FME Extensions

SEO IMAGES ALT TAGS

M2

USER GUIDE

Version 1.1.9

FME Extensions

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1. Intended Audience

The content of this document is designed to facilitate the users - managers, supervisors, and others of **SEO Images Alt Tags** Extension for Magento 2. A step by step instruction has been added to this document to help users to install the extension on Magento 2.

This extension will only work on Magento 2. As a safe practice, always backup your files and database before installing any extension on Magento. If you are looking for someone to install the extension, we can do it for you as well. Just contact our support team and let them know the order id to expedite the installation process.

Once you have installed, please see the User Guide to help you understand how to use the extension to its full capacity. If you still have questions, feel free to contact us on our website.

2. About Extension

Image optimization is an integral part of your overall SEO campaign and Alt tags come at the forefront of image optimization. Search engines rank images based on their Alt (Alternative) tags. Poor or no alt tags not only lower your image rankings but also hurt your page visibility. The more concise and easy to read the image alt tags, the better their chances of improved ranking. Improved image rankings increase your store's traffic and sales.

Giving an alternative text to each image on your store is absolutely necessary. The problem is it is difficult and time consuming to do so, especially if your Magento 2 store contains hundreds and thousands of images. The solution is Image Alt Tag Extension.

The extension makes your life easier when it comes to image alt tags. It automates the process and assigns each image relevant alt tags in a few seconds whether you have 10 images in your store or 10,000. All you have to do is select one or more of the product attributes that you want to include in alt texts and the extension will do the rest.

3. Setup Extension

3.1 General Settings

At the back end, go to **FME EXTENSIONS** > **Configurations**. Here you will find the following options.

- **Enable Module:** Select 'Yes' to Enable or 'No' to Disable the module.

- **Alt Tag Structure:** This field shows the alt tag structure based on the selection of default values. This means you can select which product attribute(s) should form the alt tags. The field is dynamically populated as you select values in the following field.

- **Default Values:** Select one or more of the product attributes that you want to include in the alt tag. For example, if you select *Product Name* from the list then the Alt Tag Structure is {product_name}. This means if the product name is 'Cronus Yoga Pant', it's image tag will automatically be generated as 'Cronus Yoga Pant'.
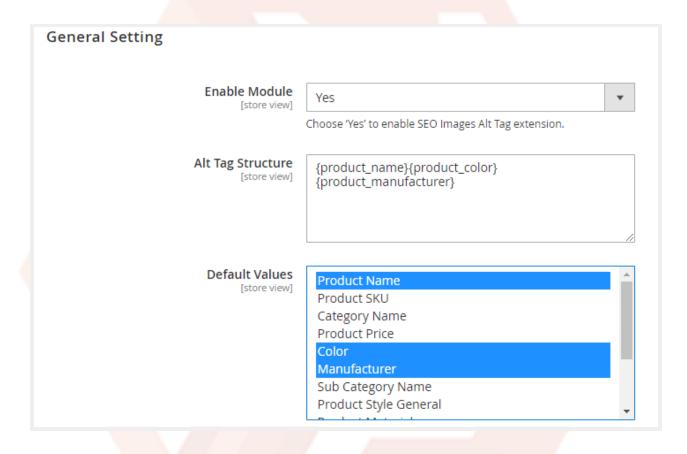
  To select multiple attributes, press and Hold the Ctrl key and then select the items from the list. For example, if you select *Product Name*, *Color*, *Manufacturer*, the image Alt Tags will be formed by combining all these attributes separated by space.

The extension allows you to include all or any of the following product attributes in the image alt tag.

- Product Name
- Product SKU
- Category Name
- Product Price
- Color
- Manufacturer
- Sub Category Name
- Product Style General
- Product Material
- Product Pattern
- Product Climate
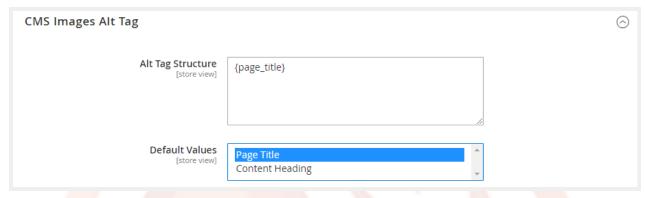
4

- Product New
- Product Sale

3.2 CMS Images Alt Tag Settings

Now expand the CMS Images Alt Tag section to see the following options. This section allows you to automatically apply Alt tags to images on CMS pages.

Alt Tag Structure: Option to define the structure for the alt tag.

Default Values: Select how you want to form the Alt tag for CMS page product images. For example, if you select *Page Title* from the **Default Values** and the page title is 'Privacy Policy', an image on this page will be given 'Privacy Policy' as its alternative tag.

CMS Images Alt Tag

Alt Tag Structure
[store view]

{page_title}

Default Values
[store view]

Page Title
Content Heading

When you are done with configurations, click **Save Config** on the top right.

Refresh Cache

- **Refresh** the **Cache**: **System** > **Cache Management** > Select **All** from **Mass Actions** > Click **Refresh the Cache.**

4. Steps to Follow

You need to follow these steps to configure the extension and make it work.

1. Login to your admin panel
2. On the left sidebar, click **FME Extensions > Configurations**
3. Configure **General Settings**
4. Configure **CMS Page Alt Tags** Settings
5. **Save** Configurations
6. **Flush Cache**

FRONTEND – APPLY IMAGE ALT TAG ON CMS PAGE

On CMS pages, Alt tags can be added in the Image tag if alt="" is added. Content inside the alt can be set on the edit page of CMS. The path to set the content is as follow:
Content -> Pages -> Edit Page -> Search Engine Optimization -> Images Alt Tag Structure

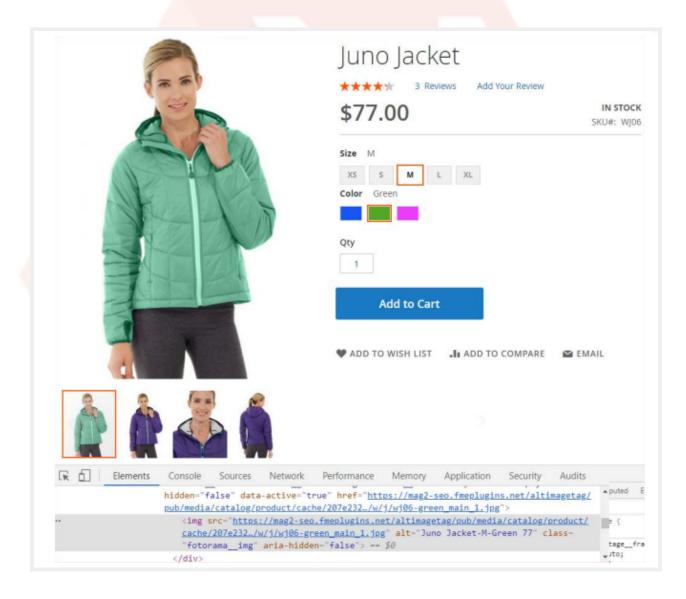If this field is empty, it gets the default value from the extension configurations.

FRONTEND – AUTO CREATE ALT TAGS FOR PRODUCT IMAGES

FRONTEND – ADD IMAGE ALT TAG TO SWATCH IMAGES

5. Disclaimer

It is highly recommended to back up your server files and database before installing this module. No responsibility will be taken for any adverse effects occurring during installation.

It is recommended you install on a test server initially to carry out your own testing.