

Seller Store SEO Guide

Optimize the information that search engines and social platforms can use to understand and present your AladdinStores seller store.

What This Guide Covers

This guide explains how to open your Store SEO settings and complete the SEO Title, Meta Description, Meta Keywords, Facebook sharing information and X sharing information shown in your Seller Dashboard.

What is Store SEO?

Store SEO means preparing clear information that describes your seller store for search engines and for supported social sharing previews. Good SEO information helps explain what your store offers and can make your store title and description clearer when it appears in search or when a store link is shared.

Before You Start

- Decide on the main name and subject of your store.
- Choose a few accurate words or phrases that describe the products or services you sell.
- Prepare a short, natural description of your store for search results.
- Prepare suitable sharing images for Facebook and X if you want customized social preview images.
- Avoid keyword stuffing. Write for real buyers first and use relevant search terms naturally.

Recommended Writing Approach

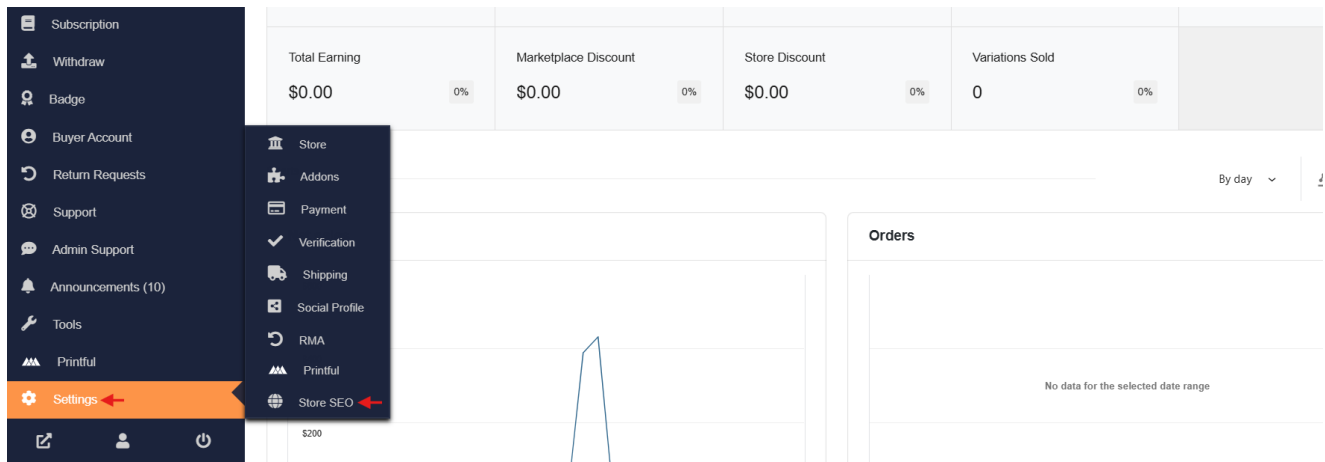
SEO Title: Keep it clear and specific. Include your store or brand name and the main type of products or services where useful.

Meta Description: Write a concise summary explaining what buyers can find in your store. Make it useful and readable rather than filling it with repeated keywords.

Meta Keywords: Add only relevant terms that accurately describe your store. Do not repeat the same keyword unnecessarily.

Step 1 - Open Store SEO Settings

From the Seller Dashboard, open **Settings** and select **Store SEO**.



Seller Dashboard > Settings > Store SEO.

Step 2 - Review the Full Store SEO Page

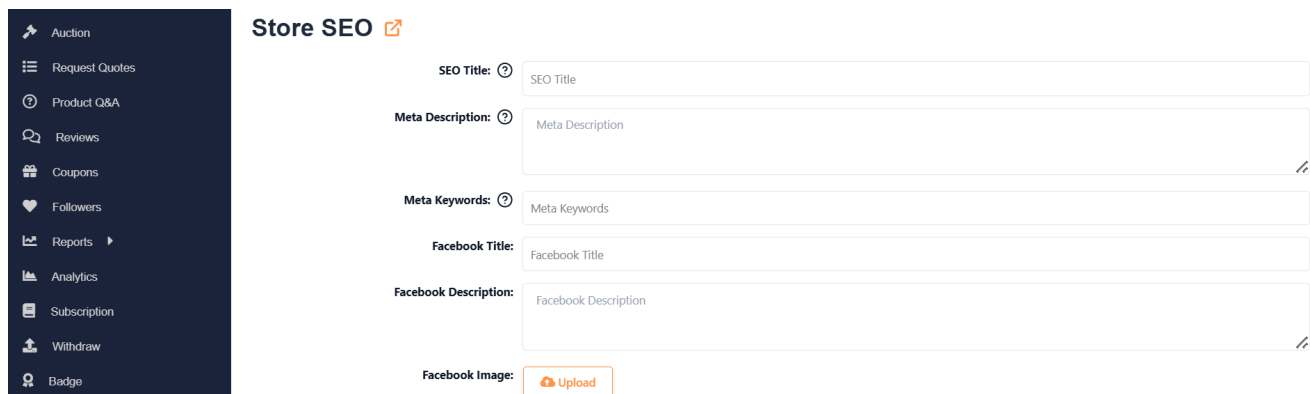
The Store SEO page contains the main SEO fields together with the Facebook and X sharing fields. Review the full page first so you can see all of the information that can be completed before working through each section.

The screenshot displays the 'Store SEO' configuration page. The left sidebar is identical to the previous screenshot, with 'Store SEO' now selected in the secondary menu. The main content area is titled 'Store SEO' with an external link icon. It contains several form fields: 'SEO Title' (placeholder: SEO Title), 'Meta Description' (placeholder: Meta Description), 'Meta Keywords' (placeholder: Meta Keywords), 'Facebook Title' (placeholder: Facebook Title), 'Facebook Description' (placeholder: Facebook Description), 'Facebook Image' (with an 'Upload' button), 'X Title' (placeholder: X Title), 'X Description' (placeholder: X Description), and 'X Image' (with an 'Upload' button). A 'Save Changes' button is located at the bottom right of the form area.

Full Store SEO page showing the available SEO, Facebook and X fields.

Step 3 - Complete the Main SEO Fields

At the top of the Store SEO page, complete the fields that describe your store.



The screenshot shows the 'Store SEO' page with a dark sidebar on the left containing navigation links: Auction, Request Quotes, Product Q&A, Reviews, Coupons, Followers, Reports, Analytics, Subscription, Withdraw, and Badge. The main content area is titled 'Store SEO' with an edit icon. It contains six input fields: 'SEO Title' (placeholder: SEO Title), 'Meta Description' (placeholder: Meta Description), 'Meta Keywords' (placeholder: Meta Keywords), 'Facebook Title' (placeholder: Facebook Title), 'Facebook Description' (placeholder: Facebook Description), and 'Facebook Image' (placeholder: Upload with an upload icon).

Store SEO fields for SEO Title, Meta Description and Meta Keywords.

SEO Title

Enter a clear title that identifies your store and, where useful, the main products or services you offer.

Example: Luna Home - Handmade Home Decor & Gifts

Meta Description

Write a short description that summarizes your store and gives potential buyers a reason to visit. Use natural language and include your main product or service terms where they fit.

Example: Shop handmade home decor, personalized gifts and modern accessories from Luna Home on AladdinStores.

Meta Keywords

Enter relevant keywords or phrases that describe your store and its main offerings. Keep them specific to what you actually sell.

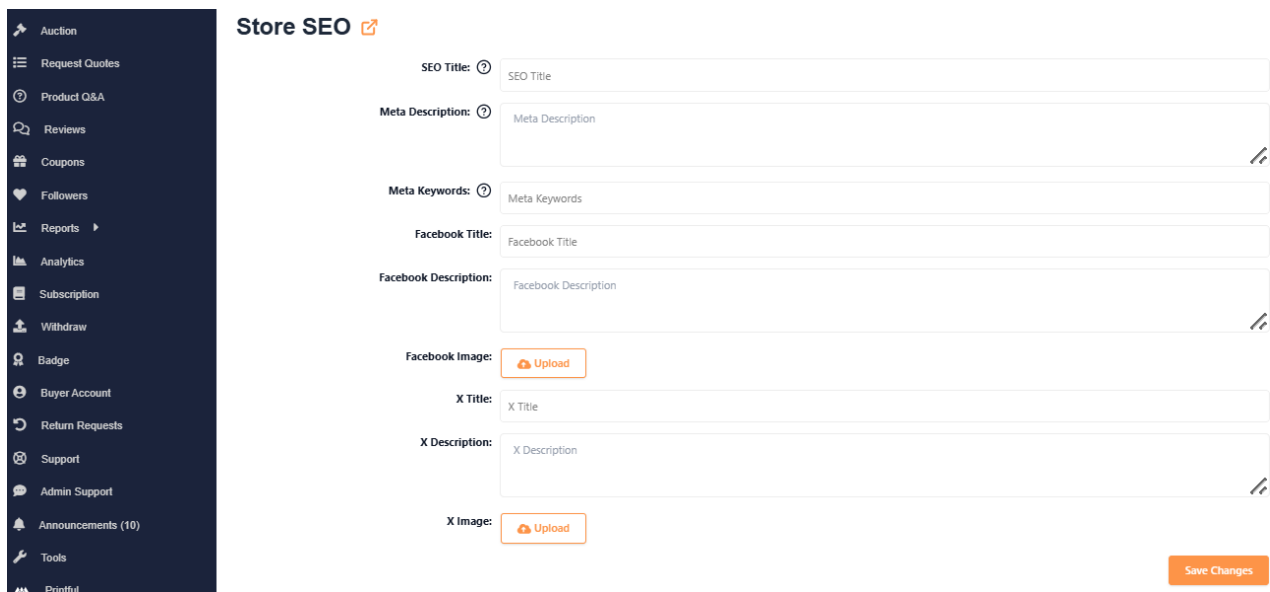
Example: handmade home decor, personalized gifts, home accessories, custom gifts

Important SEO Writing Tips

- Use a unique store title and description rather than copying another seller.
- Describe what your store actually sells.
- Use important search phrases naturally; do not repeat them excessively.
- Keep wording clear and professional.
- Review your SEO information whenever your store focus or product range changes.

Step 4 - Set Facebook Sharing Information

The Store SEO page also provides fields for how your store may be presented when its link is shared through Facebook.



The screenshot shows the 'Store SEO' page with a dark sidebar on the left containing various navigation options. The main content area is titled 'Store SEO' and contains several input fields for SEO and social media information. The fields are: 'SEO Title' (with a question mark icon), 'Meta Description' (with a question mark icon), 'Meta Keywords' (with a question mark icon), 'Facebook Title', 'Facebook Description', 'Facebook Image' (with an 'Upload' button), 'X Title', 'X Description', and 'X Image' (with an 'Upload' button). A 'Save Changes' button is located at the bottom right of the form.

Store SEO

SEO Title: SEO Title

Meta Description: Meta Description

Meta Keywords: Meta Keywords

Facebook Title: Facebook Title

Facebook Description: Facebook Description

Facebook Image: Upload

X Title: X Title

X Description: X Description

X Image: Upload

Save Changes

Facebook Title, Facebook Description and Facebook Image fields.

Facebook Title

Enter the title you want associated with the Facebook sharing information for your store.

Facebook Description

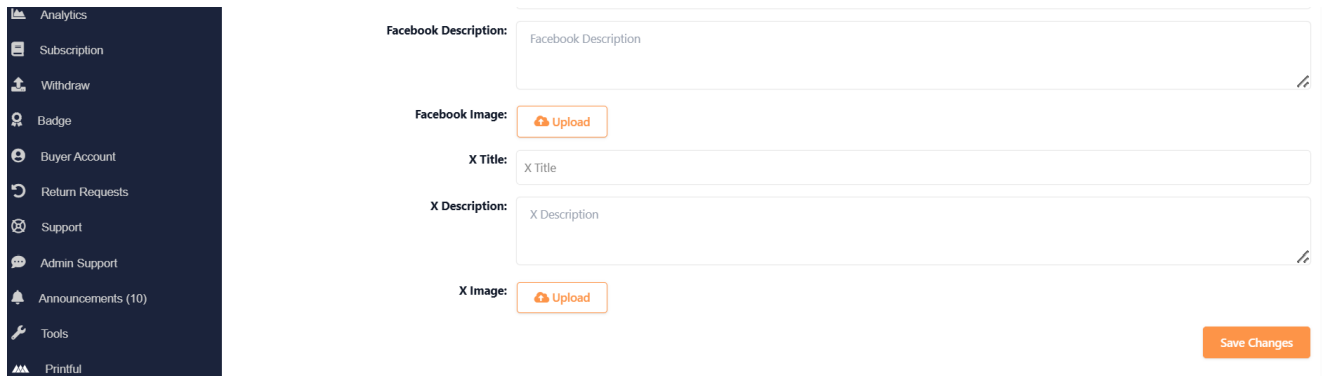
Add a short description that clearly summarizes your store for a social sharing preview.

Facebook Image

Select **Upload** to add the image you want associated with the Facebook sharing information. Use a clear, high-quality image that represents your store or brand.

Step 5 - Set X Sharing Information

Complete the X fields in the same way if you want customized sharing information for X.

The screenshot shows a sidebar menu on the left with items: Analytics, Subscription, Withdraw, Badge, Buyer Account, Return Requests, Support, Admin Support, Announcements (10), Tools, and Profitful. The main content area is titled 'Facebook Description:' and contains a text input field with the placeholder 'Facebook Description'. Below this is a 'Facebook Image:' section with an 'Upload' button. The 'X Title:' section has a text input field with the placeholder 'X Title'. The 'X Description:' section has a text input field with the placeholder 'X Description'. Below this is an 'X Image:' section with an 'Upload' button. At the bottom right of the form is a 'Save Changes' button.

X Title, X Description, X Image and Save Changes.

X Title

Enter a clear title for your store's X sharing information.

X Description

Write a concise description of the store that is suitable for a social preview.

X Image

Select **Upload** to add an appropriate store or brand image for X sharing.

Step 6 - Save Your Changes

After reviewing the SEO, Facebook and X information, select **Save Changes**. Check your spelling, store name, descriptions and uploaded images before saving.

Important Notes

- SEO does not guarantee a particular search ranking. It helps search engines understand and present your store information more clearly.
- Use accurate descriptions and do not add misleading keywords that are unrelated to your store.
- Keep your SEO title and descriptions consistent with your actual store branding and products.
- Social sharing fields are separate from the Social Profiles settings used to add links to your social media accounts.
- Update your Store SEO information when your store name, branding or main product categories change.

Common Issues

The SEO information is too broad: Replace generic wording with your store name and the specific products or services you offer.

The description is difficult to read: Remove repeated keywords and write one clear, natural summary.

The wrong image is used: Return to Store SEO and upload the correct Facebook or X image.

Changes were not saved: Review the fields and select **Save Changes** at the bottom of the Store SEO page.

What Happens Next?

Your Store SEO settings are now configured. Continue maintaining accurate store information, product listings and images so buyers and search engines receive consistent information about your store.

Related Guides

[Seller Store Setup & Store Profile Guide](#)

[Seller Social Profiles Guide](#)

[Add New Product Guide](#)

[Product SEO & Images Guide](#)

Next: Add New Product Guide →