nee' tegen de ondergang van het **FKKLBW**!

<https://www.hanze.nl/.../zeg-nee-tegen-de-ondergang-...>

Zeg 'nee' tegen de ondergang van het **FKKLBW**! Het **FKKLBW** (Fanfarekorps Koninklijke Landmacht 'Bereden Wapens') is het enige professionele fanfareorkest ...

Fanfarekorps Koninklijke Landmacht "Bereden Wapens ...

nl.wikipedia.org/.../Fanfarekorps_Koninklijke_Landm...

Het Fanfarekorps Koninklijke Landmacht "Bereden Wapens" (**FKKLBW**) is een van de professionele fanfare-vormende korpsen van de Nederlandse krijgsmacht ...

FKKLBW (**FKKLBW**) on Twitter

<https://twitter.com/FKKLBW>

The latest from **FKKLBW** (@**FKKLBW**). Volg het **FKKLBW** op de voet. Het enige fulltime beroeps Fanfareorkest ter wereld. Vught, The Netherlands.

Fanfare 'Bereden Wapens'

www.fanfareberedenwapens.nl/

De Fansite Fanfare 'Bereden Wapens' wordt ge
Aangezien het FBW zelf geen invloed heeft op

Gelezen op de site van **FKKLBW** (korps van... - Gerwens ...

<https://nl-nl.facebook.com/permalink.php?story...>

Gelezen op de site van **FKKLBW** (korps van onze dirigent) : Het doek is gevallen voor het **FKKLBW**. Het Fanfarekorps Koninklijke Landmacht 'Bereden Wapens' ...

optimaliseer pagina en scoor hoger

Internal Links

Webmaster Tools - Internal x

https://www.google.com/webmasters/tools/internal-links?hl=en&siteUrl=http://tweetosties.nl/

Google +Hans 6 Share

Webmaster Tools tweetosties.nl Help

Site Dashboard
Site Messages
Search Appearance
Search Traffic
Search Queries
Links to Your Site
Internal Links
Manual Actions
International Targeting
Google Index
Crawl
Security Issues
Other Resources

Internal Links

Find internal links to http://tweetosties.nl/ Find

Download this table Show 25 rows 1-25 of 61 < >

Target pages	Links
http://tweetosties.nl/	17,938
/electronics/computers/ram-memory.html	9,297
/electronics/computers/monitors.html	9,296
/electronics/computers/cases.html	9,290
/catalogsearch/term/popular/	9,288
/apparel/shirts.html	9,285
/customer/account/login/	9,278
/contacts/	9,278
/customer/account/	9,278
/apparel/shoes/womens.html	9,275
/apparel/shoes/mens.html	9,275
/apparel.html	9,275
/electronics.html	9,274

Webmaster Tools - Interna x

https://www.google.com/webmasters/tools/internal-links-details?hl=en&siteUrl=http://tweetosties.nl/...

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Webmaster Tools

tweetosties.nl

Help

Site Dashboard

Site Messages

Search Appearance

Search Traffic

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Internal Links

Manual Actions

International Targeting

Google Index

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« Go back

Top 121 links to
/electronics/computer
s/ram-memory.html

Total links
9,297

Find internal links to http://tweetosties.nl/ electronics/computers/ram-memory.l Find

Download this table

Show 25 rows 1-25 of 121

Links

tweetosties.nl/

/catalogsearch/result/index/?__from_store=default&__store=french&cat=13&color=23&contrast_ratio=106&manufactu
rer=3&mode=list&q=photo

/catalogsearch/result/index/?__from_store=default&__store=french&cat=13&color=23&dir=asc&manufacturer=118&
order=name&price=600-&q=photo

/catalogsearch/result/index/?__from_store=default&__store=french&cat=13&color=24&contrast_ratio=106&dir=desc&
manufacturer=118&order=name&q=APPLE

/catalogsearch/result/index/?__from_store=default&__store=french&cat=13&color=24&contrast_ratio=107&manufactu
rer=118&price=400-500&q=photo

https://www.byte.nl/blog/reduce-magento-resources-using-meta-tag-robots/
noindex,follow instellen via Magento local.xml in theme

Webmaster Tools - Remove x

https://www.google.com/webmasters/tools/url-removal?hl=en&siteUrl=http://tweetosties.nl/

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Webmaster Tools

tweetosties.nl

Help

Site Dashboard

Site Messages

Search Appearance

Search Traffic

Google Index

Index Status

Content Keywords

Remove URLs

Crawl

Security Issues

Other Resources

Remove URLs

Use **robots.txt** to specify how search engines should crawl your site, or request **removal** of URLs from Google's search results (have you read our [removal requirements?](#)). Only site owners and users with full permissions can request removals.

Create a new removal request

Show: Pending (0)

Enter the URL that you'd like to remove (case-sensitive)

catalogsearch

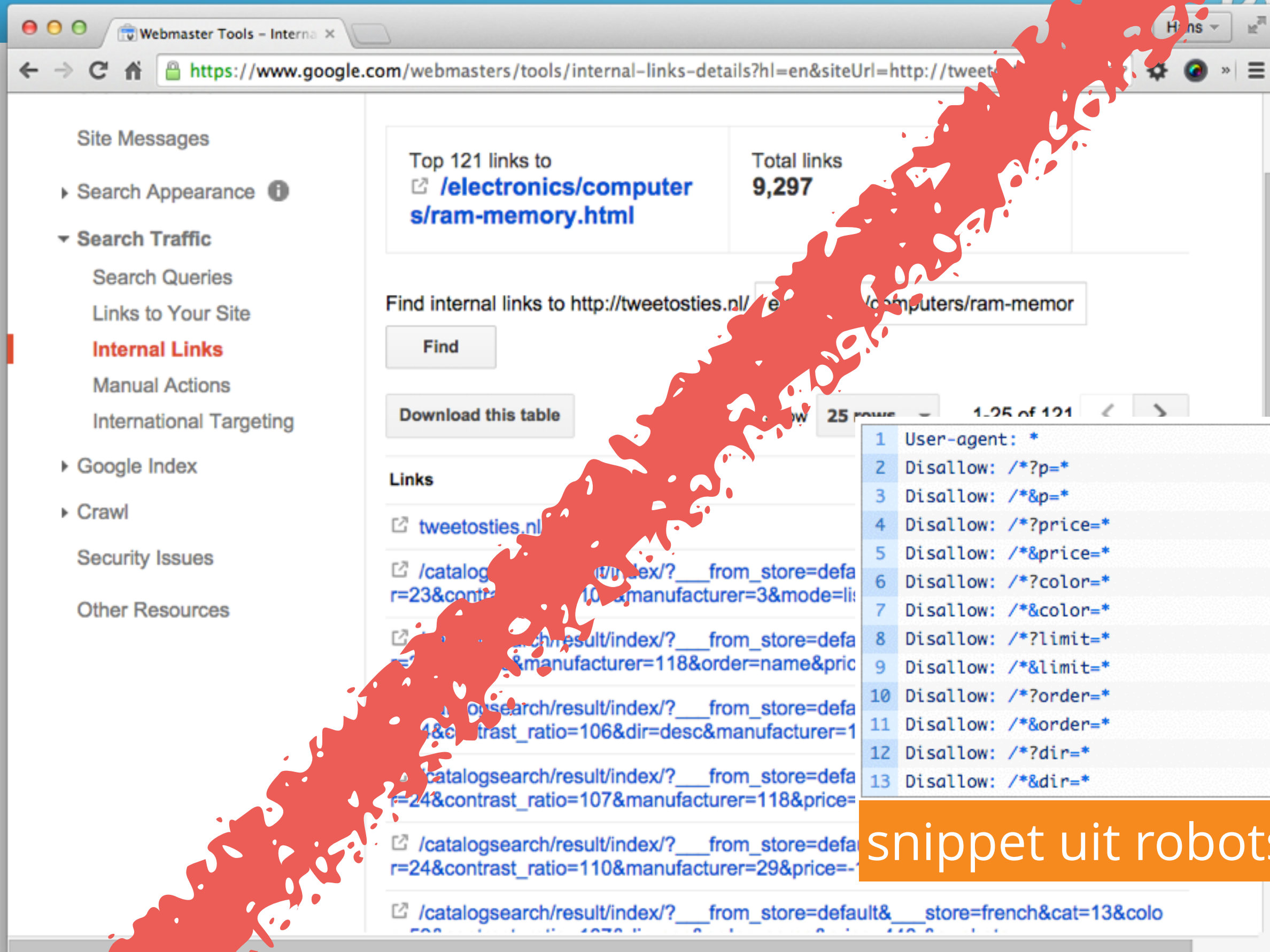
Continue

status	Removal Type	Requested
--------	--------------	-----------

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verwijder ongewenste url's uit index

URL Parameters

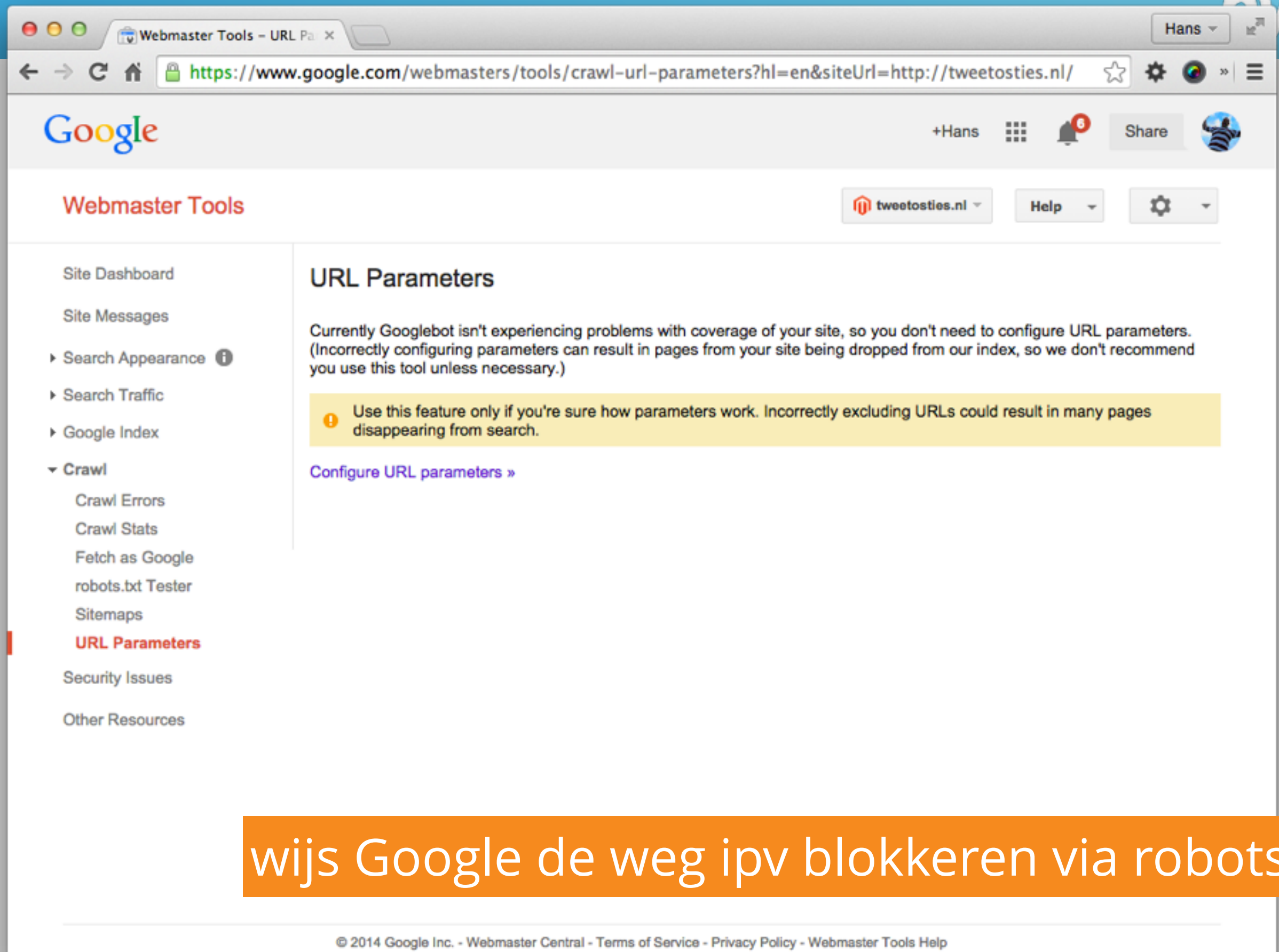


```

1 User-agent: *
2 Disallow: /*?p=*
3 Disallow: /*&p=*
4 Disallow: /*?price=*
5 Disallow: /*&price=*
6 Disallow: /*?color=*
7 Disallow: /*&color=*
8 Disallow: /*?limit=*
9 Disallow: /*&limit=*
10 Disallow: /*?order=*
11 Disallow: /*&order=*
12 Disallow: /*?dir=*
13 Disallow: /*&dir=*

```

snippet uit robots.txt



The screenshot shows the Google Webmaster Tools interface for the website <http://tweetosties.nl/>. The page title is "URL Parameters". The main content area states: "Currently Googlebot isn't experiencing problems with coverage of your site, so you don't need to configure URL parameters. (Incorrectly configuring parameters can result in pages from your site being dropped from our index, so we don't recommend you use this tool unless necessary.)". A yellow warning box contains the text: "Use this feature only if you're sure how parameters work. Incorrectly excluding URLs could result in many pages disappearing from search." Below this is a link to "Configure URL parameters »". The left sidebar lists various tools, with "URL Parameters" highlighted in red. The footer contains copyright information for 2014 Google Inc. and links to Webmaster Central, Terms of Service, Privacy Policy, and Webmaster Tools Help.

Webmaster Tools - URL Parameters

Google

Webmaster Tools

tweetosties.nl Help

URL Parameters

Currently Googlebot isn't experiencing problems with coverage of your site, so you don't need to configure URL parameters. (Incorrectly configuring parameters can result in pages from your site being dropped from our index, so we don't recommend you use this tool unless necessary.)

Use this feature only if you're sure how parameters work. Incorrectly excluding URLs could result in many pages disappearing from search.

[Configure URL parameters »](#)

- Site Dashboard
- Site Messages
- Search Appearance
- Search Traffic
- Google Index
- Crawl
 - Crawl Errors
 - Crawl Stats
 - Fetch as Google
 - robots.txt Tester
 - Sitemaps
 - URL Parameters**
- Security Issues
- Other Resources

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wijs Google de weg ipv blokkeren via robots.txt

Webmaster Tools - URL Parameters

https://www.google.com/webmasters/tools/crawl-url-parameters?hl=en&siteUrl=http://tweetosties.nl/...

Google +Hans

Webmaster Tools tweetosties.nl Help

Site Dashboard

Site Messages

Search Appearance

Search Traffic

Google Index

Crawl

Crawl Errors

Crawl Stats

Fetch as Google

robots.txt Tester

Sitemaps

URL Parameters

Security Issues

Other Resources

URL Parameters

Help Google crawl your site more efficiently by indicating how we should handle parameters in your URLs. [Learn more.](#)

Use this feature only if you're sure how parameters work. Incorrectly excluding URLs could result in many pages disappearing from search.

Download this table Add parameter Show 25 rows 1-17 of 17

Parameter	URLs monitored ▲	Configured	Effect	Crawl
price	31,451	-	-	Let Googlebot decide Edit / Reset
order	28,945	-	-	Let Googlebot decide Edit / Reset
dir	28,945	-	-	Let Googlebot decide Edit / Reset
color	27,229	-	-	Let Googlebot decide Edit / Reset
q	24,282	-	-	Let Googlebot decide Edit / Reset
cat	24,068	-	-	Let Googlebot decide Edit / Reset
mode	23,109	-	-	Let Googlebot decide Edit / Reset
shoe_type	14,392	-	-	Let Googlebot decide Edit / Reset
__from_store	14,387	-	-	Let Googlebot decide Edit / Reset
__store	14,347	-	-	Let Googlebot decide Edit / Reset
manufact				

Parameter name	Effect on content?	What should Googlebot crawl?
trackingId	None	One representative URL
dir	Sorts	Only URLs with value = 'asc'
price	Sorts	Only URLs with value = 'price'
color	Narrows	No URLs
itemId	Specifies	Every URL
p	Paginates	Every URL
q	Other	No URL's

voorbeeld configuratie URL Parameters
en voorkom duplicate content

sitemap.xml

multi-store sitemap.xml :: add to .htaccess

RewriteRule voor sitemap.xml

```
RewriteRule ^sitemap\.xml$ sitemap/{HTTP_HOST}/sitemap.xml [L]
```

resultaat van multi domain Magento install

<http://example.com/sitemap/example.com/sitemap.xml>

<http://domain.com/sitemap/domain.com/sitemap.xml>

<http://example.com/sitemap.xml> werkt

<http://domain.com/sitemap.xml> werkt ook

Robots.txt tester

multi-store robots.txt

:: add to .htaccess

#Rewrite URL for robots.txt

```
RewriteRule ^robots\.txt$ robots/{HTTP_HOST}/robots.txt [L]
```

resultaat van multi domain Magento install

<http://example.com/robots/example.com/robots.txt>

<http://domain.com/robots/domain.com/robots.txt>

<http://example.com/robots.txt> werkt

<http://domain.com/robots.txt> werkt ook

Webmaster Tools - robots. x

https://www.google.com/webmasters/tools/robots-testing-tool?hl=en&siteUrl=http://www.downtown.nl/

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robots.txt Tester

Edit your robots.txt and check for errors. [Learn more.](#)

Latest version seen on 8/17/14, 4:44 AM OK (200) 2,502 Bytes [See live robots.txt](#)

```
1 # $Id: robots.txt,v magento-specific 2010/28/01 18:24:19 goba Exp $
2 # Edited: 2012/06/11 by Byte Internet
3 #
4 # robots.txt
5 #
6 # This file is to prevent the crawling and indexing of certain parts
7 # of your site by web crawlers and spiders run by sites like Yahoo!
8 # and Google. By telling these "robots" where not to go on your site,
9 # you save bandwidth and server resources.
10 #
11 # This file will be ignored unless it is at the root of your host:
12 # Used: http://example.com/robots.txt
13 # Ignored: http://example.com/site/robots.txt
14 #
15 # For more information about the robots.txt standard, see:
```

0 Errors 1 Warnings

http://www.downtown.nl/ contacts Googlebot ALLOWED

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en nog meer...

The screenshot shows a web browser window with the address bar displaying `https://www.google.com/webmasters/tools/other-links-site?hl=en&siteUrl=https://www.byte.nl/`. The page title is 'Webmaster Tools - Other'. The main content area is titled 'Webmaster Tools' and features a sidebar on the left with navigation links: 'Site Dashboard', 'Site Messages (2)', 'Search Appearance' (with an information icon), 'Search Traffic', 'Google Index', 'Crawl', 'Security Issues', and 'Other Resources' (which is highlighted with an orange bar). The main content area is titled 'Other resources' and lists several tools with their descriptions:

Resource	Description
Structured Data Testing Tool	Use the Structured Data Testing Tool to check that Google can correctly parse your structured data markup and display it in search results.
Structured Data Markup Helper	Not sure how to start with adding structured data markup to your HTML? Try this point-and-click tool.
Email Markup Tester	Validate the structured data contents of an HTML email using Email Markup Tester.
Google Places	97% of consumers search for local businesses online. Be there when they're looking for you with Google Places for business - a free local platform from Google.
Google Merchant Center	The place to upload your product data to Google and make it available to Google Product Search and other Google services.
PageSpeed Insights	Use PageSpeed Insights to find out how to make your web pages fast on all devices.
Custom Search	Harness the power of Google to create a customized search experience for your own website.

At the bottom of the page, the footer text reads: '© 2014 Google Inc. - Webmaster Central - Terms of Service - Privacy Policy - Webmaster Tools Help'.

checklist

- heb ik alle variaties van de site toegevoegd?
- ontvang ik notificaties via mail?
- heb ik een sitemap toegevoegd?
- bevat mijn site foutloze structured data?
- zijn de url parameters ingesteld?
- heb ik de interne links opgeschoond?
- heb ik de html improvements doorgevoerd?
- mooi... dan kan ik nu spelen met de search queries en optimalisatie van content.
- kan ik ergens een potje tijd open trekken? Google Webmaster Tools is best cool.



en nu jullie...
have fun



Magento
USER GROUP

<http://www.slideshare.net/hans2103>

Hans Kuijpers
@hans2103
@Byte_Internet

