Internationalization

- Translating texts specific to your content
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- Translating fallback texts
- Translating special pages

import YoastSchemaExample from '../../../src/components/YoastSchemaExample';

Shopify Yoast SEO for Shopify
 Yoast SEO for Shopify

Translating texts specific to your content

Yoast SEO for Shopify allows you to enrich the meta information about your content. You can add meta information for search engines and social platforms. All information for a piece of content (e.g. a product, or a blog article) is stored in a single metafield: `yoast_seo.indexable`. This metafield contains at least the following JSON data in the structure:

```
{
  "title": "", // The content for the <title> tag.
  "description": "", // The content for the <meta name="description" /> tag.
  "open_graph_title": "", // The content for the <meta name="og:title" /> tag.
  "open_graph_description": "", // The content for the <meta name="og:description" /> tag.
  "twitter_title": "", // The content for the <meta name="twitter:title" /> tag.
  "twitter_description": "", // The content for the <meta name="twitter:description" /> tag.
}
```


我们允许在此内容中使用变量，这些变量在渲染输出时会被替换为最新数据。这些变量遵循
%%variable_name%% 格式，不应翻译。请查看完整的 Shopify 中可用片段变量列表 。

Translating fallback texts
When no specific texts have been given for content, Yoast SEO for Shopify uses configurable fallbacks. These can be configured for different types of content and can potentially contain translatable text too. To store these fallbacks, a single metafield is created on the Shop object directly: yoast_seo.settings. This metafield also contains JSON data, which at least has the following structure:

{
"contentTypes": {
"<content_type>": {
"templates": {
"seo": {
"single": {
"title": "", // The fallback for <title> tags for this type of content.
"description": "" // The fallback for <meta name="description"> tags for this type
of content.
}
}
}
}
}
}

The fallbacks also have support for the same snippet variables.

Translating special pages
The homepage is a special page that is also stored as a content type homepage in the yoast_seo.settings metafield.

The overview pages with all products and all collections can also be optimized. When the <content_type> is products or collections, the "single" property has an adjacent "archive" property with the same structure. For products this represents the page at /collections/all: a page listing all products. For collections this represents the page /collections: a page listing all collections.

There are 2 other content types, not directly related to content from Shopify: `productTags` and `blogPostTags`. These content types are applied when filtering a collection or a blog with one or more tags. Filtered collections can be found at `/collections/<collection_slug>/<tag_name>`. Filtered blogs can be found at `/blogs/<blog_slug>/tagged/<tag_name>`.

Yoast SEO for Shopify also allows merchants to optimize the `<title>` tag for 404 and search pages. These are also stored in the `yoast_seo.settings` metafield on the shop. Their data is not in the `contentTypes` property. Instead, this text is available in:

```
{
  "advancedSettings": {
    "notFoundPages": {
      "title": "", // The content for the <title> tag for 404 pages.
      }
    },
    "searchPages": {
      "title": "", // The content for the <title> tag for search pages.
      }
    },
  }
}
```

All special pages have support for the same snippet variables.

□□□ #2
□ □□□ □□□ 2026-03-26 17:08:40 UTC
□ □□□ □□□ 2026-03-26 17:08:40 UTC