Search & Discovery

Analytics · https://multivendorx.com/docs/knowledgebase/store-seo/

Brief Introduction

If you are interested in expanding your target audience, increasing your revenue and creating a long-term brand revenue – Store SEO might be your best friend. This module of MultiVendorX Pro helps store owners increase their product value by using SEO features to rank high during organic searches.

Requirements

- MultiVendorX Pro
- Yoast SEO
- Rank Math

Overview

- Let store owners take advantage of popular SEO engines like YOAST or Rank Math
- Add SEO Title, Keyword and Description to increase product search value

Configure Store SEO

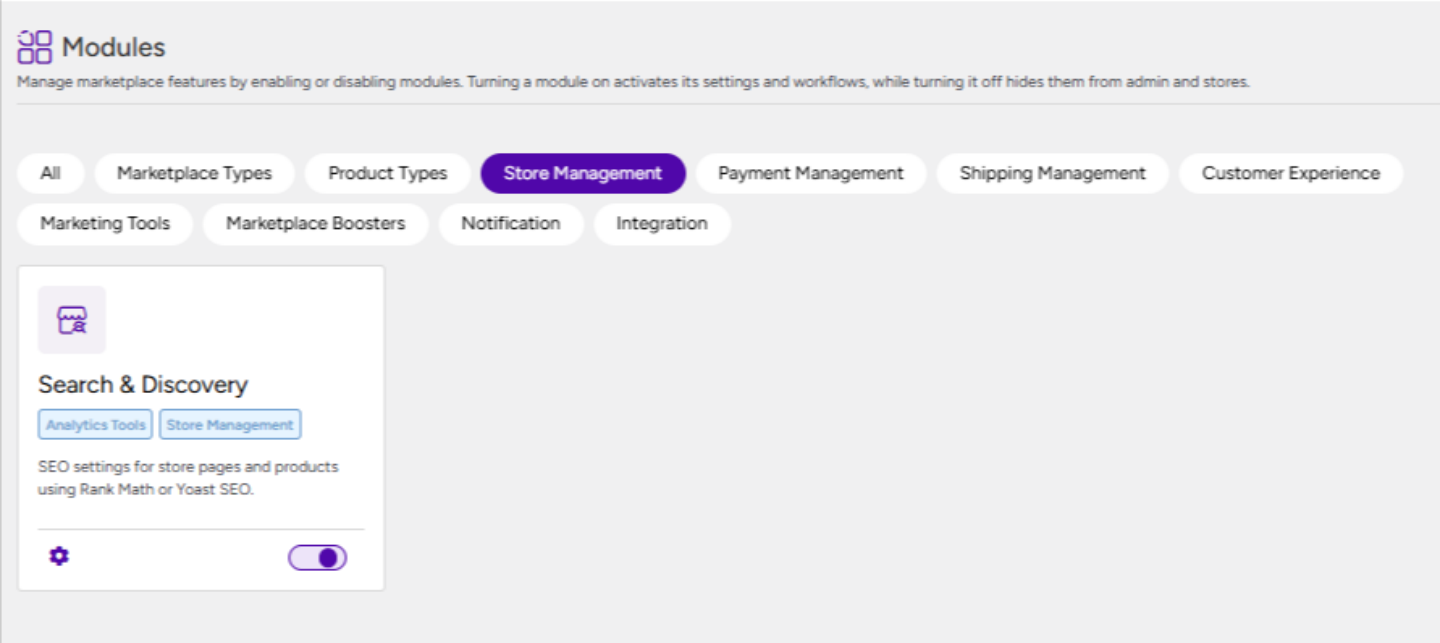
Having a competitive advantage is always a good thing and using SEO to get there is something you can’t overlook. To help you get there we will start by enabling the SEO Module.

Enable Store SEO

Enabling the SEO module will give vendors the option to use SEO while adding product details. And to enable this all you need to do is:

- Go to your admin dashboard and select the MultiVendorX plugin option. As you select the plugin, the MultiVendorX menu list would be displayed.

- Bring your cursor to the Module option available on the list. Once the Module option is selected you will be transported to the Module page.
- From there navigate to Search & Discovery available under the Store Management Section and enable the module.
- After you've enabled the module, select the Setting button available there. This will redirect you to the Setting page where you need to make a few changes.



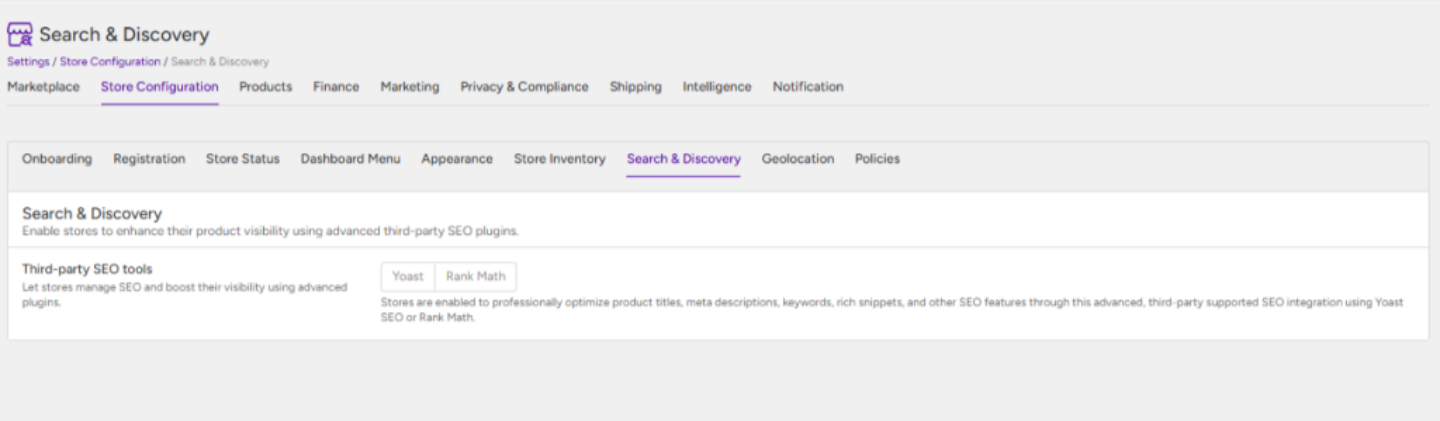
Store SEO Setup

As explained in the previous section you would be directed to the SEO setting page from the Module page by selecting the Setting button.

- Alternatively, you can configure the Store SEO setting by selecting the Setting option available under the MultiVendorX menu. Once you land there go to the Store Configuration section and click on Search & Discovery.
- There are only one setting that need to be worked on.
- The SEO plugin option includes-
  - **Yoast SEO –** Yoast SEO is one of the WordPress plugins that helps your site perform better. If you are a user of the Yoast SEO plugin you can extend this support to vendors. However, admin configurations of Yoast have to be made using this document found on the Yoast site.

- **Rank Math** – Another plugin that comes with optimal SEO advantage is Rank Math. The benefits of this plugin need not be explained if you are a user. You can enable the Rank Math option to extend this benefit to vendors. And just like the Yoast plugin, admin configuration for Rank Math needs to be done using the rank math documentation.

- With this, we complete the SEO settings now it is time to check how store owners can use SEO to their advantage.



Optimize Product SEO as Store Owner

To increase product searches organically, MultiVendorX presents you with an SEO feature that would boost store sales. And here is how store owners can use them.

- The first step starts with adding a new product to the list which can be achieved by going to the store dashboard and navigating to the Add Product option available in the topside menu.
- Once the product details page loads, the store owner can complete adding relevant product details before scrolling below to the SEO metabox.
- As the store owner scrolls to the SEO meta box here are a few details they would have to add
  - **SEO Title –** This refers to the title tag that exists at the head of each page which gives an idea about the webpage's content.
  - **Keyword** – It is recommended that vendors conduct extensive keyword research before adding words here. The keywords added here are what will help with the organic searches.
  - **Meta Description** – The meta description is an HTML tag that provides search engines and searchers with a description of what the page is about.

- This concludes the basic SEO data that needs to add. In addition to this remember how we talked about SEO Support
- Here is where the support choice matter. Apart from the basic SEO details, a store owner adds. There is the OpenGraph feature a vendor can avail of if they use Rank Math. Open Graphs are snippets of URLs displayed when shared on social media. They're part of Facebook's Open Graph protocol and are also used by other social media sites. In simple words, they are snapshots of your product URL.
    - **Facebook OpenGraph** – If the vendor wishes to run an advertisement for the product, he or she can Facebook OpenGraph. These Details include :
        - **Product Title** – Using the keyword list as a guide vendor can add new keywords to create the Facebook product title.
        - **Product Description** – The product description too must include keywords used to increase searches.
        - **Images (Alt Text)** – Use image optimization using an image in its right **format, dimension, size** and **resolution**. Add relevant keywords to the titles of your images when adding them. This explains the purpose of the image and may appear instead of them. They help increase the SEO value.

- **Twitter SEO** – Again store owners can post products on Twitter using this SEO format to increase product searches on social media.
- And that's it! Finally, they can submit or publish their product.

SEO (Rank Math)

SEO Title

Focus Keyword

Meta Description

Facebook Title

Facebook Description

Facebook Image



Drag and drop your file here

Or

Select Facebook Image

Twitter Title

Twitter Description

Twitter Image



Drag and drop your file here

Or

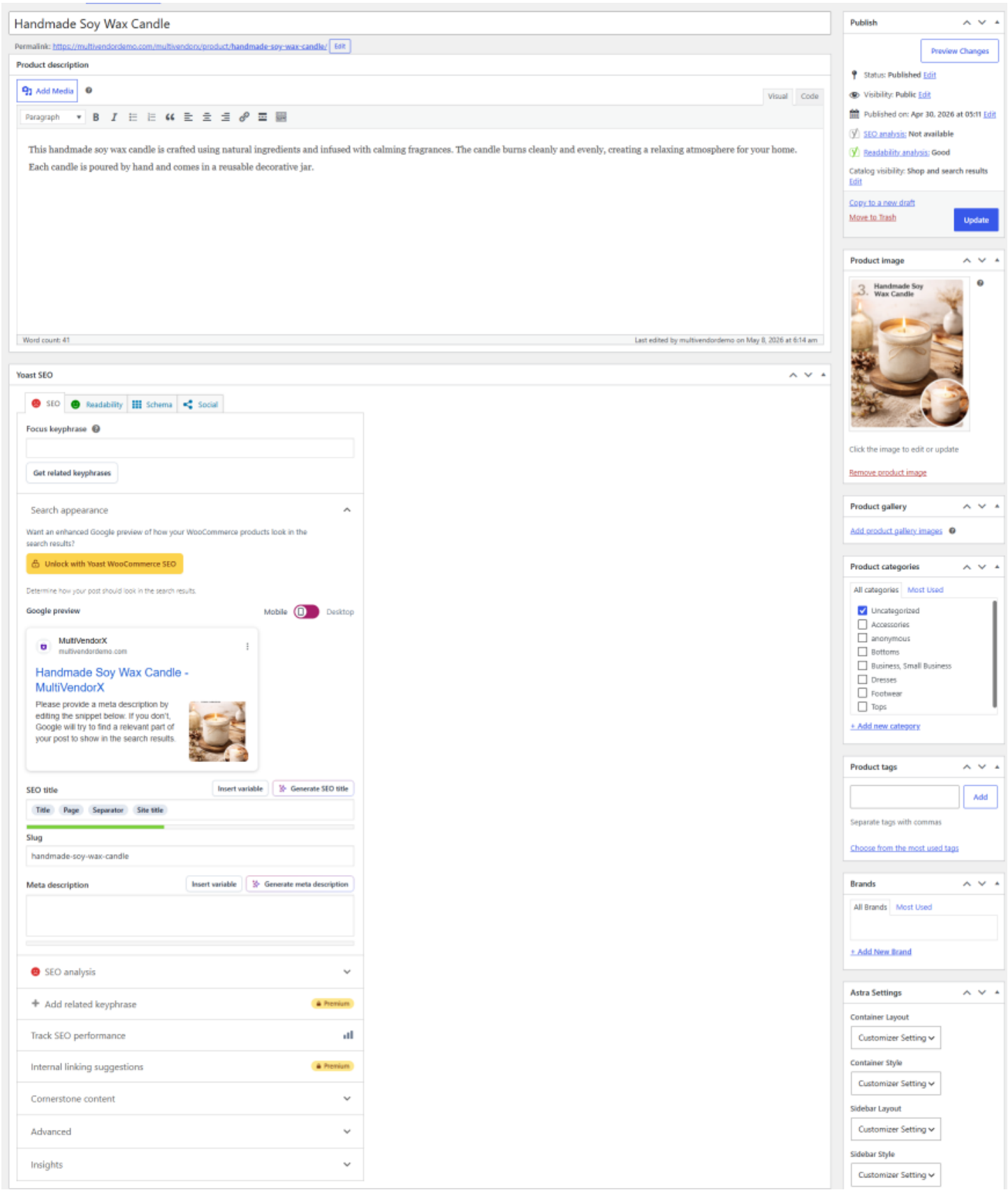
Select x Image

Edit Product SEO as Admin

If you are familiar with using SEO plugins you may be aware of their settings. However, in this article, we shall discuss how you can optimize product searches using these plugins.

- Go to the admin dashboard and then navigate to All Products available in the Products menu list. Or a simpler way would be to simply click on the Edit option available for Pending Products found under Taskboard.
- As the Product Details Page load using the SEO guide you can increase the SEO value of the product.

And there you have it! A simple guide on Store SEO. Hope you like it and find it easier to let vendors enjoy the advantage of SEO to increase product searches.


Handmade Soy Wax Candle
Permalink: https://multivendordemo.com/multivendorx/product/handmade-soy-wax-candle/ Edit
Product description
Add Media
Visual Code
Paragraph
This handmade soy wax candle is crafted using natural ingredients and infused with calming fragrances. The candle burns cleanly and evenly, creating a relaxing atmosphere for your home.
Each candle is poured by hand and comes in a reusable decorative jar.
Word count: 41
Last edited by multivendordemo on May 8, 2026 at 6:14 am
Yoast SEO
SEO
Readability
Schema
Social
Focus keyphrase
Get related keyphrases
Search appearance
Want an enhanced Google preview of how your WooCommerce products look in the search results?
Unlock with Yoast WooCommerce SEO
Determine how your post should look in the search results.
Google preview
Mobile
Desktop
MultiVendorX
multivendordemo.com
Handmade Soy Wax Candle - MultiVendorX
Please provide a meta description by editing the snippet below. If you don't, Google will try to find a relevant part of your post to show in the search results.
SEO title
Insert variable
Generate SEO title
Title
Page
Separator
Site title
Slug
handmade-soy-wax-candle
Meta description
Insert variable
Generate meta description
SEO analysis
Add related keyphrase
Premium
Track SEO performance
Internal linking suggestions
Premium
Cornerstone content
Advanced
Insights
Publish
Preview Changes
Status: Published Edit
Visibility: Public Edit
Published on: Apr 30, 2026 at 05:11 Edit
SEO analysis: Not available
Readability analysis: Good
Catalog visibility: Shop and search results Edit
Copy to a new draft
Move to Trash
Update
Product image
Handmade Soy Wax Candle
Click the image to edit or update
Remove product image
Product gallery
Add product gallery images
Product categories
All categories
Most Used
Uncategorized
Accessories
anonymous
Bottoms
Business, Small Business
Dresses
Footwear
Tops
+ Add new category
Product tags
Add
Separate tags with commas
Choose from the most used tags
Brands
All Brands
Most Used
+ Add New Brand
Astra Settings
Container Layout
Customizer Setting
Container Style
Customizer Setting
Sidebar Layout
Customizer Setting
Sidebar Style
Customizer Setting