

Adobe® Marketing Cloud

How Dynamic Media Classic Supports SEO

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Contact and Legal Information

Information to help you contact Adobe and to understand the legal issues concerning your use of this product and documentation.

Help & Technical Support

The Adobe Marketing Cloud Customer Care team is here to assist you and provides a number of mechanisms by which they can be engaged:

- [Check the Marketing Cloud help pages for advice, tips, and FAQs](#)
- [Ask us a quick question on Twitter @AdobeMktgCare](#)
- [Log an incident in our customer portal](#)
- [Contact the Customer Care team directly](#)
- [Check availability and status of Marketing Cloud Solutions](#)

Service, Capability & Billing

Dependent on your solution configuration, some options described in this documentation might not be available to you. As each account is unique, please refer to your contract for pricing, due dates, terms, and conditions. If you would like to add to or otherwise change your service level, or if you have questions regarding your current service, please contact your Account Manager.

Feedback

We welcome any suggestions or feedback regarding this solution. Enhancement ideas and suggestions for the Analytics suite [can be added to our Customer Idea Exchange](#).

Legal

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Introduction

Maintaining the name of the image

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

A typical Scene7 image call looks like the following example:

`http://s7server.scene7.com/is/image/mycompany/imageID?parameters`

However, 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 path looks like the following:

`http://image.mycompany.com/folder1/folder2/spoken_image_name.jpg`

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

Changing the Scene7 image host server name

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

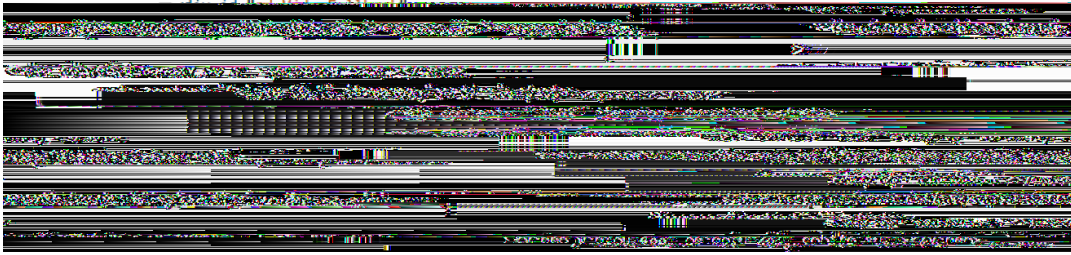
Adding a link attribute to the HTTP header

Adding a `link` attribute to the HTTP header can help increase search engine friendliness. The canonical link tells Google that the image is connected to a specific page. It is useful when you do an image search in Google.

If the HTTP header is assembled dynamically and takes over information from the original URL, it becomes tricky for the static HTTP header tags discussed previously. Rather than transforming the URL directly you can define a variable in the substitution and use it in the header tag. You cannot use `$1` or similar syntax in the header tag.

Rule example:

```
<rule RequestType="is" OnMatch="break">
  <expression>^(.*?)/(.*?)--(.*)\.jpg$</expression>
  <substitution>$3?\$1\&\$link=$3?\$1$</substitution>
  <header
    Name="Link">http://images.customer.com/is/image/customer/$link$ rel="canonical"
  </header>
```



So, why does SPS not insert all of this page coding for you? Remember that SPS does not generate your HTML and it has no access to your data. SPS does not know the `alt` tag of the image or the metadata (title/description) of the video.