

Purpose of This Document

This document serves as the **single source of truth** for Pepagora's on-page SEO metadata and Open Graph (OG) framework. It is written for **QC, engineering, and automation teams** - Validate existing implementations - Run regression testing - Build recreation and automation logic safely

⚠ Important: Patterns defined here **already live** and **do not** modify logic, structure, or wording unless explicitly approved.

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1 . Home Page Title & Meta Description

URL: <https://www.pepagora.com/>

Meta Title (56 chars)

Pepagora – AI-Powered Global B2B Marketplace for SMEs

Meta Description (158 chars)

Discover Pepagora, the trusted AI-powered B2B marketplace. Connect with verified suppliers, buyers & partners worldwide. Grow your business with confidence.

Notes for QC: - Title is brand-first - No keyword stuffing - "AI-powered" is allowed globally

2 . Main Category Page Title & Meta Description

Example URL: <https://www.pepagora.com/c/automotive-transport-mcpv9ouub9>

Title Tag Pattern

[Main Category] Manufacturers & Suppliers – Exporters & Wholesalers | Pepagora

Example

Apparel & Fashion Manufacturers & Suppliers – Exporters & Wholesalers | Pepagora

Meta Description Pattern

Find verified [Main Category] manufacturers, suppliers, exporters, and wholesalers on Pepagora. Source quality products and connect with trusted businesses across the globe.

QC Validation Rules Category name must match taxonomy - Do not pluralize incorrectly - Hyphenation must remain consistent

3 . Sub-Category Page Title & Meta Description

Example URL: <https://www.pepagora.com/sc/lighting-signaling-devices-scls> 1 pc 3 tt

Title Tag Pattern

[Sub Category] Manufacturers & Suppliers – Wholesaler & Exporters | Pepagora

Example

Bags, Wallets & Clutches Manufacturers & Suppliers – Wholesaler & Exporters | Pepagora

Meta Description Pattern

Explore a wide range of [Sub Category] products from verified manufacturers, suppliers & exporters on Pepagora. Connect globally, compare prices & send enquiry!

QC Notes: - “Enquiry” spelling is intentional - Ampersand usage must remain

4 . Product Category Page Title & Meta Description

Example URL: <https://www.pepagora.com/pc/truck-trailer-lighting-systems-pcxwd> 3 zbpa

Title Tag Pattern

[Product Category] – Latest Price, Manufacturers & Suppliers at Pepagora

Example

Women’s Handbags – Latest Price, Manufacturers & Suppliers at Pepagora

Meta Description Pattern

Browse a wide range of [Product Category] from top suppliers and manufacturers. Compare prices and MOQ. Send direct enquiries to verified vendors on Pepagora.

Automation Rules: - Use en dash (–), not hyphen - “MOQ” must remain uppercase

5 . Product Detail Page Title & Meta Description

Example URL: <https://www.pepagora.com/p/vertical-open-well-pump-1-hp...>

Title Tag Pattern

[Product Name] Manufacturer – Supplier, Wholesaler and Exporter in [City], [Country] | Pepagora

Meta Description Pattern

Find [Product Name] Manufacturer – Supplier, Wholesaler and Exporter in [City], [Country]. Enquiry Now!

QC & Dev Notes: - City and country are mandatory if available - If missing, fallback = Pepagora (no geo)

6 . Seller Catalog Page Title & Meta Description

Example URL: <https://www.pepagora.com/evoke-engineering-pvt-ltd>

Title Tag Pattern

{Company Name}, {City}, {Country} – Company Profile

Example

Vel Textile, Chennai, India – Company Profile

Meta Description Pattern

{Company Name} – {Business Type} of {Primary Product Category} from {City}, {Country}. Source p
get quotes, and connect with verified partners.

QC Checks: - Business Type must be mapped correctly - Country name must not be abbreviated

7 . Static Page Title & Meta Description

Example URL: <https://www.pepagora.com/s/about-us>

 **Static page metadata is fixed and maintained separately.**

Reference File:

Title-Meta Tags of Static Pages _ Sitemap.xlsx filecite turn 1 file 0

QC Instruction: - Do not auto-generate - Do not override CMS values

8 . Common Open Graph & Twitter Tags (All Pages)

```
<!-- Open Graph -->
<meta property="og:title" content="[Title Tag of the Landing Page]" />
<meta property="og:description" content="[Meta Description Tag of the Landing Page]" />
<meta property="og:url" content="[Canonical URL of the Landing Page]" />
<meta property="og:image" content="[Landing Page Image URL]" />
<meta property="og:type" content="website" />
<meta property="og:site_name" content="Pepagora" />
<meta property="og:locale" content="en_US" />
<meta property="og:image:width" content="1200" />
<meta property="og:image:height" content="630" />
<meta property="fb:app_id" content="688881134183469" />

<!-- Twitter Cards -->
<meta name="twitter:card" content="summary_large_image" />
<meta name="twitter:site" content="@pepagora" />
<meta name="twitter:title" content="[Title Tag of the Page] | Pepagora" />
<meta name="twitter:description" content="[Meta Description Tag of the Page]" />
<meta name="twitter:image" content="[Landing Page Image URL]" />
```

Final QC Reminder OG title = Meta title - OG description = Meta description - Image must (no 4 0 4)

9 . Structured Data (Schema) Framework for Static Pages

To strengthen visibility, authority, and rich result eligibility, the following JSON-LD schema blocks are implemented per page type.

All schema must: - Use JSON-LD - Be placed inside <head> - Match canonical URL - Match content

A. About Us Page

URL: /s/about-us Schema Type: AboutPage + Organization

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "AboutPage",
  "name": "About Pepagora",
  "url": "https://www.pepagora.com/s/about-us",
  "description": "Pepagora is a trust-first AI-powered B2B marketplace
empowering SMEs globally.",
  "publisher": {
    "@type": "Organization",
    "name": "Pepagora",
    "url": "https://www.pepagora.com",
    "logo": {
      "@type": "ImageObject",
      "url": "https://www.pepagora.com/logo.png"
    }
  }
}
</script>
```

B. Leadership Page

URL: /s/leadership Schema Type: AboutPage + Person (for each leader)

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "AboutPage",
  "name": "Pepagora Leadership",
  "url": "https://www.pepagora.com/s/leadership",
  "mainEntity": [{
    "@type": "Person",
    "name": "[Leader Name]",
    "jobTitle": "[Designation]",
    "worksFor": {
```

```
        "@type": "Organization",
        "name": "Pepagora"
    }
  ]
}
</script>
```

C. Impact Page

URL: /s/impact Schema Type: WebPage + Organization

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "WebPage",
  "name": "Pepagora Impact",
  "url": "https://www.pepagora.com/s/impact",
  "description": "Pepagora's commitment to responsible, secure and sustainable
B2B trade."
}
</script>
```

D. Partnership Page

URL: /s/partnership Schema Type: WebPage

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "WebPage",
  "name": "Partnerships at Pepagora",
  "url": "https://www.pepagora.com/s/partnership",
  "description": "Explore strategic partnerships with Pepagora's verified B2B
ecosystem."
}
</script>
```

E. Contact Us Page

URL: /s/contact-us Schema Type: ContactPage + Organization

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "ContactPage",
  "url": "https://www.pepagora.com/s/contact-us",
  "name": "Contact Pepagora",
  "publisher": {
    "@type": "Organization",
    "name": "Pepagora",
    "contactPoint": {
      "@type": "ContactPoint",
      "contactType": "customer support",
      "url": "https://www.pepagora.com/s/contact-us"
    }
  }
}
</script>
```

F. Trust Page

URL: /s/trust Schema Type: WebPage

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "WebPage",
  "name": "Trust Center",
  "url": "https://www.pepagora.com/s/trust",
  "description": "Learn how Pepagora ensures verified, secure and reliable B2B transactions."
}
</script>
```

G. Cancellation Policy Page

URL: /s/cancellation Schema Type: WebPage

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "WebPage",
```

```
"name": "Cancellation & Refund Policy",
"url": "https://www.pepagora.com/s/cancellation",
"description": "Review Pepagora's cancellation and refund policy for secure
B2B transactions."
}
</script>
```

H. Privacy Policy Page

URL: /s/legal # privacy-policy Schema Type: PrivacyPolicy

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "PrivacyPolicy",
  "name": "Pepagora Privacy Policy",
  "url": "https://www.pepagora.com/s/legal#privacy-policy",
  "publisher": {
    "@type": "Organization",
    "name": "Pepagora"
  }
}
</script>
```

Implementation Notes for Engineering

- 1 . All schema must match canonical URLs exactly.
- 2 . Do not duplicate Organization schema multiple times on same page.
- 3 . Validate using Google Rich Results Test before production.
- 4 . Avoid placeholder values in production.
- 5 . Ensure logo URL is absolute and accessible.

Final Sign-Off

This framework reflects Pepagora **trust-first, SME-focused, AI-enabled** positioning and is safe for: -
Regression testing - SEO audits - Automation recreation - Future scale

No deviations should be made without product + SEO approval.