



Adobe® Scene7®

How Adobe Scene7 can support SEO

An overview of how Scene7 can serve your Rich Media assets for search engine optimization.
Image Server 5.0 and Scene7 SPS 6.0

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2012

Version 1.1

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Overview

A common way to use the Scene7 Publishing System (SPS) is to manage the product imagery on eCommerce sites. Web site managers work hard to improve their ranking in search engine results.

Search engines are still a primary traffic generator for most eCommerce sites, even complementing other methods of guiding users to a website, i.e., banner ads and third party advertising.

Search engines today enable search for websites and images. Scene7 can support efforts to make images more search-engine friendly in order to drive traffic to the Scene7 user's website. This document provides background and implementation recommendations

See also information about importance of image search:

<http://www.webpronews.com/topnews/2009/08/14/rank-in-image-searches-and-get-valuable-untapped-traffic>

<http://www.searchenginegenie.com/ca/google-image-optimization.html>

Update 1.1:

- Added recommendations to keep Scene7 preset reports in synch with search-friendly URLs.
- Added comments to exclude images from being indexed.

Search engine indexing of images

Images that get indexed by search engines are indexed in their context. The context that describes the image consists of a couple of values:

- Image name
- ALT tag
- Folder of the image on a web server
- Surrounding text/web site topic etc.
- Image size and quality
- Keywords used to link the image
- And many more

The importance of these values may differ from (image) search engine to (image) search engine. However, Scene7 can help with one of the most important values: the image name.

The image should have a name with relevant keywords included. And, higher resolution images are more important than lower resolution images.

Before we go into detail, let's have a look at how images from your Scene7 account are embedded into your site:

```
<div class="productListBox" id="mc_div_330014007">
  <div class="left floatLeft">
    <a href="/de/electronics/prod/MEDION%C2%AE+25%2C4cm+%2810%22%29+LIFETAB
%C2%AE+P9514+%28MD+98052%29+inkl.+HD+Camcorder+%2B+32+GB+SDHC+Karte/330014007?category=tablet_34"
id="mc_img_330014007"></a>
```

The IMG tag may carry the attributes (in HTML 5):

- alt text Defines a short description of the image
- src URL The URL of the image to display
- height pixels/% Defines the height of an image
- ismap URL Defines the image as a server-side image map
- usemap URL Defines the image as a client-side image map. Look at the <map> and <area> tags to figure out how it works
- width pixels% Sets the width of an image

The following standard attributes are also relevant for images:

class, contenteditable, contextmenu, dir, draggable, id, irrelevant, lang, ref, registrationmark, tabindex, template, title

Pay attention to the standard attribute TITLE and LANG. We will refer to it later on in the document.

Maintaining the ALT attribute

This seems to be of high importance to search engines. The CMS/eCommerce system should be configured in a way that a proper description of the image is contained in the ALT attribute.

The ALT tag is visible to the user, as browsers reveal it during loading time. Another strong use of the ALT tag is for obstacle-free web design--browser extensions supporting disabled users to browser extensions utilizing the ALT tag to describe the content to the user.

The ALT attribute of images should be maintained by the CMS/eCommerce system to describe the image or product. Search engine-friendly images are incredibly important. But the use of additional keywords in the ALT attribute is limited.

Maintaining the image name

A well-chosen image name can deliver a higher ranking for that image.

A typical Scene7 image call looks like this:

<http://s7server.scene7.com/is/image/companyname/imageID?parameters>.

In terms of search engine friendliness, there are two major disadvantages:

- The imageID is simply an ID for most Scene7 users, for example, the product ID or SKU.
- The question mark introduces the parameters. The search engine interprets this as dynamic content.

An ideal URL would look like this:

http://image.company.com/folder1/folder2/spoken_image_name.jpg

The following steps will explain how to leverage Scene7 to create image URLs.

Change the server name

Customers of Scene7 can use the platform as soon as user credentials are provided. They will get a server like:

S7xx.scene7.com

as their image host.

If you want to use a server name that includes your domain (i.e., images.yourcompany.com) then you will need to ask Scene7 Technical Support to initiate the required steps. Scene7 will configure the appropriate steps and as soon as this is complete, you will get all of the information needed to pass to your DNS provider to enter a CNAME which maps the server name of your domain to Scene7 servers.

Please note that the server name is designed exclusively for Scene7 content.

Now your image URLs will look like this:

<http://images.yourcompany.com/is/image/companyname/imageID?parameters>

Let Scene7 understand other image URLs

Another step you can take is to use the Scene7 rule sets. Rule sets are similar to the URL-rewrite method that is widely used in the context of search engine friendliness of web sites.

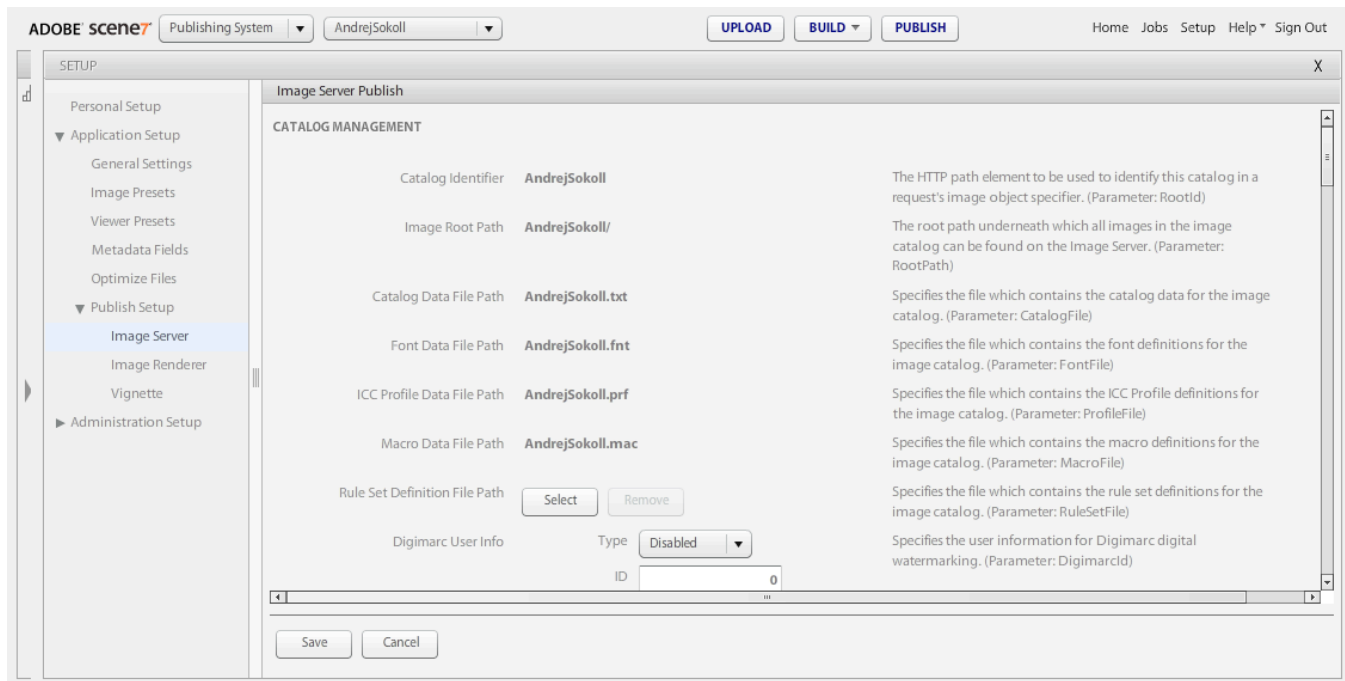
Details of the rule sets can be found in the Image Server Reference Guide available through your Scene7 account.

The following example of a rule set assumes that images are called using a preset.

[http://s7server.scene7.com/is/image/companyname/imageID?\\$presetname\\$](http://s7server.scene7.com/is/image/companyname/imageID?$presetname$)

A rule set is an XML file you can upload into your SPS. You can make the XML file the rule set in:

Setup -> application Setup -> Image Server -> Rule Set Definition File Path



Rule Set Sample

The following XML code shows a complete rule set.

```
<!DOCTYPE ruleset SYSTEM "RuleSet.dtd">
<ruleset>
  <rule name="Removepart of the ID before the minus">
    <expression>^(.*)/(.*)-(.*)\.jpg$</expression>
    <substitution>$3?\\$1\\$</substitution>
  </rule>
</ruleset>
```

```
</rule>  
</ruleset>
```

The regular expression in the rule is used to identify the URLs which need to be rewritten. Every URL ending “.jpg” (and matching the rest of the expression) will ignite the rule. The rule rearranges the incoming URL like this:

The rule translates

```
/presetname/SomeText-ImageID.jpg
```

into

```
imageID?$presetName$
```

The part “SomeText” is completely ignored by the Scene7 Image Server. The minus “-“ acts as a delimiter. The image ID may not contain a minus in the ID in order for this rule to work.

Now the Scene7 account understands both variations of the URL:

```
http://s7server.scene7.com/is/image/companyname/imageID?$presetname$
```

and

```
http://s7server.scene7.com/is/image/companyname/presetname/any_text-ImageID.jpg
```

The second URL really looks like a static file in a web server’s file system. It has no dynamic nature by parameters. Now you can start calling the Scene7 images with this new URL structure.

The rule set example delivers the following results:

- Descriptive text may be used in the file name of the image.
- File name names may be differentiated, for example, by language.
- Additional keywords may be used in the image name, for example, a product category.
- Enables traditional Scene7 protocol so that migration is easy. (Exception: URL ends with “.jpg”)

| |
|---|
| In order to follow the recommendation for reporting please see the chapter later and use two hypens “--“ as a delimiter |
|---|

Usage of the sample

The sample works fine with any image preset name. In order to provide the search engine with high quality images, it's prudent to use a preset for large images like on the product detail page.

Previous web site called this image with an image preset:



.com site:

```
<IMG  
SRC="http://s7g3.scene7.com/is/image/AndrejSokol1/41612800S10?$gr37  
0$ ALT="jacket">
```

.de site:

```
<IMG  
SRC="http://s7g3.scene7.com/is/image/AndrejSokol1/41612800S10?$gr37  
0$ ALT="Jacke">
```

.fr site:

```
<IMG  
SRC="http://s7g3.scene7.com/is/image/AndrejSokol1/41612800S10?$gr37  
0$" ALT="Veste">
```

New web sites:

New web sites use the information of the ALT attribute plus additional information the CMS/eCommerce system can deliver. This enriches the description of the image for the search engine.

The same image is used and indexed with three different image names as each languages requires its own key words.

.com site:

```
<IMG  
SRC="http://s7g3.scene7.com/is/image/AndrejSokol1/gr370/Sportswear-  
Fashion-Jacket-41612800S10.jpg" ALT="jacket">
```

.de site:

```
<IMG  
SRC="http://s7g3.scene7.com/is/image/AndrejSokol1/gr370/Sportbeklei-  
dung-Mode-Jacke-41612800S10.jpg" ALT="jacket">
```

.fr site:

```
<IMG  
SRC="http://s7g3.scene7.com/is/image/AndrejSokol1/gr370/Sportswear-  
Fashion-Vente-41612800S10.jpg" ALT="jacket">
```

Templates with the sample rule

The templating functionality of Scene7 is very powerful to auto generate images, for example, overlaying these images. Often it is used with parameters in the template call. This may contradict the search engine friendliness as discussed above. Templating is a conversation-driving topic and therefore important for traffic already on your site. This is typically seen as more valuable than the potential of traffic from a search engine.

There are two solutions for this:

- The sample rule set explained above. (Making templates and the typical parameters part of the image preset. (&template))

Different languages for the image name

The sample above with different languages also requires maintaining the LANG attribute of the IMG tag.

SPS Reporting and Rule Sets

The use of image URLs not according the standard syntax for image presets results in a failure of correct image content reporting.

See SPS -> Application Setup -> Bandwidth &Storage -> Image Content

S7 allows to combine the use of search-engine-friendly URLs and preset based image content reporting under the following conditions:

- Preset name is used as the first folder. E.g. `is/image/company/presetname/.....`
- The URL ends on an image suffix like `.jpg` or `.png`.

`.... /company/preset/....jpg`

Asset-based reporting will be correct under the following condition:

- The asset is separated with two hyphens from the inserted text and the URL ends on an image suffix:

`.... /SomeText--ImageID.jpg`

Sample Rule to avoid indexing

Some customer require to limit the indexing of images by search engines to a dedicated format while other images, e.g. thumbnails, should not be indexed. Since Scene7 is a SaaS solution certain web techniques like using robots.txt to define this are not usable.

Another approach is to influence the http-header of the image response. This can be easily achieved with such rule:

```
<rule OnMatch="break" Name="No Index">
  <expression>^thumbs/(.*)--(.*)\.jpg$</expression>
  <substitution>$2?\"$thumbs\"$</substitution>
  <header Name="X-Robots-Tag">noindex</header>
</rule>
```

This sample rule adds an http-header to each image called from

`is/image/company/thumbs/anytext--imageID.jpg`

See details on https://developers.google.com/webmasters/control-crawl-index/docs/robots_meta_tag