

Tehničke SEO
smjernice

carewear.hr

Arbona

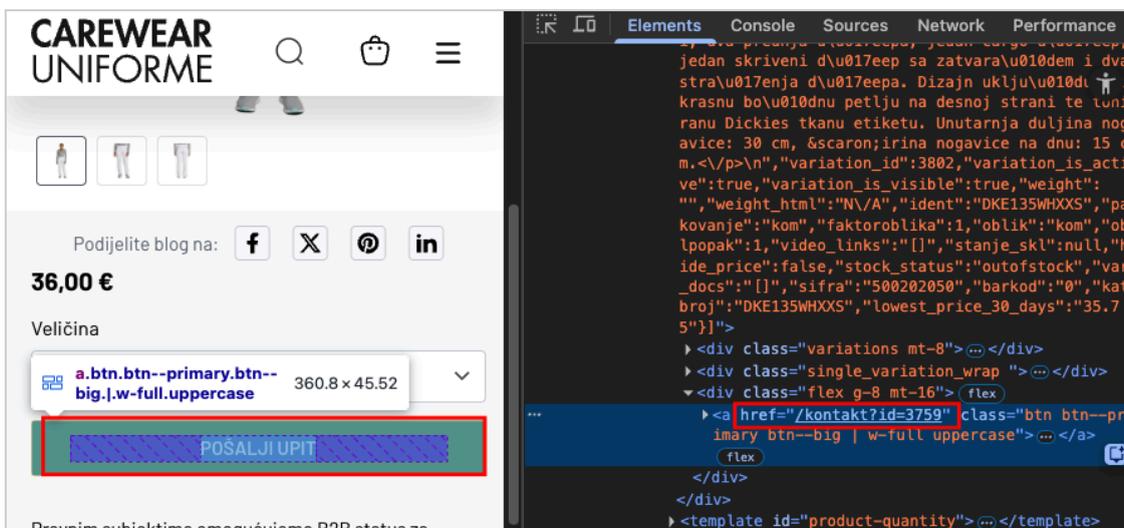
www.**arbona**.hr

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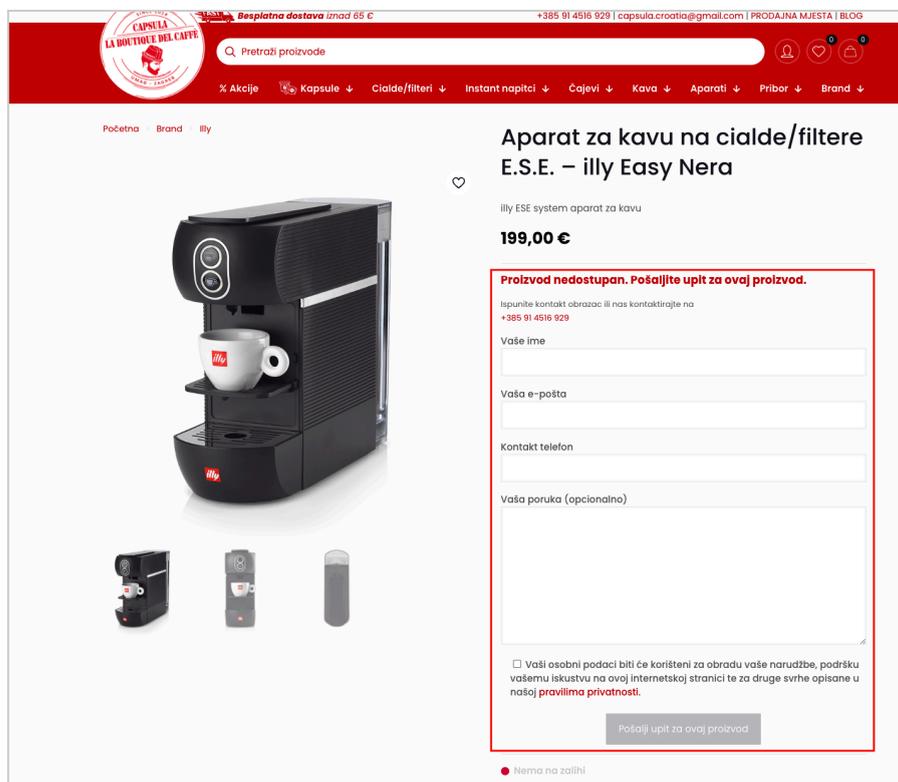


1. Slanje upita za nedostupne proizvode



Na stranicama nedostupnih proizvoda postavljen je link na kontakt stranicu kako bi korisnik mogao poslati upit. Problem stvara parametar **id** koji je različit za svaki nedostupni proizvod, te generira duplikate kontakt stranice.

Umjesto linkanja kontakt stranice, bolje rješenje je ugradnja forme za slanje upita direktno na stranicu proizvoda.



2. Yoast SEO hook

```
view-source:https://carewear.hr/kategorija/bluze/?page=2
<title>web shop Bluze - Carewear d.o.o.</title>
<link rel="canonical" href="https://carewear.hr/kategorija/bluze/?page=2" />
<link rel="prev" href="https://carewear.hr/kategorija/bluze/?page=1" class="yoast-seo-meta-tag" />
<link rel="next" href="https://carewear.hr/kategorija/bluze/?page=3" class="yoast-seo-meta-tag" />
<meta property="og:locale" content="hr_HR" />
<meta property="og:type" content="article" />
```

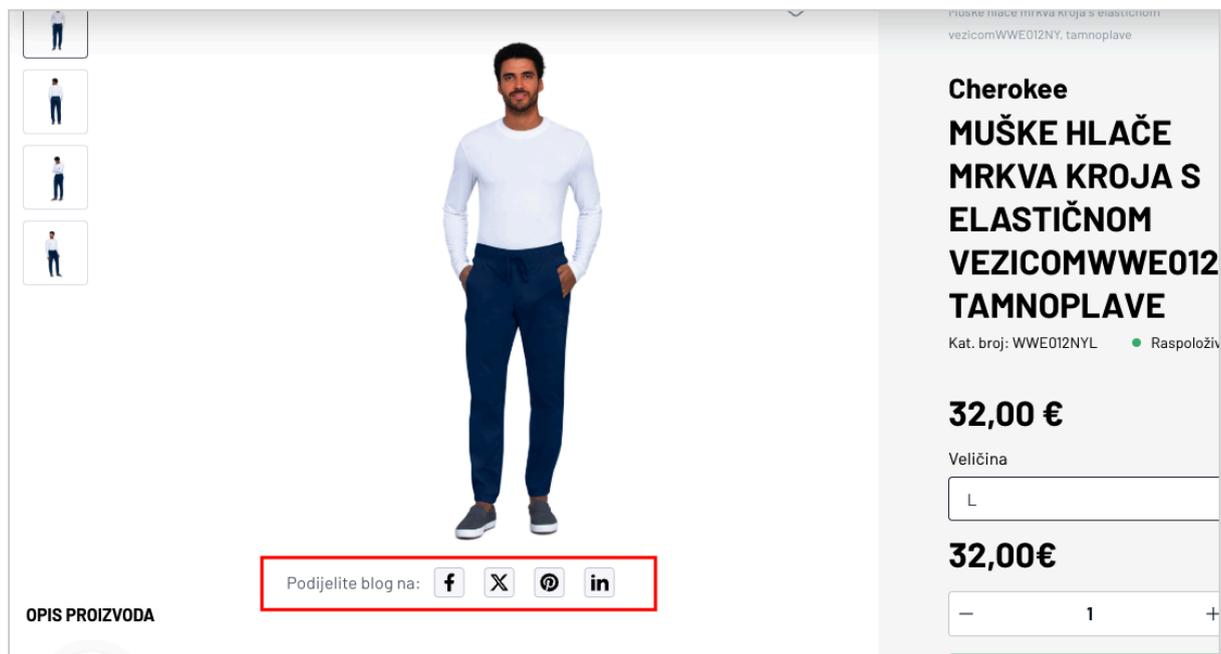
Yoast SEO plugin generira rel="prev" i rel="next" HTML attribute, te kod svih kategorija proizvoda referencira krivi link 1. paginacijske stranice (page=1).

S obzirom da se taj dio ne može onemogućiti u Yoast postavkama, potrebno je dodati sljedeći Yoast hook u functions.php datoteku.

PHP

```
add_filter('wpseo_next_rel_link', '__return_false');
add_filter('wpseo_prev_rel_link', '__return_false');
```

3. Social share linkovi



Sa stranica proizvoda ukloniti element sa social share ikonama.



4. Stranice za atribute proizvoda

carewear.hr/sitemap_index.xml

XML Sitemap

Generated by **Yoast SEO**, this is an XML Sitemap, meant for consumption by search engines.

You can find more information about XML sitemaps on sitemaps.org.

This XML Sitemap Index file contains 12 sitemaps.

Sitemap	Last Modified
https://carewear.hr/post-sitemap.xml	2025-01-29 13:49 +00:00
https://carewear.hr/page-sitemap.xml	2025-01-29 13:41 +00:00
https://carewear.hr/product-sitemap.xml	2025-02-23 10:59 +00:00
https://carewear.hr/category-sitemap.xml	2025-01-29 13:49 +00:00
https://carewear.hr/product_cat-sitemap.xml	2025-02-23 10:59 +00:00
https://carewear.hr/pa_boja-sitemap.xml	2025-02-23 10:59 +00:00
https://carewear.hr/pa_brend-sitemap.xml	2025-02-23 10:59 +00:00
https://carewear.hr/pa_sastav-materijala-sitemap.xml	2025-02-23 10:59 +00:00
https://carewear.hr/pa_spol-sitemap.xml	2025-02-23 10:59 +00:00
https://carewear.hr/pa_tkanje-sitemap.xml	2025-02-23 10:59 +00:00
https://carewear.hr/pa_velicina-sitemap.xml	2025-02-23 10:59 +00:00
https://carewear.hr/author-sitemap.xml	2025-10-09 12:30 +00:00

Stranice atributa proizvoda (npr. <https://carewear.hr/boja/tamnoplava/>) nije potrebno indeksirati te se one ne trebaju izlistavati u sitemap indexu.

5. Nerelevantne stranice u sitemapama

Sljedeće stranice nije potrebno indeksirati te se ne moraju nalaziti u sitemapu na adresi <https://carewear.hr/page-sitemap.xml>.

- <https://carewear.hr/katalog/>
- <https://carewear.hr/primjer-stranice/>
- <https://carewear.hr/my-account/>
- <https://carewear.hr/checkout/>
- <https://carewear.hr/cart/>
- <https://carewear.hr/brza-narudzba/>
- <https://carewear.hr/promjena-lozinke/>
- <https://carewear.hr/povijest-narudzbi/>
- <https://carewear.hr/moj-racun/>
- <https://carewear.hr/naplata/>
- <https://carewear.hr/oporavak-lozinke/>



- <https://carewear.hr/moji-artikli/>
- <https://carewear.hr/cesta-pitanja/>
- <https://carewear.hr/novosti/>
- <https://carewear.hr/registracija/>
- <https://carewear.hr/favoriti/>
- <https://carewear.hr/narucivanje-i-placanje/>
- <https://carewear.hr/dostava-i-ispоруka/>
- <https://carewear.hr/podrska/>
- <https://carewear.hr/program-vjernosti/>
- <https://carewear.hr/radno-vrijeme/>
- <https://carewear.hr/prodajna-mjesta/>
- <https://carewear.hr/zaposljenje/>
- <https://carewear.hr/servis/>
- <https://carewear.hr/pravila-privatnosti/>
- <https://carewear.hr/kosarica/>
- <https://carewear.hr/studentska-forma/>
- <https://carewear.hr/studentski-popust/>
- <https://carewear.hr/povrat/>
- <https://carewear.hr/narudzba/>
- <https://carewear.hr/povrati-portal/>
- <https://carewear.hr/povrati-potvrda/>
- <https://carewear.hr/zamjena/>
- <https://carewear.hr/reklamacija-posalji/>
- <https://carewear.hr/zamjena-posalji/>
- <https://carewear.hr/povrat-posalji/>
- <https://carewear.hr/reklamacija/>
- <https://carewear.hr/jeftinije/>

6. "noindex, follow" stranice

Unutar <head> sekcije sljedećih stranica potrebno je dodati meta robots direktivu:

HTML

```
<meta name='robots' content='noindex, follow' />
```

- <https://carewear.hr/oporavak-lozinke>
- <https://carewear.hr/registracija/>
- <https://carewear.hr/b2b-korisnici/>
- <https://carewear.hr/studentski-popust>



- <https://carewear.hr/favoriti/>
- <https://carewear.hr/kosarica/>

7. Product schema

Na svim stranicama proizvoda potrebno je generirati schema markup tipa Product. Slijedi primjer Product scheme za proizvod [Muška bluza V-izreza CKE900ANY tamnoplava](#):

```
HTML
<script type="application/ld+json">
{
  "@context": "https://schema.org/",
  "@type": "Product",
  "name": "Muška bluza V-izreza CKE900ANY - Tamnoplava",
  "image": [
    "https://carewear.hr/wp-content/uploads/2026/01/cke900a-nyps-shot_720x.jpg",
    ],
  "description": "Udobna i profesionalna muška medicinska bluza s V-izrezom, model CKE900ANY u tamnoplavoj boji. Izrađena od visokokvalitetnih materijala za maksimalnu izdržljivost.",
  "sku": "CKE900ANY-NAVY",
  "brand": {
    "@type": "Brand",
    "name": "Infinity"
  },
  "offers": {
    "@type": "Offer",
    "url": "https://carewear.hr/proizvod/muska-bluza-v-izreza-cke900any-tamnoplava/",
    "priceCurrency": "EUR",
    "price": "38.00",
    "priceValidUntil": "2026-12-31",
    "itemCondition": "https://schema.org/NewCondition",
    "availability": "https://schema.org/InStock",
    "seller": {
      "@type": "Organization",
      "name": "Carewear d.o.o."
    }
  }
}
</script>
```

8. SEO sadržaj za kategorije proizvoda

TITLE ⓘ	web shop Muške kute - Carewear d.o.o.
✓ 37 characters	
DESCRIPTION ⓘ	Not specified
✗ 0 characters	
URL ⓘ	https://carewear.hr/kategorija/kute/muske-kute/

WP administratorima omogućiti postavljanje SEO title, SEO description i tekstualnih opisa za sve kategorije proizvoda.