

# **Technical task for developers**

for the website 

These guidelines have been compiled in order to improve the site's performance in search results.

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## 1. Configure sitemap.xml (high priority)

Purpose:	Avoid wasting search engine crawl budget on crawling inactive products and duplicate cards.
Result:	Efficient crawling and indexing of landing pages.

Products that are not available for purchase, or that are marked “Sorry, this product is out of stock” should be automatically removed from the Sitemap.

## 2. Create additional sitemaps (low priority)

Purpose:	Track the crawling and indexing performance of the “Mobile phones” category in Google Search Console.
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For a detailed study of the “Mobile Phones” category, it is necessary to create several additional sitemaps. This will make it easy to track indexation of products, categories and filters using Google Search Console.

1. Sitemap for products of category “Mobile phones”  
[https://\[REDACTED\]/sitemap\\_smartphones\\_products.xml](https://[REDACTED]/sitemap_smartphones_products.xml)
2. Sitemap that contains all URLs of the pages of the categories “Mobile Phones”:  
[https://\[REDACTED\]/catalog/mobile-phones/](https://[REDACTED]/catalog/mobile-phones/)  
[https://\[REDACTED\]/catalog/smartphones/](https://[REDACTED]/catalog/smartphones/)  
[https://\[REDACTED\]/catalog/button-mobile-phones/](https://[REDACTED]/catalog/button-mobile-phones/)  
[https://\[REDACTED\]/catalog/best-phones/](https://[REDACTED]/catalog/best-phones/)
3. Sitemap that contains all URLs of the pages of the filter "Brand"  
[https://\[REDACTED\]/sitemap\\_smartphones\\_filter\\_brand.xml](https://[REDACTED]/sitemap_smartphones_filter_brand.xml)

## 3. Set up canonical URL for products with 2 or more categories (high priority)

Purpose:	Avoid wasting search engine crawl budget on crawling inactive products and duplicate cards.
Result:	Efficient crawling and indexing of landing pages.

You need to set up a canonical URL for all products that belong to more than one category. The canonical URL should be the URL of the product in the top category.

For example, the following product is available at 2 URLs:

[https://\[REDACTED\]/catalog/mobile-phones/apple-iphone-7-128gb-product-red/](https://[REDACTED]/catalog/mobile-phones/apple-iphone-7-128gb-product-red/)  
[https://\[REDACTED\]/catalog/best-phones/apple-iphone-7-128gb-product-red/](https://[REDACTED]/catalog/best-phones/apple-iphone-7-128gb-product-red/)

The product is categorized as: "Mobile Phones" and "Best Phones". The category "Mobile Phones" is more general. So for URL:

https://[REDACTED]/catalog/**best-phones**/apple-iphone-7-128gb-product-red/

canonical must be specified:

```
<link rel="canonical" href="https://[REDACTED]/catalog/mobile-phones/apple-iphone-7-128gb-product-red/" />
```

#### 4. Add new tags and meta tags for the "Brand" filter pages **(high priority)**

Purpose:	To make the content of the page more relevant.
Result:	High positions for all "buy+brand" queries, additional organic traffic

Add new Title, Description and H1 for filter pages by brand in the "Mobile phones" category ([link to file with all data](#)).

#### 5. Customize the pricing table on the "Brand" filter pages **(medium priority)**

Purpose:	To uniqueize the content of the page and make it more relevant.
Result:	High positions for all "buy+brand" queries, additional organic traffic

On each "Brand" filter page, display a dynamic table with prices for the 3 cheapest and 2 most expensive products. Now 5 static products are displayed for all brand pages.

For example on the page: https://[REDACTED]/catalog/smartphones/filter/brand-is-apple/ show prices for iPhones and generate H2 header using this formula:

- Current prices for {Brand name} {Current year}

Now:

### Цены на б/у: Смартфоны Apple

<del>Huawei P20 6/64GB (EML-AL00) Twilight Purple</del>	от 5595 грн
<del>Huawei P20 4/64GB (EML-L29)</del>	от 3540 грн
Apple iPhone 6 16Gb Space Gray (MG472)	от 2730 грн
<del>Samsung Galaxy J3 2016 Gold (SM-J320HZDD) 1/8Gb</del>	от 1085 грн
<del>Samsung Galaxy J3 2016 White (SM-J320HZWD) 1/8Gb</del>	от 1385 грн

Should be:

### Current prices for Apple iPhone (2022)

Apple iPhone	Цена
Apple iPhone 13 Pro Max 128GB Sierra Blue (MLL93)	48 999 ₺
Apple iPhone 13 Mini 256GB Starlight (MLK63)	34 999 ₺
Apple iPhone 12 Mini 256GB Green (MGEE3)	34 999 ₺
Apple iPhone 12 64GB Blue (MGJ83)	29 999 ₺
Apple iPhone 11 128Gb Black (MHDH3) Slim Box	24 999 ₺

## 6. Set a text template on the “Brand” filter pages (medium priority)

Purpose:	To uniqueize the content of the page and make it more relevant.
Result:	High positions for all “buy+brand” queries, additional organic traffic

For unpopular brands, set the text template on the “Brand” filter pages after the price block. ([The list with unpopular brands attached](#))

Apple iPhone 6 16Gb Space Gray (MG472) от 2730 грн  
Samsung Galaxy J3 2016 Gold (SM-J320HZDD) 1/8Gb от 1085 грн  
Samsung Galaxy J3 2016 White (SM-J320HZWD) 1/8Gb от 1385 грн

Подписывайтесь и будьте в курсе всех новостей!  
Никакого спама, только самое интересное =>

Ваш email

ПОЛУЧИТЬ ИНТЕРЕСНЫЕ НОВОСТИ

Template:

Ukrainian online store of household appliances and electronics [REDACTED]. Here you can profitably purchase a **{Brand}** mobile phone from a trusted supplier. Catalog with a wide selection of popular **{Brand}** models: reviews, specifications, prices. Buy online a **{Brand}** smartphone at a low price, inexpensively. Delivery across Ukraine: Kyiv, Dnipro, Kharkiv, Odesa, Lviv, Zaporizhzhia, Vinnytsia, Poltava.

## 7. Add unique texts to the most important pages (medium priority)

Purpose:	To uniqueize the content of the page and make it more relevant.
Result:	High positions for all “buy+brand” queries, additional organic traffic

Add unique texts to the most popular categories. ([The list of the most popular categories and all texts are attached](#))

## 8. Unblock the “Brand” filter for the Mobile Phones category for crawling in the robots.txt file **(high priority)**

Purpose:	Allow search engines to crawl and index optimized pages
Result:	This allows web pages to appear in search results.

**(perform only after checking the previous points by a SEO specialist)**

Add a line to the robots.txt file that allows indexing “brand” filter pages

Allow: `/*mobile-phones/filter/brand-*/`

## 9. Add a Q&A block to the pages of popular brands **(medium priority)**

Purpose:	To uniqueize the content of the page and make it more relevant.
Result:	High positions for all “buy+brand” queries, additional organic traffic

To expand the snippet in the search results and increase the CTR, we recommend adding a Question and Answer block with Schema.org markup. ([Link to file with URLs and QA](#))

Here's what it looks like in the search results:

**Смартфони Honor - Купити смартфони Honor за вигідною ...**

Модельний ряд **смартфонів Honor**. Лінійка Huawei Honor налічує близько десятка різних моделей, серед яких кожен знайде мобільний пристрій до смаку і ...

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Скільки коштують Смартфони Honor? ▼

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Які Смартфони Honor краще купити в 2020 році? ▼

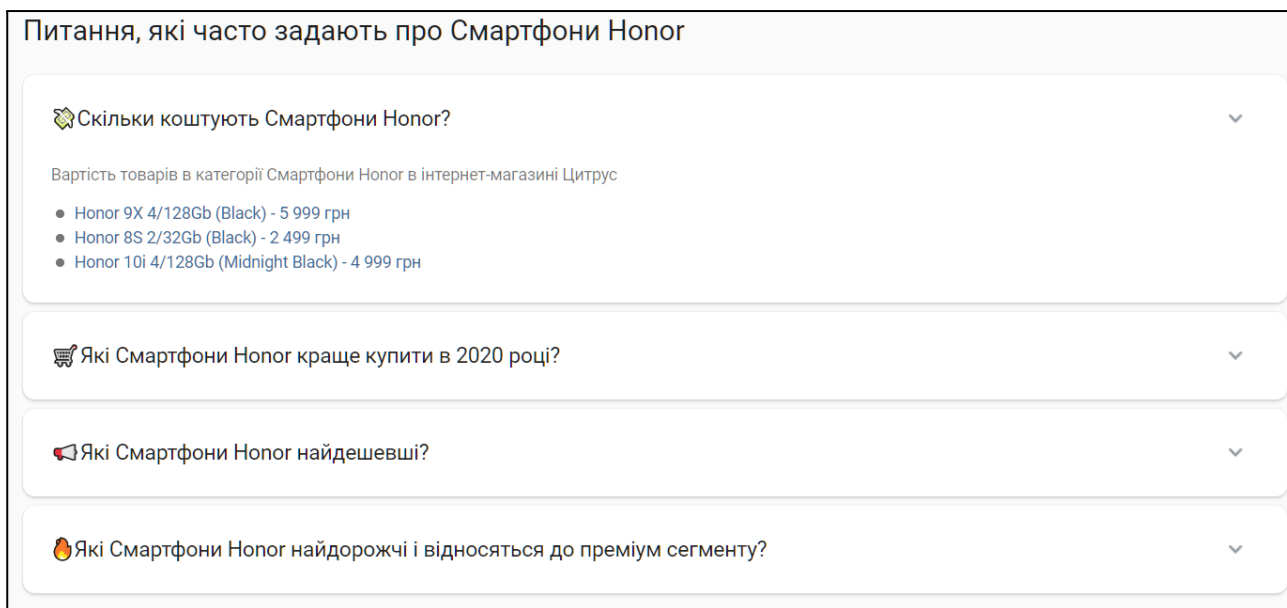
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Які Смартфони Honor найдешевші? ▼

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Які Смартфони Honor найдорожчі і відносяться до преміум сегменту? ▼

Here's what it looks like in the webpage:



## 10. Change headings on pages (low priority)

Purpose:	Remove irrelevant headings.
Result:	Increase the relevance of pages.

Remove untargeted heading markup on category, subcategory, and filter pages.  
Example:

### <H1> Smartphones

<H3> Sort - *change to span*

<H3> Categories - *change to span*

<H2> Latest Posted Items - *change to span*

<H2> Items viewed - *change to span*

<H2> Prices for Smartphones

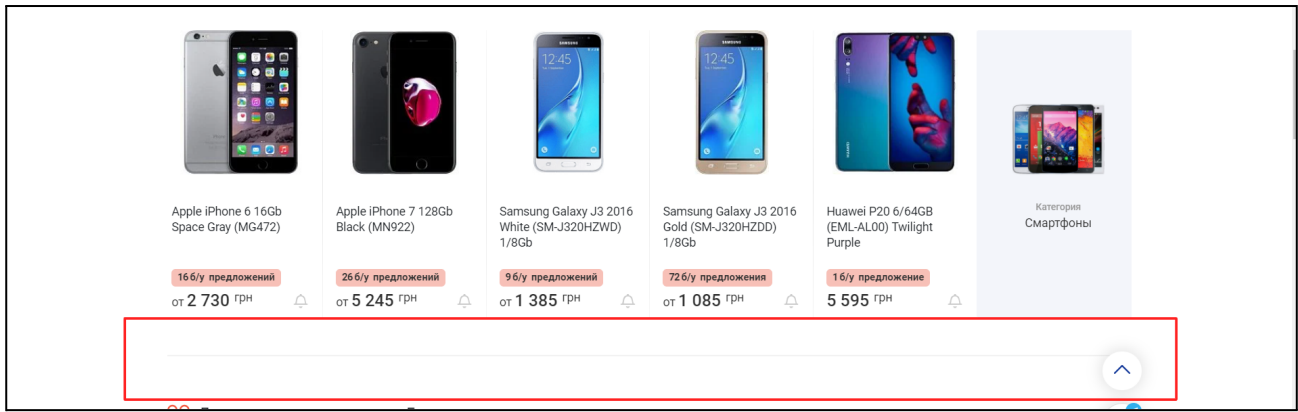
<H3> Subscribe and stay up to date with all the news! - *change to span*

<H3> Hello! we created the bot for you :- ) - *change to span*

## 11. Add a block with internal linking to the main page (high priority)

Purpose:	Improve internal linking between home page, site categories and products.
Result:	Product page crawling and indexing will be improved.

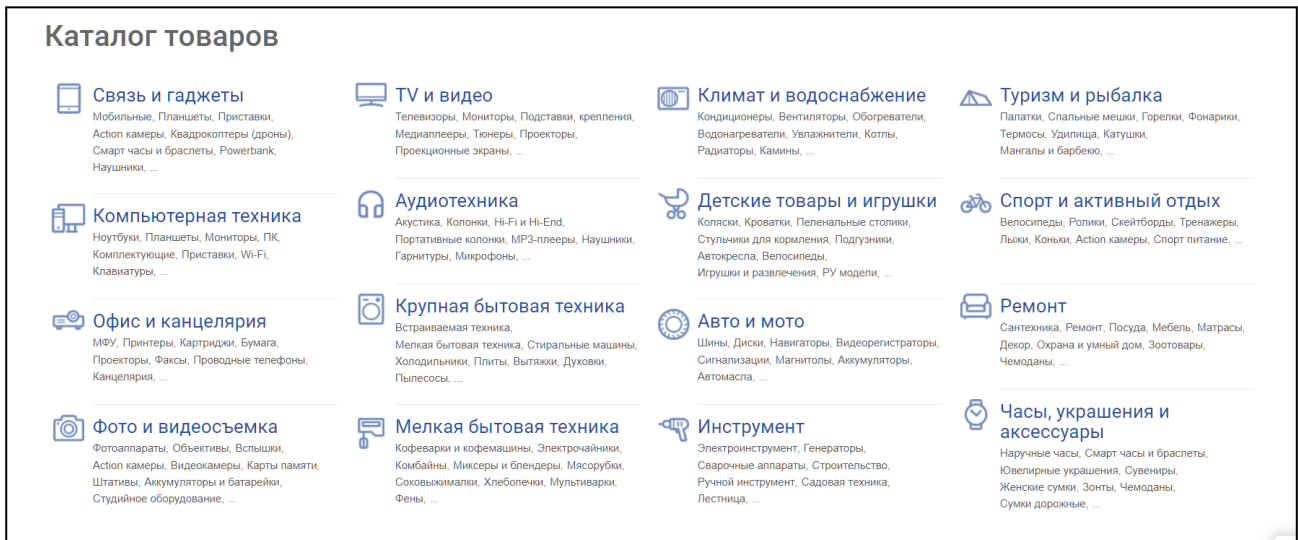
Add a block with internal linking to the main subcategories and filters under the block “bestsellers in the category Smartphones”



Pages to add to the block:

- iPhone [https://\[REDACTED\]/catalog/mobile-phones/filter/brand-is-apple/](https://[REDACTED]/catalog/mobile-phones/filter/brand-is-apple/)
- Samsung Smartphones [https://\[REDACTED\]/catalog/mobile-phones/filter/brand-is-samsung/](https://[REDACTED]/catalog/mobile-phones/filter/brand-is-samsung/)
- Xiaomi Smartphones [https://\[REDACTED\]/catalog/mobile-phones/filter/brand-is-xiaomi/](https://[REDACTED]/catalog/mobile-phones/filter/brand-is-xiaomi/)
- Meizu Smartphones [https://\[REDACTED\]/catalog/mobile-phones/filter/brand-is-meizu/](https://[REDACTED]/catalog/mobile-phones/filter/brand-is-meizu/)
- Huawei Smartphones [https://\[REDACTED\]/catalog/mobile-phones/filter/brand-is-huawei/](https://[REDACTED]/catalog/mobile-phones/filter/brand-is-huawei/)
- Honor Smartphones [https://\[REDACTED\]/catalog/mobile-phones/filter/brand-is-honor/](https://[REDACTED]/catalog/mobile-phones/filter/brand-is-honor/)
- Blackview Smartphones [https://\[REDACTED\]/catalog/mobile-phones/filter/brand-is-blackview/](https://[REDACTED]/catalog/mobile-phones/filter/brand-is-blackview/)
- HTC Smartphones [https://\[REDACTED\]/catalog/mobile-phones/filter/brand-is-htc/](https://[REDACTED]/catalog/mobile-phones/filter/brand-is-htc/)
- Lenovo Smartphones [https://\[REDACTED\]/catalog/mobile-phones/filter/brand-is-lenovo/](https://[REDACTED]/catalog/mobile-phones/filter/brand-is-lenovo/)
- Oneplus Smartphones [https://\[REDACTED\]/catalog/mobile-phones/filter/brand-is-oneplus/](https://[REDACTED]/catalog/mobile-phones/filter/brand-is-oneplus/)
- Sony Smartphones [https://\[REDACTED\]/catalog/mobile-phones/filter/brand-is-sony/](https://[REDACTED]/catalog/mobile-phones/filter/brand-is-sony/)

Example:(e-katalog)



Add "New Products" block - a dynamic block that will display recently added products (from all categories). This will improve the indexing of product cards.

