

Documentation for SEO + Open Graph

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Introduction

Social media is actually the best way to share your content. But do you know how to optimize your outreach potential? **Open Graph** is a protocol that allows web pages to be represented as items in a social graph. The purpose was to offer an easier integration between Facebook and other websites by displaying rich graph objects with the same features as Facebook objects. It was allowing a certain degree of control over the information that was shared.

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Area Covered

This is applied in all the pages of the website where we need the page to be recognized by any social media i.e.,

- Home Page
 - Product Listing Page
 - Product Page
 - Category Listing Page
 - Category Page
 - All the CMS Pages
 - Blog Categories & Posts
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Main Focus

• The Concept

Officially, Open Graph does not have a direct impact on your on-page SEO and it just seems to be here to optimize your social links.

Otherwise, social media like Facebook have taken such an important place over the years that search engines can not ignore Open Graph' data in their algorithm anymore.

How to insert an Open Graph?

To place an Open Graph you just have to:

add "http://ogp.me/ns#" at the html tag
add in the <head> tag the meta tags with the
property and content attribute
specify the 4 tags : og:title, og:type, og:url, og:image

Other tags are also existing if your page has rich objects like videos

• The Solution

Mandatory Open Graph tags

- **Og:title**

That is the title of your page for the Open Graph. There is no specific recommendations but you should respect the 65 characters if you do not

want your title to be truncated. It actually works the same as the meta title tag and if Facebook does not find the **og:title**, it will just use your title tag. Remember [that is must be appealing](#) to optimize your click-through rate.

example:

```
<meta property="og:title" content="Your appealing title here" />
```

- **Og:type**

This tag specifies your page type (website, article, video, music..) and describes the main type of subject on your page. The list of possibilities is very long so you can check it out [here](#).

example :

```
<meta property="og:type" content="website" />
```

- **Og:image**

This is your URL image that will be display in the Open Graph. It is very useful as you can choose which thumbnails will be displayed and avoid unrelated images. It moreover helps to increase your conversion rate. Indeed, picture marketing is really something you should take in account since a great picture worths 1,000 words.

Usually, a good resolution for an og image is 1200 pixels x 627 pixels for a 5MB size.

If you have installed the right plugin in your CMS, the right image will automatically be displayed.

example :

```
<meta property="og:image" content="http://www.yourwebsite.com/image-name.jpg" />
```

- **Og:url**

That is the canonical URL of your page. Most of the time that is just the URL displayed on your page but it can be helpful if there is different dynamic URLs linked to the same page.

example :

```
<meta property="og:url" content="http://www.yourwebsite.com" />
```

- **Og:description**

That is a snippet of your page that should contain between 150 and 200 characters (Facebook can display up to 300 characters) and that describe your page content. It works the same as the meta description tag but it will not affect your SEO so do not lost time to optimize your keywords but just try to write something compelling.

example :

```
<meta property="og:description" content="Your great description that perfectly describe what you are talking about." />
```

The not mandatory

- **Og:video**

If you have a video in your page this is where you should place its URL

- **Og:local**

This specifies your language page

- **Og:site_name**

This is the name of your website

- **Fb:app_id**

Link a Facebook application (for example Facebook Comments) with the object

To help you out, Facebook has developed a tool called Open Graph Object

Debugger with two great features :

it draws a clear summary of the possible errors or you can simply check how your sharings will look like.

it clears the Facebook cache. It is very helpful if you see a mistake in your thumbnail for example. Even if you have change it in your OG tags, it will remain the same ; it is because of the cache. That tool will refresh the cache after any adjustments. So keep that in mind !

Implementation

layout/default.xml

Using the default.xml the meta tag is applied to all the pages

```
<block class="Codilar\Seo\Block\OpenGraph"
name="seo.open.graph" template="Codilar_Seo::default.phtml"/>
```

templates/default.phtml

```
<?php
declare(strict_types=1);
echo $block->getMetaData();
public function
```

templates/default.phtml

```
<?php
declare(strict_types=1);
namespace Codilar\Seo\Block;
use Magento\Framework\View\Element\Template;
use Codilar\Seo\Model\AdapterInterface;

class OpenGraph extends Template implements SeoBlockInterface
{
    /**
     * @var AdapterInterface
     */
    private $adapter;
    public function __construct(
        \Magento\Framework\View\Element\Template\Context $context,
        AdapterInterface $adapter,
        array $data = []
    ) {
        parent::__construct($context, $data);
        $this->adapter = $adapter;
    }
    /**
     * @return string
     */
    public function getMetaData()
    {
        $property = $this->adapter->getProperty();
        $openGraph = $property
            ->setPrefix('og:')
            ->setMetaAttributeName('property')
            ->toHtml();
        $productInformation = $property
            ->setMetaAttributeName('property')
            ->toHtml('product');
```

```
return sprintf(
    '%s%s',
    $openGraph,
    $productInformation
);
}
```

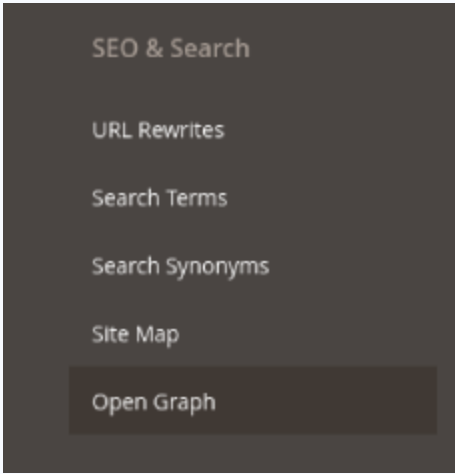


Fig 0.1: SEO Open Graph Menu

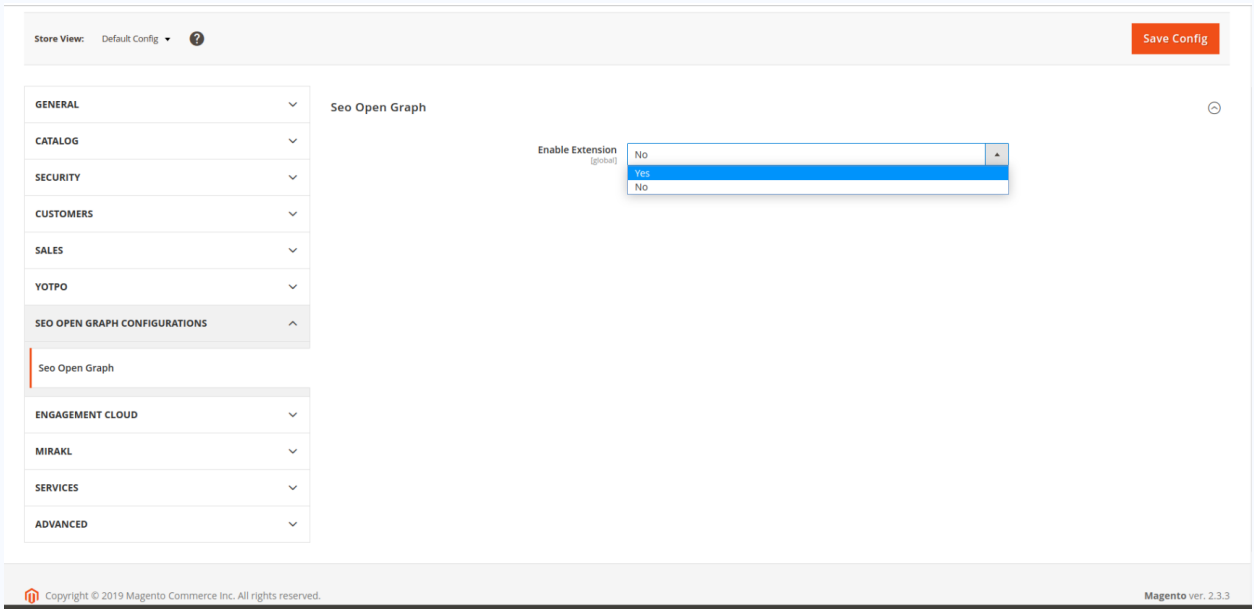


Fig 0.2: SEO Open Graph Extension Configuration

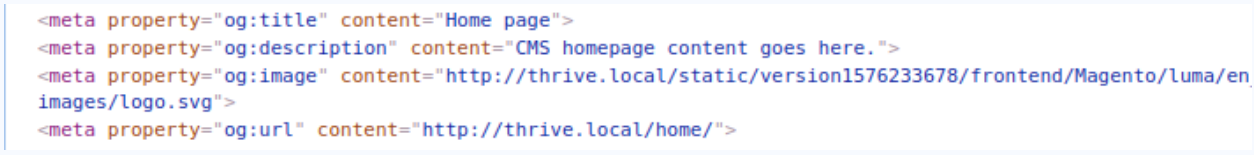


Fig 0.3: Og Meta Tag in Head Tag