

Customizing your product titles in the product pages

Last Modified on 29/09/2023 2:14 pm IST

In this feature, you can:

- Provide more information about your products to search engines.
- Specify which fields and format should be used when rendering your product titles.

To access this feature, do the following:

1. Login to your WebStore Manager.
2. Go to **Marketing > SEO**.
3. Scroll to **Product Title Builder**.

Editing the product title builder

By default, the product title is rendered in an H1 tag in the corresponding HTML code:

```
<h1 class="heading-product">Jeep, Cherokee</h1>
```

- The content of the tag is always the product name, (E.g., Jeep, Cherokee.)
- In order to change that behaviour we can edit the **Product Title Builder**.
- By clicking on it, you are given the opportunity to specify the format and fields that should be used when building the product title.
- The product title can be accessed from the following NitroScript statement:

```
{ns:printProductTitle}
```

- An example of a good product title specified in the product page template should look like:

```
<h1 class="heading-product">{ns:printProductTitle}{printProdFlags(product)}</h1>
```

- It is depicted in the following screenshot:

Product Title Builder

Product Title Format / Example

Format: %product_name% (default format)

Example: Custom-cat-food

Available fields:

- %department_name%: The name of the department
- %category_name%: The category name
- %subcategory_name%: The sub-category name
- %product_id%: The unique ID/primary key of the table
- %product_code%: The item lookup code (for example, EAN/UPC or bar code) for the item
- %product_name%: The name of the product
- %product_subdescription1%: Additional item detail provided for EPoS database compatibility. Shown on product page by default
- %product_subdescription2%: Additional item detail provided for EPoS database compatibility. Shown on product page by default
- %product_subdescription3%: Additional item detail provided for EPoS database compatibility. Shown on product page by default
- %product_brandname%: A text string that can be used to associate items with the same brand. The label of this field can be renamed on the WebStore to suit certain industry requirements (for example, by winery or manufacturer).
- %product_theme%: A text string that can be used to relate this product to other products sharing the same 'theme'
- %product_weblinxcustomtext1%: A custom text field, typically used for store-specific data entered via PAM
- %product_weblinxcustomtext2%: A custom text field, typically used for store-specific data entered via PAM
- %product_weblinxcustomtext3%: A custom text field, typically used for store-specific data entered via PAM
- %product_weblinxcustomtext4%: A custom text field, typically used for store-specific data entered via PAM
- %product_weblinxcustomtext5%: A custom text field, typically used for store-specific data entered via PAM
- %product_weblinxcustomtext6%: A custom text field, typically used for store-specific data entered via PAM
- %product_weblinxcustomtext7%: A custom text field, typically used for store-specific data entered via PAM
- %product_weblinxcustomtext8%: A custom text field, typically used for store-specific data entered via PAM
- %product_weblinxcustomtext9%: A custom text field, typically used for store-specific data entered via PAM
- %product_weblinxcustomtext10%: A custom text field, typically used for store-specific data entered via PAM
- %product_weblinxcustomtext11%: A custom text field, typically used for store-specific data entered via PAM
- %product_weblinxcustomtext12%: A custom text field, typically used for store-specific data entered via PAM
- %product_weblinxcustomtext13%: A custom text field, typically used for store-specific data entered via PAM
- %product_weblinxcustomtext14%: A custom text field, typically used for store-specific data entered via PAM
- %product_weblinxcustomtext15%: A custom text field, typically used for store-specific data entered via PAM
- %product_weblinxcustomtext16%: A custom text field, typically used for store-specific data entered via PAM
- %product_weblinxcustomtext17%: A custom text field, typically used for store-specific data entered via PAM
- %product_weblinxcustomtext18%: A custom text field, typically used for store-specific data entered via PAM
- %product_weblinxcustomtext19%: A custom text field, typically used for store-specific data entered via PAM
- %product_weblinxcustomtext20%: A custom text field, typically used for store-specific data entered via PAM

New format:

- The format is similar to the one that you are already using for other types of URLs.
- In the following example, we use the product category name in conjunction with its own name in the title.
- It is depicted in the following screenshot:

Product Title Builder

Product Title Format / Example

Format: %product_name% (default format)

Example: Custom-cat-food

Available fields:

- %department_name%: The name of the department
- %category_name%: The category name
- %subcategory_name%: The sub-category name
- %product_id%: The unique ID/primary key of the table
- %product_code%: The item lookup code (for example, EAN/UPC or bar code) for the item
- %product_name%: The name of the product
- %product_subdescription1%: Additional item detail provided for EPoS database compatibility. Shown on product page by default
- %product_subdescription2%: Additional item detail provided for EPoS database compatibility. Shown on product page by default
- %product_subdescription3%: Additional item detail provided for EPoS database compatibility. Shown on product page by default
- %product_brandname%: A text string that can be used to associate items with the same brand. The label of this field can be renamed on the WebStore to suit certain industry requirements (for example, by winery or manufacturer).
- %product_theme%: A text string that can be used to relate this product to other products sharing the same 'theme'
- %product_weblinxcustomtext1%: A custom text field, typically used for store-specific data entered via PAM
- %product_weblinxcustomtext2%: A custom text field, typically used for store-specific data entered via PAM
- %product_weblinxcustomtext3%: A custom text field, typically used for store-specific data entered via PAM
- %product_weblinxcustomtext4%: A custom text field, typically used for store-specific data entered via PAM
- %product_weblinxcustomtext5%: A custom text field, typically used for store-specific data entered via PAM
- %product_weblinxcustomtext6%: A custom text field, typically used for store-specific data entered via PAM
- %product_weblinxcustomtext7%: A custom text field, typically used for store-specific data entered via PAM
- %product_weblinxcustomtext8%: A custom text field, typically used for store-specific data entered via PAM
- %product_weblinxcustomtext9%: A custom text field, typically used for store-specific data entered via PAM
- %product_weblinxcustomtext10%: A custom text field, typically used for store-specific data entered via PAM
- %product_weblinxcustomtext11%: A custom text field, typically used for store-specific data entered via PAM
- %product_weblinxcustomtext12%: A custom text field, typically used for store-specific data entered via PAM
- %product_weblinxcustomtext13%: A custom text field, typically used for store-specific data entered via PAM
- %product_weblinxcustomtext14%: A custom text field, typically used for store-specific data entered via PAM
- %product_weblinxcustomtext15%: A custom text field, typically used for store-specific data entered via PAM
- %product_weblinxcustomtext16%: A custom text field, typically used for store-specific data entered via PAM
- %product_weblinxcustomtext17%: A custom text field, typically used for store-specific data entered via PAM
- %product_weblinxcustomtext18%: A custom text field, typically used for store-specific data entered via PAM
- %product_weblinxcustomtext19%: A custom text field, typically used for store-specific data entered via PAM
- %product_weblinxcustomtext20%: A custom text field, typically used for store-specific data entered via PAM

New format: