

SEO Suite Ultimate



User Guide

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Extension Description

SEO Suite Ultimate Magento extension has been designed to bring all SEO features necessary for successful search engine promotion (SEP) of the Magento web stores on the market. Among the main features are store view independent **Product URL Keys** and **Meta Titles** based on templates, fine tuning of the **Canonical URL** and **Robots Meta tags**. Also it transforms all *Product tag URLs, RSS Feed URLs and Reviews URLs* into search engine and user friendly URLs, e.g. *http://www.example.com/tag/computers* instead of default Magento
http://www.example.com/tag/product/list/tagId/12

As well as it includes the functionality of the **Extended Sitemap Magento extension** that displays all Magento existing *Catalog Categories, Products, CMS Pages* and additional configurable links with a hierarchical structure SEO optimized for web spiders on a single Site Map page available through your store footer link, e.g. *http://www.example.com/sitemap/*.

In addition it replaces the default Magento **Google XML Sitemap** functionality for auto generation of XML Site Map files with a more optimized and advanced functionality, which eases user experience.

Extension Installation

- 1 Disable Compilation Mode (if enabled)
- 2 Log out from Magento Admin panel if you are logged in
- 3 Unpack the contents of the 'extension' folder from the package file purchased from MageWorx to your Magento root folder
- 4 Log into Magento Admin Panel
- 5 If Cache Control is enabled in Magento go to 'System > Cache Management' section, select 'Refresh' under 'All Cache' drop-down menu and press 'Save Cache Settings'
- 6 Now go to 'System > Configuration > MageWorx tab > Extensions & Support' section. If you see 'SEO Suite Ultimate' in the list of installed MageWorx extensions you are done.

Extension Usage

- 1 Log into Magento Admin panel and go to ‘System > Configuration > MageWorx tab > “SEO Suite Ultimate” section to configure the extension main settings
- 2 “SEO Suite” subsection

SEO Suite

Add Canonical URL Meta Header [STORE VIEW]

Add Trailing Slash [STORE VIEW]

Ignore Pages [STORE VIEW]

▲ Canonical URL Meta Header will not be added for these pages

NOINDEX, FOLLOW Robots Meta Header For Pages Without Content Checkout Pages [STORE VIEW]
 Contact Us Page
 Customer Account Pages
 Product Compare Pages
 RSS Feeds
 Search Pages
 Send Product Pages
 Tag Pages
 Wishlist Pages

<p>NOINDEX, FOLLOW Robots Meta Header For Additional Pages</p>	<div style="border: 1px solid #ccc; height: 150px; width: 100%;"></div>	<p>[STORE VIEW]</p>
	<p>▲ Can be either a full action name or a request path. Wildcard allowed Examples: review_product_* review/product/* rss_* rss/*</p>	
<p>Enable Category Navigation Link Title</p>	<p>No ▼</p>	<p>[STORE VIEW]</p>
<p>Product URL Key</p>	<input type="text"/>	<p>[STORE VIEW]</p>
	<p>▲ Product URL Key Template. See below for details</p>	
<p>Apply URL template to all products</p>	<input type="checkbox"/>	<p>[STORE VIEW]</p>
	<p>▲ To apply product URL template do the following:</p> <ul style="list-style-type: none"> - Specify URL template - Save settings - Enable URL template to all products setting - Save settings again - Reindex Magento index (even if it's already updated) 	
<p>Product Meta Title</p>	<input type="text"/>	<p>[STORE VIEW]</p>
	<p>▲ Product Meta Title Template. See below for details</p>	
<p>Product Meta Description</p>	<input type="text"/>	<p>[STORE VIEW]</p>
	<p>▲ Product Meta Description Template. See below for details</p>	

Product URL Key, Meta Title and Description Templates

▲ **Template variables**

[STORE VIEW]

[*attribute*] — e.g. [name], [price], [manufacturer], [color] — will be replaced with the respective product attribute value or removed if value is not available
 [*attribute1|attribute2|...*] — e.g. [manufacturer|brand] — if the first attribute value is not available for the product the second will be used and so on until it finds a value

[*prefix {attribute} suffix*] or

[*prefix {attribute1|attribute2|...} suffix*] — e.g. [{{color} color}] — if an attribute value is available it will be prepended with prefix and appended with suffix, either prefix or suffix can be used alone

Additional variables available for Product Meta Title and Description only: [category], [categories], [store_name], [website_name]

ExamplesProduct URL Key

[name] [by {manufacturer|brand}] [{{color} color}] [for {price}] *will be transformed into*
 htc-touch-diamond-by-htc-black-color-for-517-50

Product Meta Title

[name] [by {manufacturer|brand}] [{{color} color}] [for {price}] [in {categories}] *will be transformed into*
 HTC Touch Diamond by HTC (Black color) for € 517.50 in Cell Phones - Electronics

Product Meta Description

Buy [name] [by {manufacturer|brand}] [of {color} color] [for only {price}] [in {categories}] at [{{store_name},} [website_name]]. [short_description] *will be transformed into*

Buy HTC Touch Diamond by HTC of Black color for only € 517.50 in Cell Phones - Electronics at Digital Store, Digital-Store.com. HTC Touch Diamond signals a giant leap forward in combining hi-tech prowess with intuitive usability and exhilarating design.

Product Short Meta Description	<input type="text" value="No"/>	[STORE VIEW]
	▲ Use product short description for Description Meta Tag instead of meta description	
Product Canonical URL	<input type="text" value="Use Longest"/>	[STORE VIEW]
	▲ For use with Use categories path for product URLs setting Use Longest will use the longest categories path for product URL Use Shortest will use the shortest categories path for product URL	
Product Reviews Friendly URLs	<input type="text" value="Yes"/>	[STORE VIEW]
Layered Navigation Friendly URLs	<input type="text" value="Yes"/>	[STORE VIEW]
Hide Attribute Names	<input type="text" value="Yes"/>	[STORE VIEW]
	▲ Hide Attribute Names in Layered Navigation URLs when possible	
Enable dynamic meta title	<input type="text" value="No"/>	[STORE VIEW]
Enable dynamic meta description	<input type="text" value="No"/>	[STORE VIEW]
Robots Meta Header for HTTPS	<input type="text" value="Use Default"/>	[STORE VIEW]
Enable canonical tag for Layered Navigation	<input type="text" value="Yes"/>	[STORE VIEW]

- **Add Canonical URL Meta Header** – if enabled, will add `<link rel="canonical" href="..." />` Meta tag into pages header. Find out more about [Canonical URLs](#) at Official Google Webmaster Central Blog
- **Add Trailing Slash** – if enabled, will add a trailing slash to Canonical URLs which do not end with the extension .html, .htm, .rss, .xml, .php etc
- **Ignore Pages** – the list of pages represented by Magento full action name into which the Canonical Meta tag will not be

added. This setting is recommended for Search, Cart and Checkout pages

- **NOINDEX, FOLLOW Robots Meta Header For Pages Without Content** – the list of pages for which ‘NOINDEX, FOLLOW’ Robots Meta tag is recommended
- **NOINDEX, FOLLOW Robots Meta Header For Additional Pages** – the list of additional pages where ‘NOINDEX, FOLLOW’ Robots Meta tag can be added. Can be either a Magento full action name or a request path
- **Enable Category Navigation Link Title** – if enabled, will add “title” attribute in links of navigation categories.
- **Product URL Key** – product URL Key template. The template can be used to generate product URL Keys based on product different product attributes, i.e. name, price, color, brand, manufacturer etc. Example: **[name] [by {manufacturer | brand}] [{color} color] [for {price}]** will be transformed into **htc-touch-diamond-by-htc-black- color-for-517-50** for product which name is HTC Touch
- **Apply URL template to all products** - allows you to apply URL template to all products at once.
- **Product Meta Title** – product Meta Title template. This template is dynamic for product pages. It is being used automatically if product Meta Title attribute is empty and is similar to product URL Key template but has additional variables **[category]** and **[categories]**. Example: **[name] [by**

{manufacturer | brand} [(color) color] [for price] [in categories] will be transformed into HTC Touch Diamond by HTC (Black color) for € 517.50 in Cell Phones - Electronics for product which name is HTC Touch Diamond, manufacturer or brand attribute is HTC, color attribute is Black, price is € 517.15 and categories path is 'Electronics > Cell Phones'

- **Product Meta Description** – product Meta Description template. This template is dynamic for product pages. It is being used automatically if product Meta Description attribute is empty and is similar to product URL Key template but has additional variables [category], [categories], [store_name] and [website_name]. Example: **Buy [name] [by {manufacturer | brand}] [of {color} color] [for only {price}] [in {categories}] at [{store_name},] [website_name].** [short_description] *will be transformed into* Buy HTC Touch Diamond by HTC of Black color for only € 517.50 in Cell Phones - Electronics at Digital Store, Digital-Store.com. HTC Touch Diamond signals a giant leap forward in combining hi-tech prowess with intuitive usability and exhilarating design.
- **Product Short Meta Description** - if enabled, product short description will be shown in product meta description (if meta description is not manually specified)
- **Product Canonical Tag** - allows you to choose the shortest or the longest canonical tag for product pages. It works only if "Use Categories Path for product URLs" setting is enabled

(System - Configuration - Catalog - Search Engine Optimization)

- **Product Reviews Friendly URLs** - if enabled, will transform reviews URLs into SEO and User friendly URLs, e.g. *http://example.com/nokia-2610-phone/reviews/* instead of standard *http://example.com/review/product/list/id/16/category/8/* Magento
- **Layered Navigation Friendly URLs** - if enabled, will transform Layered Navigation URLs into SEO-friendly, e.g. the URL will be *http://example.com/electronics/cell-phones/l/color-black.html* instead of standard Magento *http://example.com/electronics/cell-phones.html?color=24*
- **Hide Attributes Names** - if enabled, will hide attribute names in URLs of layered navigation pages, e.g. the URL will be *http://example.com/electronics/cell-phones/l/black.html*
- **Enable Dynamic Meta Title** - if enabled, will change meta title of layered navigation pages dynamically in depends of selected attributes, e.g. if a customer chooses “Black” color in cell-phones category, the title will be *“Cell-phones - Electronics, Black”* (attributes are added in the end of title). Note: if “Hide Attributes” setting is disabled, attribute name will be added in title too: *“Cell-phones - Electronics, Color - Black”*
- **Enable Dynamic Meta Description** - if enabled, will change meta description of layered navigation pages dynamically in depends of selected attributes

- **Robots Meta Header for HTTPS** - allows you to specify robots tag for secure pages
- **Enable Canonical Tag for Layered Navigation** - allows to enable/disable canonical tag for layered navigation pages. It can be useful if you are using the pages of layered navigation as landing pages.

3 “Extended Sitemap” subsection

Extended Sitemap		
Show Stores	<input type="text" value="Yes"/>	[STORE VIEW]
Show Categories	<input type="text" value="Yes"/>	[STORE VIEW]
Show Products	<input type="text" value="Yes"/>	[STORE VIEW]
Meta Title	<input type="text"/>	[STORE VIEW]
	▲ Meta Title for Extended Sitemap page	
Meta Description	<div style="border: 1px solid #ccc; height: 150px;"></div>	[STORE VIEW]
	▲ Meta Description for Extended Sitemap page	
Categories/Products Sort Order	<input type="text" value="Position"/>	[STORE VIEW]
Products for Anchored Categories	<input type="text" value="No"/>	[STORE VIEW]
	▲ Show products for anchored categories Not recommended if you do not have specific need! May produce a lot of link duplicates to product pages	
Show CMS Pages	<input type="text" value="Yes"/>	[STORE VIEW]

Filter CMS Pages [STORE VIEW]

- 404 Not Found 1
- About Us
- Customer Service
- Enable Cookies

Show Footer and Additional Links Yes [STORE VIEW]

Additional Links [STORE VIEW]

▲ Comma-delimited list of a link and link label to be appended to Site Map
Example:
customer/account/,Customer Account
wishlist/,Wishlist

- **Show Stores** – if enabled, store view links of a multi store website will be shown on the Site Map page
- **Show Categories** – if enabled, Catalog Categories hierarchy will be rendered on the Site Map page
- **Show Products** – if enabled, Catalog Products hierarchy will be rendered on the Site Map page. The setting depends on ‘Show Categories’ setting
- **Meta Title** – you can enter meta title for HTML sitemap page (*for every store view*)

- **Meta Description** - you can enter meta description for HTML sitemap page (*for every store view*)
- **Categories/Products Sort Order** – sort order for categories and products on the Site Map page
- **Products for Anchored Categories** – if enabled, the products for anchored categories will be rendered on the Site Map page. We recommend keeping it disabled until you have specific need
- **Show CMS Pages** – if enabled, the list of CMS Pages will be rendered on the Site Map page
- **Filter CMS Pages** – list of CMS Pages, which won't be rendered on the Site Map page and won't be added to the Google Sitemap XML file
- **Show Footer Links and Additional Links** – if enabled, store footer links and additional links will be rendered on the Site Map page and additional links will also be added to the Google Sitemap XML file
- **Additional Links** – comma-delimited list of a link and link label to be appended to the Site Map page and Google Sitemap XML file. One link per line

4 “Google XML sitemap” subsection

- **Generate Google Sitemap** – if enabled, Google Sitemap XML files will be generated automatically with cron job. Magento cron should be set up properly and enabled for this feature to work. In UNIX/BSD/Linux systems you will need to add this line (or a similar line) to your crontab:

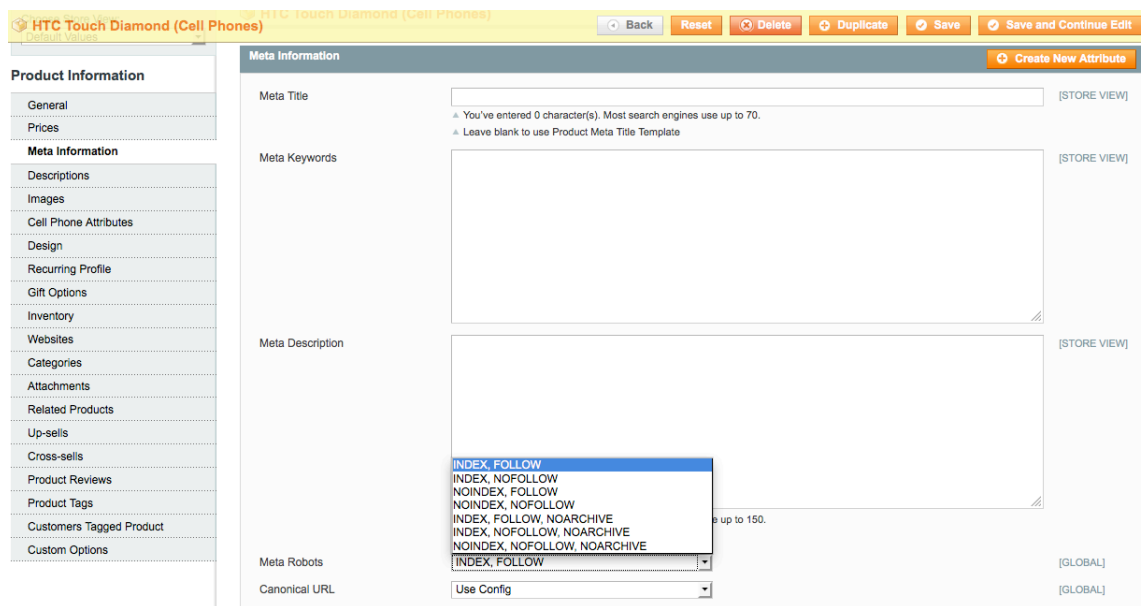
```
*/5 * * * * /absolute/path/to/bin/php -f  
/absolute/path/to/magento/cron.php
```

- Windows systems has a Scheduled Tasks service which is accessible from the Control Panel
- **Use Sitemap Index** – if enabled, Google Sitemap XML Index will be generated and Google Sitemap XML files will be split into several files according to ‘Sitemap Split Size (KB)’ and ‘Max Links per Sitemap’ settings. The setting is only recommended for large stores with more than 50,000 internal links. Find out more about [Sitemap Index](#) in Wikipedia
- **Include Product Images** - if enabled, will add product images in XML sitemap

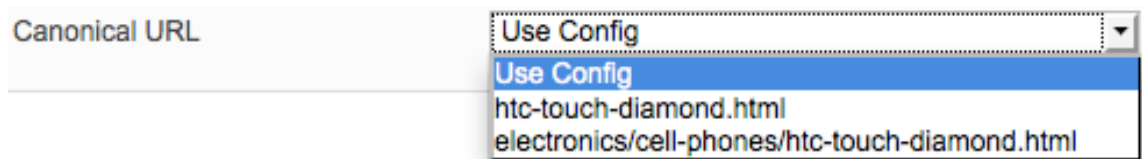
You can find more details about [XML sitemap](#) parameters in Wikipedia

Google Sitemap (Extended)		
Generate Google Sitemap	<input type="text" value="No"/>	[STORE VIEW]
Error Email Recipient	<input type="text"/>	[STORE VIEW]
Error Email Sender	<input type="text" value="General Contact"/>	[WEBSITE]
Error Email Template	<input type="text" value="Default Template from Locale"/>	[WEBSITE]
Frequency	<input type="text" value="Daily"/>	[STORE VIEW]
Start Time	<input type="text" value="00"/> : <input type="text" value="00"/> : <input type="text" value="00"/>	[STORE VIEW]
Page Frequency	<input type="text" value="Daily"/>	[STORE VIEW]
Page Priority	<input type="text" value="0.25"/> <small>▲ Valid values range from 0.0 to 1.0</small>	[STORE VIEW]
Category Frequency	<input type="text" value="Daily"/>	[STORE VIEW]
Category Priority	<input type="text" value="0.5"/> <small>▲ Valid values range from 0.0 to 1.0</small>	[STORE VIEW]
Product Frequency	<input type="text" value="Daily"/>	[STORE VIEW]
Product Priority	<input type="text" value="1"/> <small>▲ Valid values range from 0.0 to 1.0</small>	[STORE VIEW]
Include Product Images	<input type="text" value="Yes"/>	[STORE VIEW]
Product Images Size	<input type="text"/> <small>▲ E.g. 500x500 or leave blank for default size</small>	[STORE VIEW]
Include Product Tags URLs	<input type="text" value="Yes"/>	[STORE VIEW]
Product Tags Frequency	<input type="text" value="Daily"/>	[STORE VIEW]
Product Tags Priority	<input type="text" value="0.5"/> <small>▲ Valid values range from 0.0 to 1.0</small>	[STORE VIEW]
Additional Links Frequency	<input type="text" value="Daily"/>	[STORE VIEW]
Additional Links Priority	<input type="text" value="0.1"/> <small>▲ Valid values range from 0.0 to 1.0</small>	[STORE VIEW]
Use Sitemap Index	<input type="text" value="No"/> <small>▲ For stores with 50,000+ links What is Sitemap Index?</small>	[STORE VIEW]
Sitemap Split Size (KB)	<input type="text" value="10240"/> <small>▲ Max 10240</small>	[STORE VIEW]
Max Links per Sitemap	<input type="text" value="50000"/> <small>▲ Max 50000</small>	[STORE VIEW]

- Go to ‘Catalog > Google Sitemap (Extended) > Generate’ to set up and generate Google Sitemap files. Use different sitemap Filename for different store views. Path should not be ‘sitemap’ as it will conflict with the Site Map page
- You can also select Robots Meta tag on product level. For this go to Catalog - Manage Products - choose a particular product - Meta Information tab:



- You can select a canonical tag for every product in “Meta Information” tab:



- SEO Suite Ultimate adds characters counter for Meta Title and Meta Description for products, categories and CMS pages. It counts entered characters while you are typing. This is very useful if you manually specify all meta tags and need exact

number of characters to satisfy the requirements of search engines. We also added recommended values for every tag (meta title and meta description) to help you:

Meta Information	
Meta Title	<input type="text" value="HTC Touc Diamond"/> ▲ You've entered 16 character(s). Most search engines use up to 70. ▲ Leave blank to use Product Meta Title Template

Extension Troubleshooting

Problem Access to the Site Map page is forbidden or displays the contents of the folder

Solution Delete or rename 'sitemap' folder in Magento root folder

Problem Google Sitemap XML file is being displayed instead of Site Map page at <http://www.example.com/sitemap/>

Solution Edit .htaccess file in Magento root folder.

Find the line

```
# Options -MultiViews
```

and replace it with

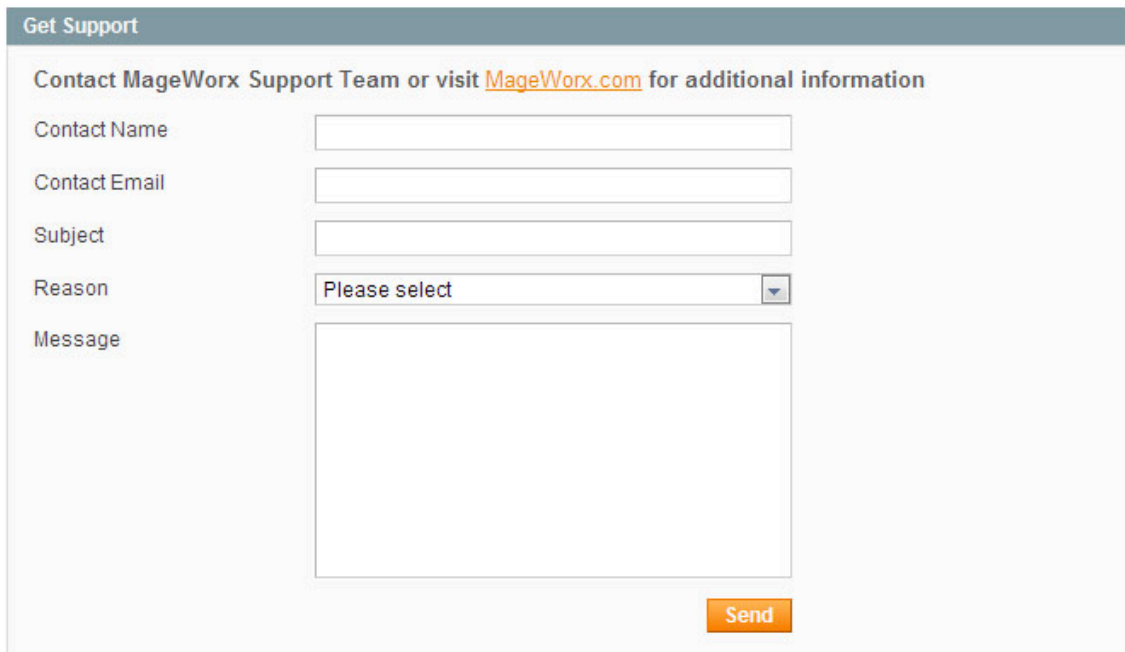
```
Options -MultiViews
```

Support

MageWorx offers FREE lifetime support and updates for any extension developed for Magento.

If you need support related to MageWorx extension usage, feel free to contact us at support@mageworx.com

Or send us a message directly from your Magento Admin Panel. To do it, go to 'System > Configuration' section, 'MageWorx' tab 'Extensions & Support > Get Support'.



The screenshot shows a 'Get Support' form with the following fields and elements:

- Get Support** (Section Header)
- Contact MageWorx Support Team or visit Mageworx.com for additional information** (Instructional text)
- Contact Name** (Text input field)
- Contact Email** (Text input field)
- Subject** (Text input field)
- Reason** (Dropdown menu with 'Please select' as the current selection)
- Message** (Large text area for the support message)
- Send** (Orange button to submit the form)

Getting Help with Magento

MageWorx offers outstanding services developing custom tailored solutions for Magento platform to attain your eCommerce objectives.

Our professional impassioned team provides profound and custom oriented development of your project in a short timeframe. You are most welcome to contact us at sales@mageworx.com