

# SEOmap Hreflangs

App manual

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# Table of contents

What does the app do? .....	3
1. Installation & DyApps account .....	4
2. DyApps Control Panel & shop overview .....	5
3. Dashboard .....	6
4. How do these sitemaps work .....	8
5. Using and the sitemaps .....	9
6. Publishing your sitemaps.....	10
6.1 Publish through Google Search Console .....	10
6.2 Add sitemap urls to robots.txt file.....	11

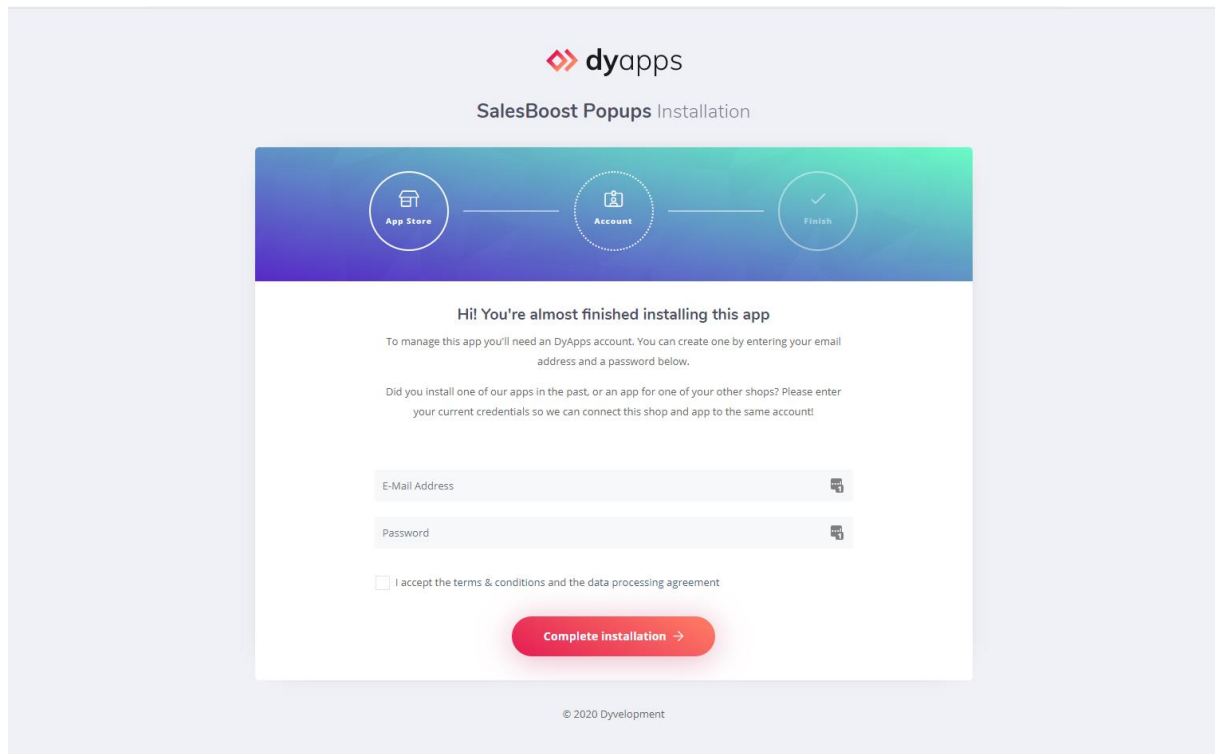
## What does the app do?

As hreflang tags can help in higher rankings for your multilingual store, these hreflangs are one of the most important SEO aspects for stores that publish content in different languages. But unfortunately implementing hreflang tags in your store's source code can be difficult, if not impossible.

With the SEOmap Hreflang app, a custom sitemap containing all relevant hreflang urls for your store's specific domain will be generated and updated automatically. This sitemap is then used by search engines to link the same pages, but in different languages, together. With just a few clicks you'll have a perfect hreflang solution, helping you rank better throughout the web.

# 1. Installation & DyApps account

When you install the SEOMap Hreflang app through your store's App Store, you'll be redirected to the DyApps installation screen.



To manage your app you'll need an account which you can log in with into the DyApps Control Panel. The DyApps Control Panel is your personal (external) environment where you can manage all DyApps apps you've installed. It's somewhat like your shop's backoffice, but for your DyApps. You can manage multiple apps from the same account and manage these for multiple shops.

## Installing a DyApps app for the first time?

During the installation process you'll create your DyApps account. You can enter any email address you own and a custom password which you'll later use to log in with. Your account will be created upon completing installation.

## Installed a DyApps app before?

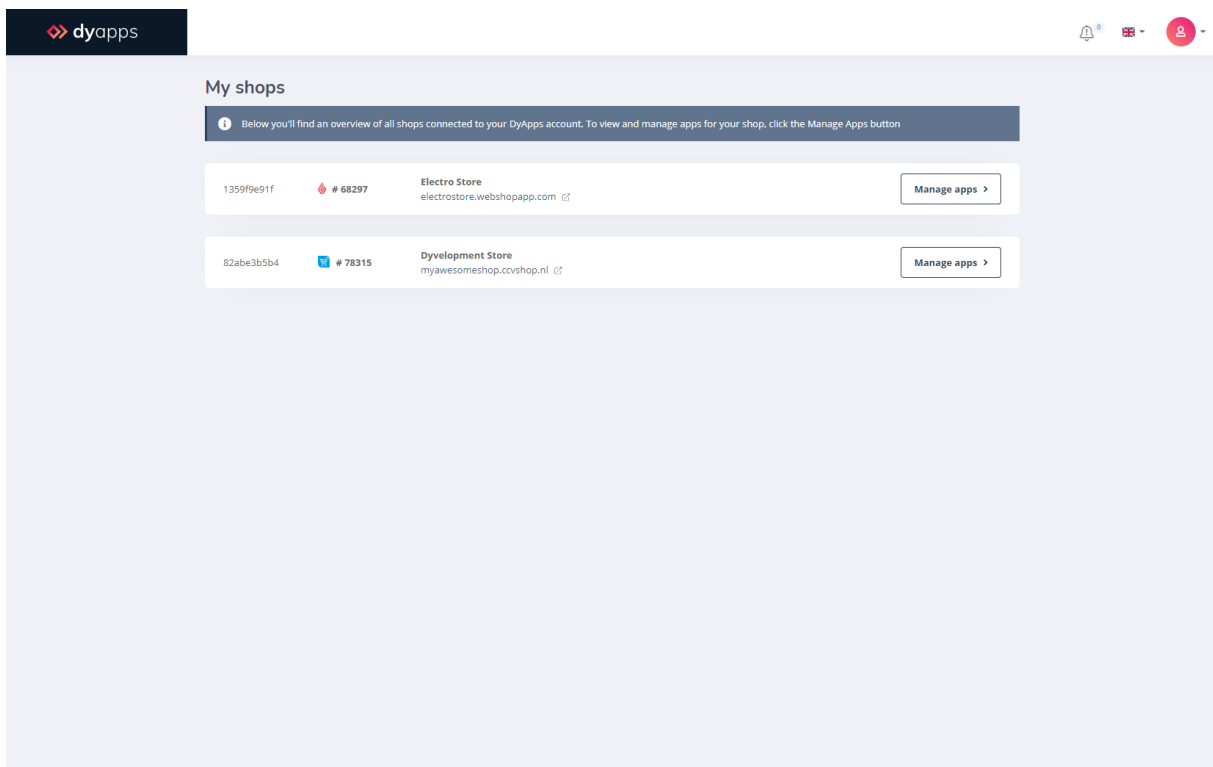
Then please enter the credentials of your current DyApps account. The app will verify your login credentials and will connect your account and shop to the app you're installing. This way you can easily manage all of your apps and shops from the same account.

## 2. DyApps Control Panel & shop overview

You can log into the DyApps Control Panel with your DyApps account at <https://my.dyapps.io>. From here you can manage all of your installed apps for your shop.

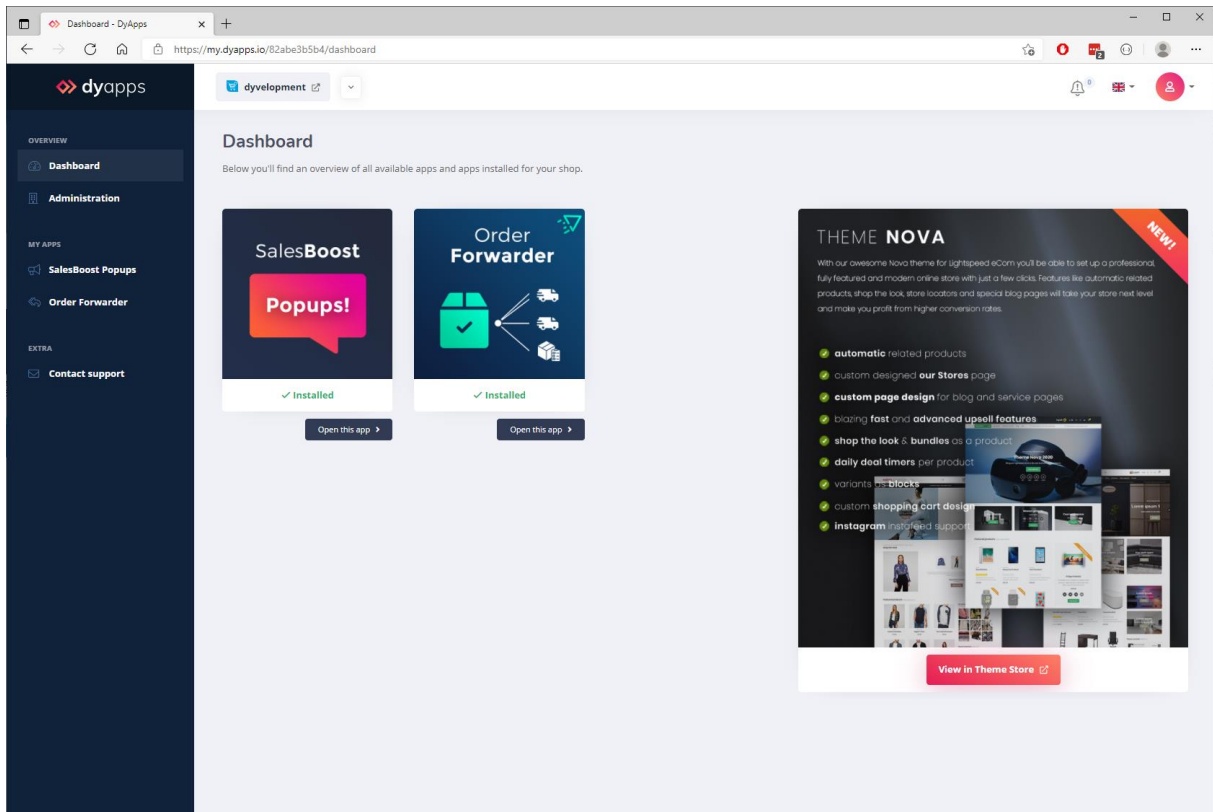
### Logging in for the first time?

When you log in for the first time you'll be redirected to an overview page which contains a list of all shops connected to your DyApps account. With the button **Manage apps** you can manage the apps for that specific shop. Clicking this button will load the Dashboard for that shop.

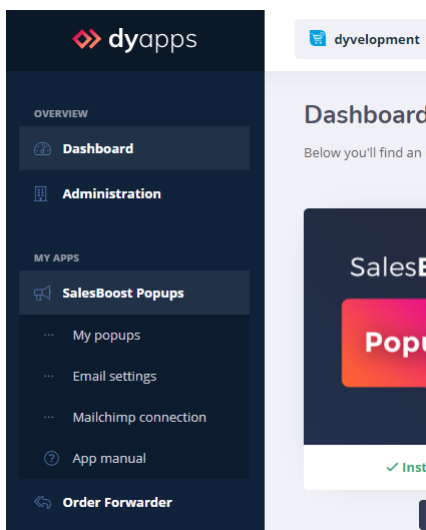


### 3. Dashboard

The Dashboard is the central area which you'll be redirected to after you've logged in to your DyApps account. The Dashboard contains an overview of both available and your installed apps, and is the place to start for managing your apps.

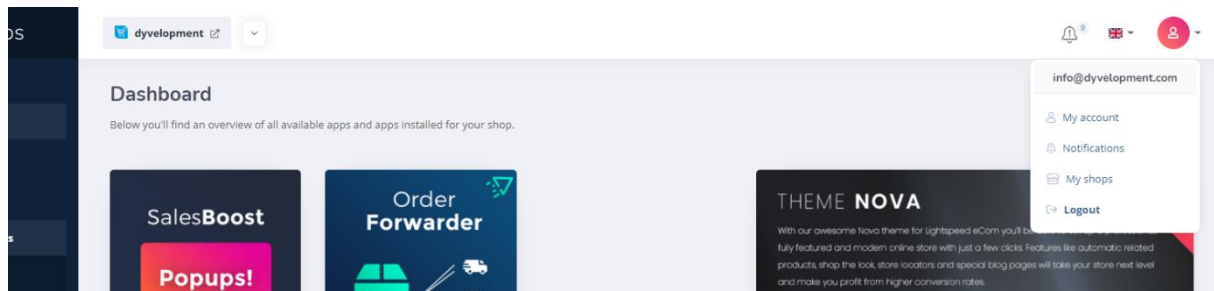


#### 3.1 Your apps



On the left you'll find the navigation bar from which you can open and manage your apps. When you click the app's name it will show you all available options for the app. Of course you'll also find a link to this manual.

## 3.2 Your account and shops



At the top of the page you'll find the information and navigation bar that applies to your account and shops. On the left side you'll see the shop you're currently logged into and a dropdown to switch stores if you have multiple stores connected to your account.

With the user icon at the right hand side you can log out and view the shops overview page as described at page 5. From this **My Shops** page you'll find a full overview of all shops that are connected to your account.

## 4. How do these sitemaps work

For search engines to know about different page urls, they will crawl your store's content periodically and read all important html tags that you've included in the source code. They use these code snippets and your descriptions to partially determine the ranking of your webpage.

Unfortunately it's not always possible to include specific or important SEO snippets in the source code directly. The hreflang tags are a perfect example. Therefore search engines like Google also offer the use of another tool that you may have heard about: the **sitemap**.

The sitemap is an .xml file containing a list of all existing urls from your store. This list makes it easy for search engines to see what urls they should crawl, so they won't accidentally skip a page.

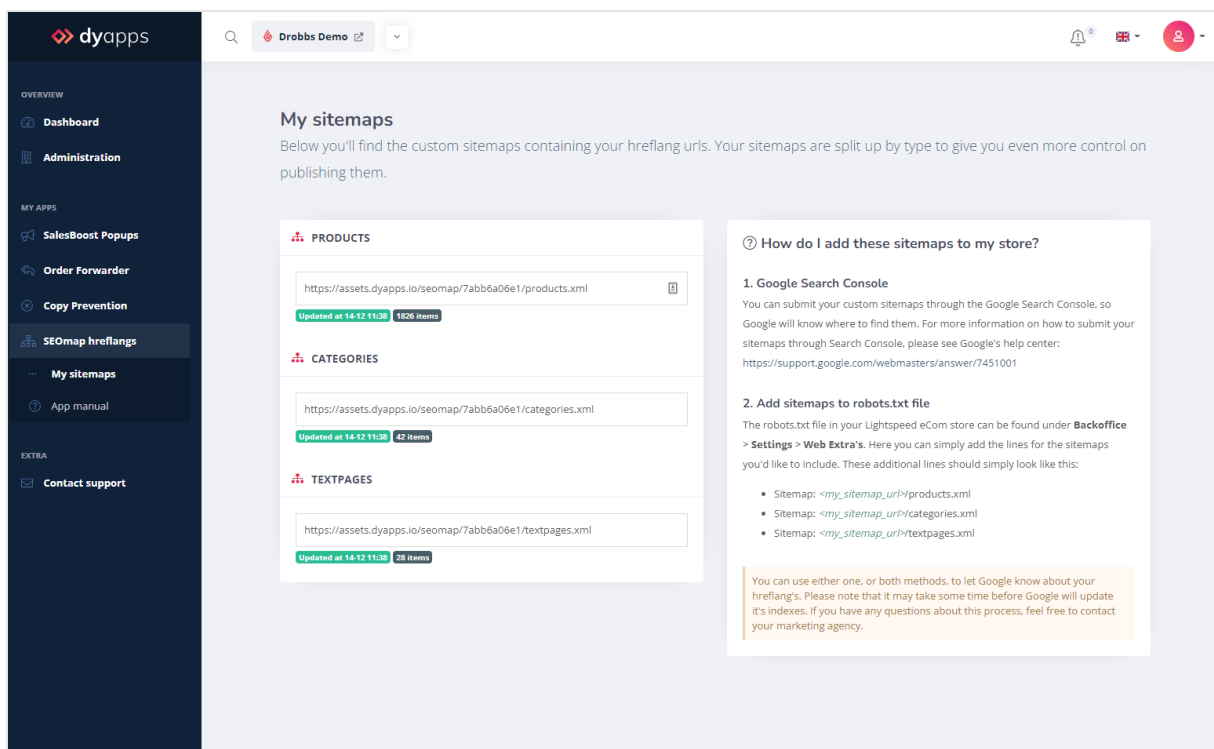
The idea of sitemaps itself is almost as old as the internet. But what you may not know is that these sitemaps are also perfect to use for embedding your hreflang urls.



## 5. Using and the sitemaps

Once logged into DyApps, you'll find an overview of the sitemaps generated for your store under the navigation item **My sitemaps**. For your convenience, these are split up by type to give you even more control on publishing and managing them.

Have you just installed the app, and don't see any sitemaps yet? Please check again in a few minutes as it may take some time to process all of your store's urls. After your sitemap urls become available, you can easily publish them as described in chapter 6.



**My sitemaps**

Below you'll find the custom sitemaps containing your hreflang urls. Your sitemaps are split up by type to give you even more control on publishing them.

Category	URL	Updated at	Items
PRODUCTS	<a href="https://assets.dyapps.io/seomap/7abb6a06e1/products.xml">https://assets.dyapps.io/seomap/7abb6a06e1/products.xml</a>	Updated at 14:12 11:38	1826 items
CATEGORIES	<a href="https://assets.dyapps.io/seomap/7abb6a06e1/categories.xml">https://assets.dyapps.io/seomap/7abb6a06e1/categories.xml</a>	Updated at 14:12 11:38	42 items
TEXTPAGES	<a href="https://assets.dyapps.io/seomap/7abb6a06e1/textpages.xml">https://assets.dyapps.io/seomap/7abb6a06e1/textpages.xml</a>	Updated at 14:12 11:38	28 items

### How do I add these sitemaps to my store?

- Google Search Console**  
You can submit your custom sitemaps through the Google Search Console, so Google will know where to find them. For more information on how to submit your sitemaps through Search Console, please see Google's help center: <https://support.google.com/webmasters/answer/7451001>
- Add sitemaps to robots.txt file**  
The robots.txt file in your Lightspeed eCom store can be found under **Backoffice > Settings > Web Extra's**. Here you can simply add the lines for the sitemaps you'd like to include. These additional lines should simply look like this:
  - Sitemap: <my\_sitemap\_uri>/products.xml
  - Sitemap: <my\_sitemap\_uri>/categories.xml
  - Sitemap: <my\_sitemap\_uri>/textpages.xml

You can use either one, or both methods, to let Google know about your hreflang's. Please note that it may take some time before Google will update it's indexes. If you have any questions about this process, feel free to contact your marketing agency.

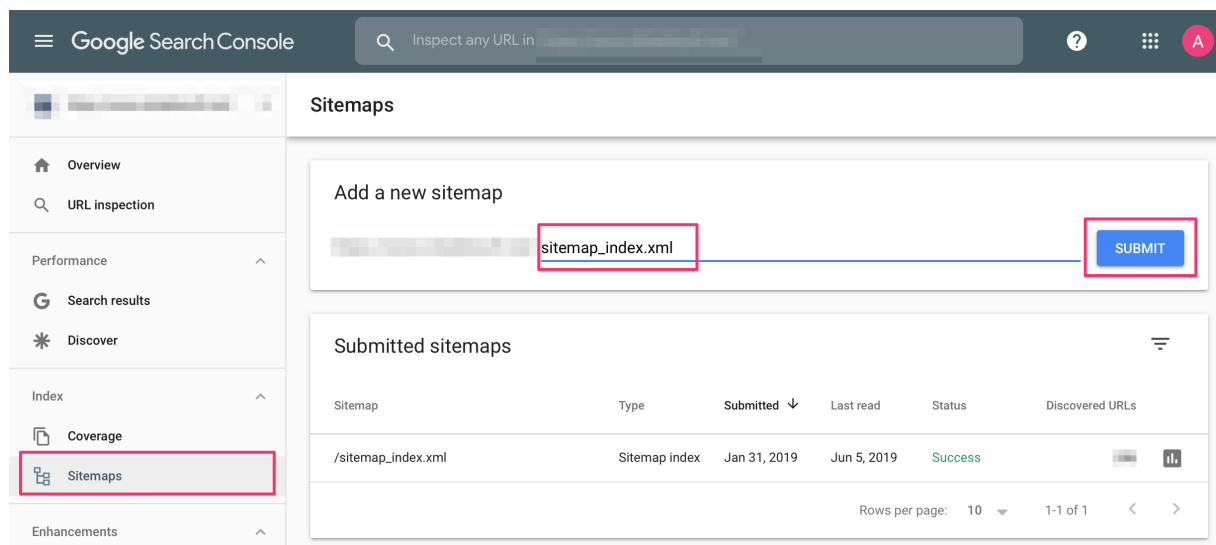
Of course these sitemaps will be updated automatically to include any new urls. Note that it may take up to 24 hours before your latest changes are visible in these sitemaps.

## 6. Publishing your sitemaps

You can publish your sitemaps in two ways. You can pick either one of those, but it's recommended to publish them in both ways.

Please note that it may take some time before search engines will update its indexes. If you have any questions about this process, feel free to contact your marketing agency.

### 6.1 Publish through Google Search Console



The screenshot shows the Google Search Console interface for Sitemaps. The left sidebar contains navigation options: Overview, URL inspection, Performance, Search results, Discover, Index, Coverage, Sitemaps (highlighted with a red box), and Enhancements. The main content area is titled 'Sitemaps' and features a 'Add a new sitemap' section with a text input field containing 'sitemap\_index.xml' (highlighted with a red box) and a 'SUBMIT' button (also highlighted with a red box). Below this is a 'Submitted sitemaps' table with the following data:

Sitemap	Type	Submitted ↓	Last read	Status	Discovered URLs
/sitemap_index.xml	Sitemap index	Jan 31, 2019	Jun 5, 2019	Success	

At the bottom of the table, it shows 'Rows per page: 10' and '1-1 of 1'.

You can submit your custom sitemaps through the Google Search Console, so Google will know where to find them. For more information on how to submit your sitemaps through Search Console, please see Google's help center as the exact steps to take may change over time: <https://support.google.com/webmasters/answer/7451001>.

## 6.2 Add sitemap urls to robots.txt file

**ROBOTS.TXT**  
You can use the Robots.txt file to prevent certain pages of your online store from being indexed and displayed in search results.

**Status**

**Robot:**  
Your robots text...

The robots.txt file in your store is used by search engines to look up specific crawling details, like the urls of your sitemaps. In your Lightspeed eCom store, the robots.txt can be found under **Backoffice > Settings > Web Extra's**. Here you can simply add the lines for the sitemaps you'd like to include. These additional lines should simply look something like this, of course replacing the url with your own sitemap url.

```
Sitemap: https://assets.dyapps.io/seomap/e54hc5gr4u/products.xml  
Sitemap: https://assets.dyapps.io/seomap/ e54hc5gr4u/categories.xml  
Sitemap: https://assets.dyapps.io/seomap/ e54hc5gr4u/textpages.xml
```

Don't forget to set the status to *active* and save the changes.