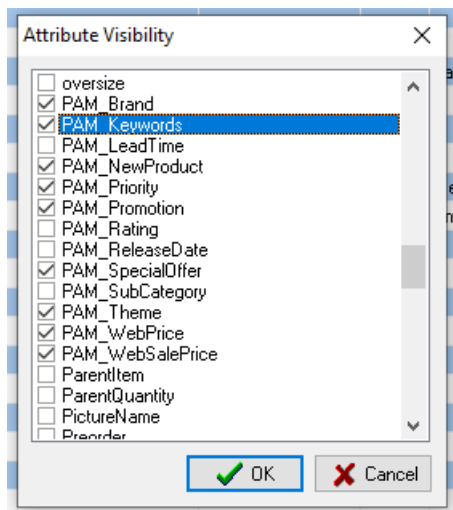


Setting up PAM keywords to improve SEO

Last Modified on 29/09/2023 2:06 pm IST

PAM_Keywords is an attribute which enables you to specify extra words to improve your customers' search results. The words you add for particular products will get embedded in the product page's HTML, and will improve SEO as well as allow your customers to get better search results for items on your webstore. Many retailers use this to cover common misspellings of words, abbreviations or word variations.

If you can't see Keywords attribute in your PAM, click on **Attribute Visibility** and make sure that "**PAM_Keywords**" attribute is checked.



A column with the heading PAM_Keywords should now be displayed in PAM.

For example, if you add keyword "Bicycle" to your cycling-related items, when a customer searches for this word, they will receive appropriate results (even though the word "Bicycle" does not actually appear on your WebStore).

Similarly, adding the alternate spelling of a word (for example "pyjama") to PAM_Keywords for your pajama items will provide suitable search results.

Search Description: Football		Depar	Category	Keywords	Rel
15110	Basketball	<NON	<NON	(Memc	
15001	15" Bike	<NON	<NON	mc Bicycle	
15100	Football	<NON	<NON	(Memc	
GC	Gift Card	<NON	<NON	(Memc	
15002	Girl's 15" Bike	<NON	<NON	(Memc	
25032	Infant Walker	<NON	<NON	(Memc	
30010	Large Baby Doll	<NON	<NON	(Memc	
40010	Lolly Doll	<NON	<NON	(Memc	
90000	Lollypop	<NON	<NON	(Memc	
25000-030201	Pajamas - Large Blue Bears	<NON	<NON	(MEMC	
25000-030202	Pajamas - Large Blue Kitten	<NON	<NON	pyjama	
25000-030203	Pajamas - Large Blue Moons	<NON	<NON	(MEMC	
25000-030301	Pajamas - Large Pink Bears	<NON	<NON	(MEMC	
25000-030302	Pajamas - Large Pink Kitten	<NON	<NON	(MEMC	
25000-030303	Pajamas - Large Pink Moons	<NON	<NON	(MEMC	

Please note that individual keywords should be delimited by a space and that there is a 250-character limit in this field.

After you enter the keywords, please remember to commit changes in PAM and then Synchronize the webstore.