



SEO Suite Ultimate Magento Extension User Guide

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Table of Contents

1. Extension Description	5
2. Extension Installation	7
3. SEO Templates for Product/Category/AW Blog Pages	8
3.1 Extended Product SEO Templates	8
3.2 Extended Category SEO Templates	11
3.3 SEO Templates for Pages Filtered by Layered Navigation	15
3.4 Extended SEO Templates for AheadWorks Blog Pages	20
3.5 Additional Extended SEO Templates Settings	22
4. SEO for Category/Reviews/Layered Navigation Pages	23
4.1 Category Pages Optimization	23
4.2. Product Reviews Page Optimization	25
5. Solving Duplicate Content Issues (with rel=canonical tag)	29
5.1 Rel=canonical for product/category pages	29
5.2 Rel=canonical for Layered Navigation/Reviews Pages	31
5.3 Cross-Domain Canonical URL	32
5.4 Trailing Slash for Canonical URLs/XML Site URLs	33
5.5 Ignoring Pages for Canonical URL Settings	34
6. Search Engine Indexation Instructions	35
7. HTML and XML SITEMAPS	38
7.1 HTML Sitemap	38
7.2 XML Sitemap	42
8. Extended Rich Snippets	48
9. SEO Cross Linking	60
10. Alternate URLs/ Hreflang tag	68

- 11. SEO Redirects71
 - 11.1 Redirects for Deleted Products.....71
 - 11.2 Custom Redirects73
- 12. SEO Breadcrumbs76
- 14. Category SEO Grid78
- 15. SEO Reports79
- 16. Support81

1. Extension Description

[SEO Suite Ultimate Magento extension](#) effectively handles a wide scope of onpage search engine optimization activities.



Extended SEO templates are designed to help you manage a big amount of important SEO data. Templates can be created for *product or category* name, meta title and meta descriptions, meta keywords, URL key, Magento Product descriptions, product images' alt values and others. Also, you can create SEO templates for your *AW blog attributes*: titles, categories, images, tags, and any *Layered Navigation* page attributes.



SEO Suite Ultimate Magento extension has a bunch of features designed to optimize pages of secondary importance, including: *category, product reviews and layered navigation*, pages. The extension equips them with SEO- and user-friendly URLs, dynamic titles and meta descriptions and more.



Setting *rel=canonical tag* allows you to resolve *duplicate content issues* on various types of pages (product, category, reviews, etc.); *robots meta tags* and an *advanced robots.txt file editor* lets you set the correct indexation instructions for search engines.



Advanced sitemap functionality will let you easily generate and adjust *HTML and XML sitemaps*. An *HTML sitemap (for site visitors)* conveniently displays all your store links in one place in a hierarchical structure; an *XML sitemap (for search engines)* helps Google better crawl and index your site pages. Both sitemaps are fully-compliant with all the latest search engine requirements.



Extended rich snippets functionality lets you enhance your site search visibility and CTR. The extension helps you optimize your general website markup data, manage this data in breadcrumbs, on product, category, CMS pages; optimize Twitter Cards and Facebook posts.



Build *internal and external cross-links* to evenly distribute link juice among the important store pages and automatically link to relevant, authoritative websites.



Alternate URLs/ hreflang tag support for multi-lingual and multi-regional websites. This functionality will help you inform Google which version of your website should be shown in which country. Thus, you will avoid duplicate content issues, and the search engine will deliver the relevant language version of your translated pages to the targeted foreign audience.



SEO Redirects will help you guide search engines and users to the right pages. Thus, you can avoid incorrect indexation issues and enhance customers site navigation experience.



Advanced Breadcrumbs feature lets you extend the default Magento breadcrumbs and make them more organized, informative and search engine friendly.



And finally, SEO Suite Ultimate SEO lets you generate advanced onpage SEO reports to quickly overview all issues that are hampering your site rankings progress.

2. Extension Installation

To install the extension, please follow the steps below:

1. Disable the *Compilation Mode* (if enabled).
2. Enable *Magento cache* (if disabled).
3. Log out from *Magento Admin* panel.
4. Unpack the contents of the *Extension* folder from the package file purchased from MageWorx to your *Magento root folder*.
5. Log into *Magento Admin Panel*.
6. Go to the System - Cache Management section, select *Refresh* under the *All Cache* drop-down menu and press the *Save Cache Settings*.
7. You can run the *Compilation* mode back if necessary (not enabled but run it)
8. Now go to System - Configuration - MageWorx tab - Extensions & Support section. If you see *SEO Suite Ultimate* in the list of installed MageWorx extensions, the installation is successful.

Installation to a custom template/theme

If you want to modify the extension's templates, copy the its layout and skin files to your custom template or theme. The folders that should be copied:

app/design/frontend/base/default/layout/
app/design/frontend/base/default/template/
skin/frontend/base/default/css/
skin/frontend/base/default/images/

You should copy them to:

app/design/frontend/<your-template>/<your-theme>/layout/
app/design/frontend/<your-template>/<your-theme>/template/
skin/frontend/<your-template>/<your-theme>/css/
skin/frontend/<your-template>/<your-theme>/images/

Please note that all these folders already exist in your store and you have to merge them with the folders on your server. Do not overwrite them.

3. SEO Templates for Product/Category/AW Blog Pages

Manage a large amount of important SEO data with extended SEO templates:

- Create up to 20 different template types that savvily apply store attributes to make your *product/ category/ LN/ blog* page meta data unique and search engine friendly.
- Create templates for any *product/ category meta title, meta description, meta keywords* and other important SEO elements (*e.g. product name, product images' alt values, layered navigation attribute filters, etc.*)
- Optimize *pages filtered by layered navigation* - add optimized meta titles, meta descriptions, meta keywords as well as full descriptions.
- Optimize blog elements: *page titles, categories, tags, images, etc.*

3.1 Extended Product SEO Templates

To make a new Product SEO Template, jump to Catalog - Extended SEO Templates - For Product. Then, hit the *New Template* button, specify the *template type* and choose a *Store View(s)* the template should be applied to.

The image shows a screenshot of the Magento Admin Panel. The top navigation bar includes 'Dashboard', 'Catalog', 'CMS', 'Reports', and 'System'. The 'Catalog' menu is expanded, showing options like 'Manage Products', 'Manage Categories', 'Attributes', 'URL Rewrite Management', 'SEO Redirects', 'SEO Cross Linking', 'SEO Extended', 'SEO Extended Templates', and 'Google Sitemap'. A box labeled 'SEO Meta Templates for Product Pages' highlights the 'SEO Extended Templates' option. Below this, a sub-menu is visible with options: 'For Product', 'For Category', 'For Category Filters', 'For AW Blog Post', and 'Settings'. To the right, a dialog box titled 'Create New Template for Product' is shown. It has a 'Create Template Settings' section with a 'Type' dropdown menu. An orange arrow points from the 'For Product' option in the sub-menu to the 'Type' dropdown. The dropdown menu is open, showing options: '-- Please Select --', '-- Please Select --', 'Product SEO Name' (highlighted), 'Product URL Key', 'Product Short Description', 'Product Description', 'Product Meta Title', 'Product Meta Description', 'Product Meta Keywords', and 'Product Gallery'. Below the dropdown, a box labeled 'Specify template type' is visible.

At the next step, enter the *template name* and *specify the template rule*. For example, if you want to optimize your product page meta titles, you may create this rule:

[name][by {manufacturer|brand}}[({color} color)][for {price}][in {categories}]

That will transform your current product page titles into an SEO-friendly pattern like that:

iPhone 6 Plus for € 617.50 in Smartphones - Electronics

From here you can choose the template values to apply to and schedule its auto-applies (using Magento Cron).

The screenshot shows the 'Template Information' form. It has two main sections: 'Name' and 'Template Rule'. The 'Name' field contains 'Template 1'. The 'Template Rule' field contains the rule: `[name][by {manufacturer|brand}}[({color} color)][for {price}][in {categories}]`. Below these fields is a section for 'Template variables' with a text box containing the same rule. To the right of this text box is a list of variables: 'name', 'manufacturer|brand', 'color', 'price', and 'categories'. Below the variables is a section for 'Apply templates by Cron' with two dropdowns: 'Apply For' (set to 'All') and 'Apply By Cron' (set to 'Yes').

Annotations with orange arrows point to the 'Name' field, the 'Template Rule' field, the 'Apply For' dropdown, and the 'Apply By Cron' dropdown.

Switch to the *Products* tab on the left. Here you can apply a new template to *all products at once*, products grouped by a *specific attribute*, or *individual product items*.

The screenshot shows the 'Extended SEO Templates' interface. On the left is a sidebar with 'Template' and 'Products' tabs. The 'Products' tab is selected, and an orange arrow points to it. The main area is titled 'Edit "Product Description" Template for "French" Store View'. It has a section for 'Assign by:' with three radio buttons: 'All Product', 'Attribute Set', and 'Individual Product(s)'. The 'Individual Product(s)' radio button is selected, and an orange arrow points to it. Below this is a table with columns: 'Name', 'Type', and 'Attrib. Set Name'. The table contains two rows: 'Nokia 2610 Phone' and 'BlackBerry 8100 Pearl'. Both are 'Simple Product' and belong to the 'Cell Phones' attribute set.

NOTE! There is only one combination "Template Type – Store View – Product" available for the chosen Product. So Products assigned to different templates with the same conditions are hidden from Product Grid.

After a template is created click the 'Save' button.

Next go to Catalog - Extended SEO Templates - For Product. Select the created template and hit the *Test Apply* button. Thus, you will test the template before it gets applied.

This screenshot shows a table with columns: Last modified, Last start, Last finish, Apply For, Apply Template, Apply Template, and Apply By Cron. The 'Apply Template' column contains 'Test Apply' links. An orange arrow points to the 'Test Apply' link for the second row.

Last modified	Last start	Last finish	Apply For	Apply Template	Apply Template	Apply By Cron
May 18, 2015 1:22:22 AM	May 22, 2015 5:02:30 AM	May 22, 2015 5:02:40 AM	All	Test Apply	Apply	No
May 24, 2015 12:36:10 PM			Empty	Test Apply	Apply	No

To bulk apply an action to multiple Product SEO templates, select the templates you need to mass apply/ change/ delete (under Catalog - Extended SEO Templates - For Product), click the drop-down *Actions* on the left - choose an action - and hit the *Submit* button.

This screenshot shows the 'Manage Product Templates' interface. It includes a table with columns: ID, Name, Type, Store, Assigned, and Priority. Two items are selected, indicated by checkboxes. An orange arrow points to the 'Actions' dropdown menu on the left. A second screenshot shows the 'Actions' dropdown menu with options: Apply, Change "Apply for", Change "Apply By Cron", and Delete. An orange arrow points to the 'Apply' option.

Manage Product Templates

Page 1 of 1 pages | View 20 per page | Total 2 records found

Select All | Unselect All | Select Visible | Unselect Visible | 2 items selected

ID	Name	Type	Store	Assigned	Priority
1	Product Meta Title for All Stores	Product Meta Title	All Store	All Products	1
2	Product Meta Description for All Stores	Product Meta			

Actions

- Apply
- Change "Apply for"
- Change "Apply By Cron"
- Delete

3.2 Extended Category SEO Templates

To set up a new Category SEO Template, jump to *Catalog - Extended SEO Templates- For Category*. After that, hit the *New Template* button, specify the *template type* and choose a *Store View(s)* the template should be applied to.

The image shows a screenshot of the Magento Admin Panel interface. The top navigation bar includes 'Dashboard', 'Catalog', 'CMS', 'Reports', and 'System'. The left sidebar contains various management options like 'Manage Products', 'Manage Categories', 'Attributes', 'URL Rewrite Management', 'SEO Redirects', 'SEO Cross Linking', 'SEO Extended', 'SEO Extended Templates', 'Google Sitemap', 'For Product', 'For Category', 'For Category Filters', 'For AW Blog Post', and 'Settings'. A callout box labeled 'SEO Meta Templates for Category Pages' points to the 'SEO Extended Templates' option. In the foreground, a 'Create New Template for Category' dialog box is open. It has a 'Create Template Settings' section with 'Type *' and 'Store View *' fields. An orange arrow points from the 'Type *' field to a dropdown menu showing options: '-- Please Select --', '-- Please Select --', 'Category Meta Title' (highlighted), 'Category Meta Description', 'Category Meta Keywords', and 'Category Description'. Below the dialog box, a callout box labeled 'Specify template type' is shown.

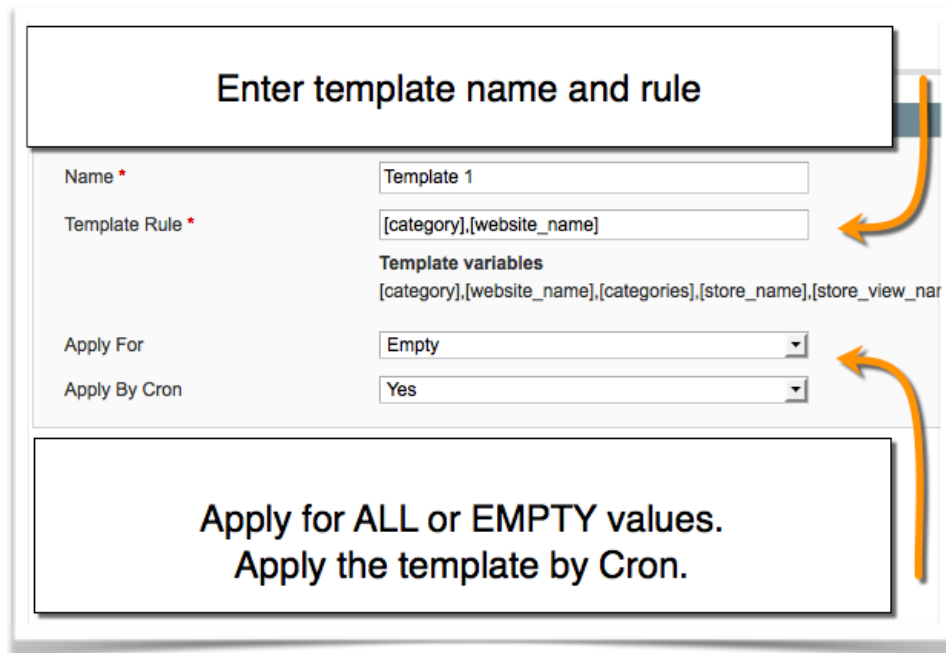
Next, specify the *template name* and set the *rule*. For example, if you want to optimize your category page meta titles, you may create this simple rule:

[category],[website_name]

That will transform your current category pages titles into something like that:

Women's Sportswear - FashionLook.Com

From here you can choose the values the template to apply to and schedule its *auto-applies*.



Enter template name and rule

Name *

Template Rule *

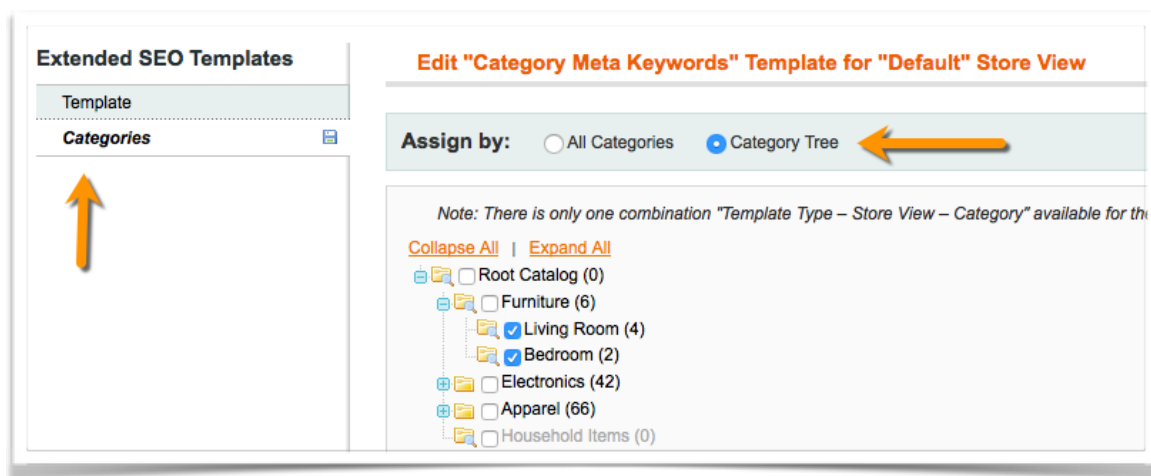
Template variables
[category],[website_name],[categories],[store_name],[store_view_name]

Apply For

Apply By Cron

**Apply for ALL or EMPTY values.
Apply the template by Cron.**

Switch to the *Categories* tab on the left. Here you can choose to apply a new template to *individual categories*, all categories at once, or a *category tree*.



Extended SEO Templates

Template

Categories

Edit "Category Meta Keywords" Template for "Default" Store View

Assign by: ☐ All Categories ☒ Category Tree

Note: There is only one combination "Template Type – Store View – Category" available for the

[Collapse All](#) | [Expand All](#)

- ☐ Root Catalog (0)
- ☐ Furniture (6)
 - ☒ Living Room (4)
 - ☒ Bedroom (2)
- ☐ Electronics (42)
- ☐ Apparel (66)
- ☐ Household Items (0)

You can use the **randomizer feature** in the templates to diversify content on similar product or category pages. Use the following construction:

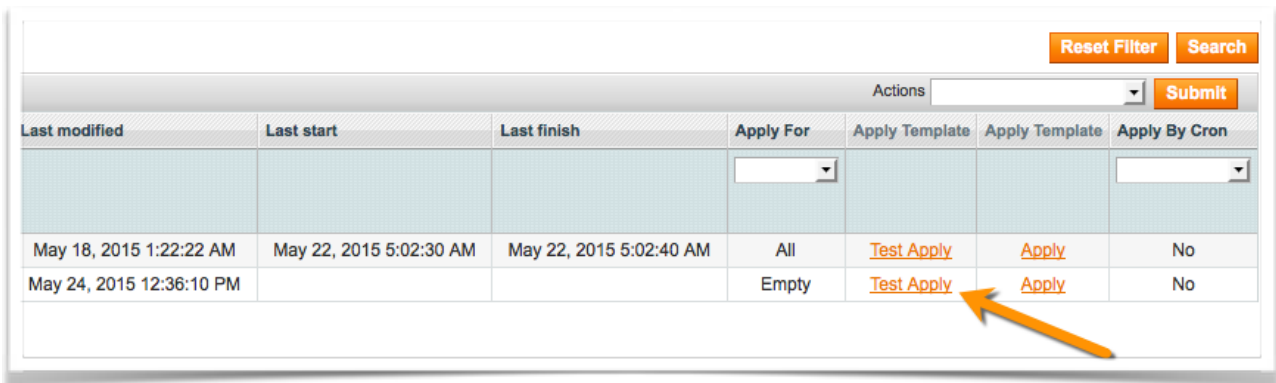
[XIIYIIZ]

where X,Y and Z are words with similar meaning that will be picked randomly. Also, randomizers can be used within other templates variables.

NOTE! There is only one combination "Template Type – Store View – Product" available for the chosen Category. So Products assigned to different templates with the same conditions are hidden from Product Grid.

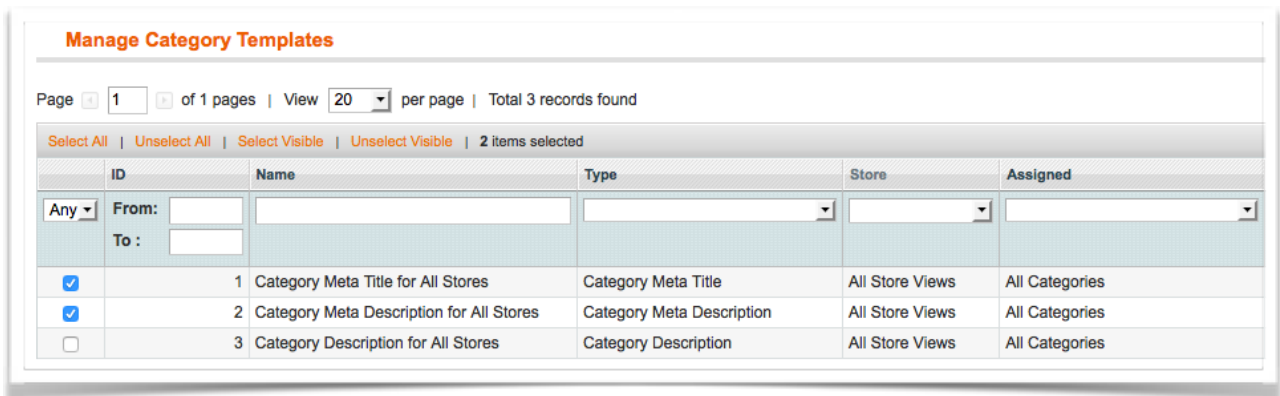
After a template is created click the 'Save' button.

Next go Catalog - Extended SEO Templates - For Category. Select the created template and hit the *Test Apply* button. Thus, you will test the template before it gets applied.

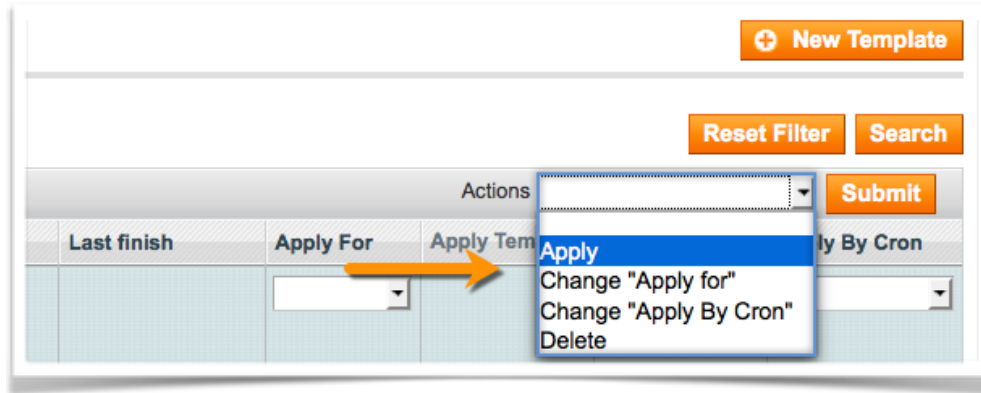


Reset Filter Search						
Actions ▼ Submit						
Last modified	Last start	Last finish	Apply For	Apply Template	Apply Template	Apply By Cron
May 18, 2015 1:22:22 AM	May 22, 2015 5:02:30 AM	May 22, 2015 5:02:40 AM	All	Test Apply	Apply	No
May 24, 2015 12:36:10 PM			Empty	Test Apply	Apply	No

To bulk apply an action to multiple Category SEO templates, select the templates you need mass apply/ change/ delete (under Catalog - Extended SEO Templates - For Category), click the drop-down *Actions* on the left - choose an action - and hit the *Submit* button.



Manage Category Templates					
Page 1 of 1 pages View 20 per page Total 3 records found					
Select All Unselect All Select Visible Unselect Visible 2 items selected					
	ID	Name	Type	Store	Assigned
Any	From:				
	To:				
<input checked="" type="checkbox"/>	1	Category Meta Title for All Stores	Category Meta Title	All Store Views	All Categories
<input checked="" type="checkbox"/>	2	Category Meta Description for All Stores	Category Meta Description	All Store Views	All Categories
<input type="checkbox"/>	3	Category Description for All Stores	Category Description	All Store Views	All Categories



To **add the [subcategories]** variable to the SEO meta templates, go to Catalog - SEO Extended Templates - For Category and hit the *Category Meta Description* tab. This is how the settings works:

Template Information

Name *

Category Meta Title for All Stores

Template Rule *

[categories] - [website_name]

Available Template variables:

[category] - output a current category name;

[categories] - output a current categories chain starting from the first parent category and ending a current category;

[parent_category] - output a parent category;

[subcategories] - output a list of subcategories for a current category;

[website_name] - output a current website name;

[store_name] - output a current store name;

[store_view_name] - output a current store view name;

[filter_all] - inserts all chosen attributes of LN on the category page.
Example: [category][- parameters: {filter_all}] - If "color", "occasion", and "shoe size" attributes are chosen, on the frontend you will see: "Shoes - parameters: Color Red, Occasion Casual, Shoe Size 6.5" - If no attributes are chosen, you will see: "Shoes".

[filter_attribute_code] - insert attribute value if exists.
Example: [category][in {filter_color}]
Will translate to "Shoes in Color Red" on the frontend.

Note: The variables [filter_all] and [filter_attribute_code] will be replaced by their values Only on the front-end. So, in the backend you will still see

Randomizer feature is available. The construction like [Buy|Order|Purchase] will use a randomly picked word.

Also randomizers can be used within other template variables, ex: [-parameters:]-filters: {filter_all}. Number of randomizers blocks is not limited w

Apply For

All

Apply By Cron

No

Without subcategories:

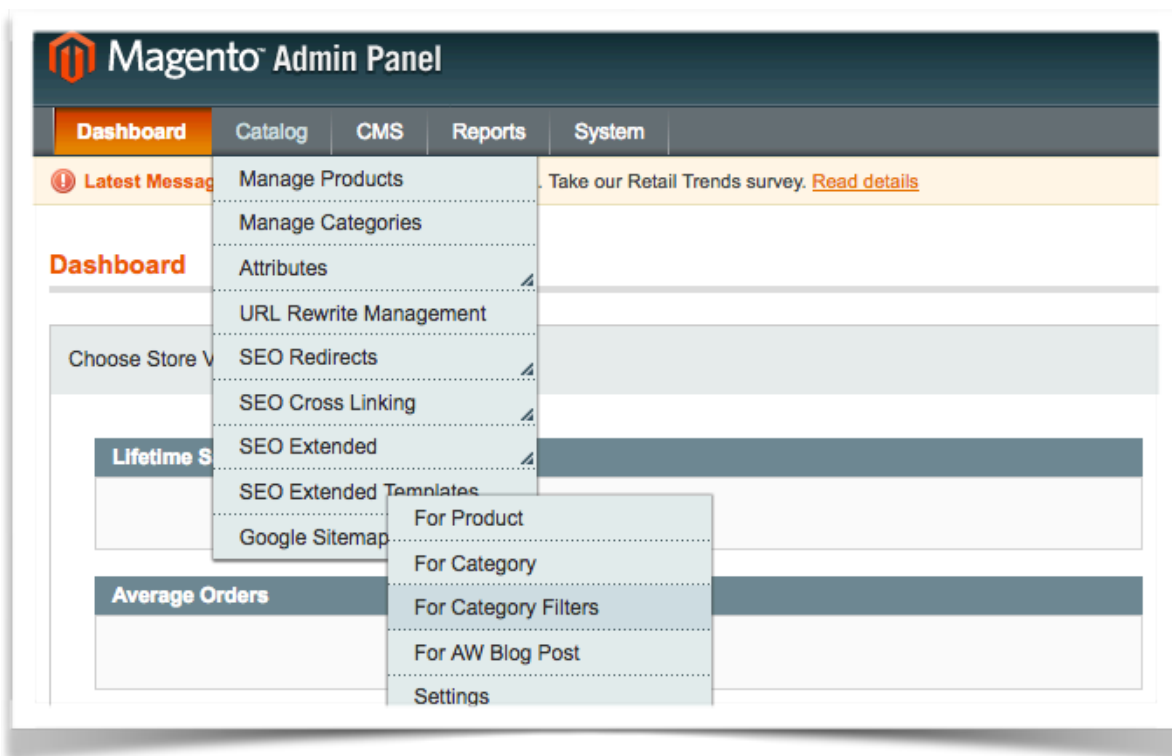
```
6 <meta name="description" content="Meta Description of Electronics" />
```

With subcategories:

```
6 <meta name="description" content="Meta Description of Electronics with Cell Phones - Cameras - Computers" />
```

3.3 SEO Templates for Pages Filtered by Layered Navigation

To set up a new Meta SEO Template for pages filtered by layered navigation, go to Catalog - Extended SEO Templates- For Category Filters.



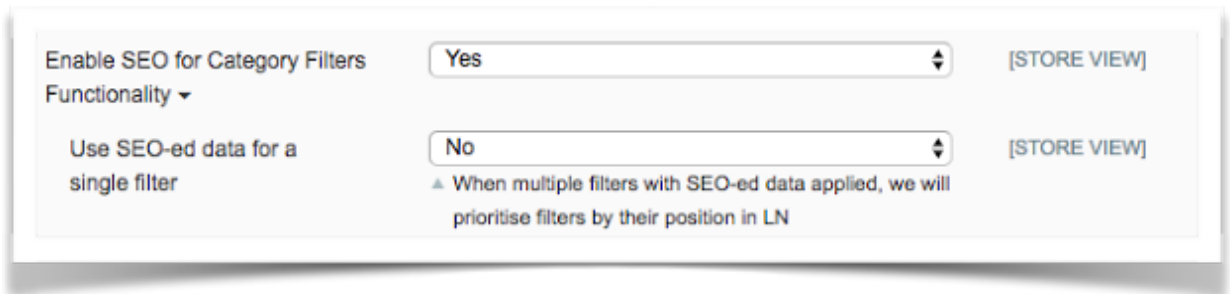
After that, hit the *New Template* button, specify the *template type*, select a *layer navigation attribute filter*, and choose a *Store View(s)* the template should be applied to.

IMPORTANT! Note that you can pick up ONE attribute for ONE template type at a time.

If there's a layered navigation page with multiple filter attributes, e.g. `//color/shape/size.html`, you have to pick up the only main attribute for a chosen type of an SEO meta template.

You can however, create templates of the same type for different attribute filters. But note that in this case, you'll have to specify the priority of LN attributes. Thus, if the same template type is associated with a number of different attributes, the extension will pick up the one, that has the biggest priority.

To specify attributes priority, disable the 'Use SEO-ed data for a single filter' option in SEO Extended settings under System - Configuration:

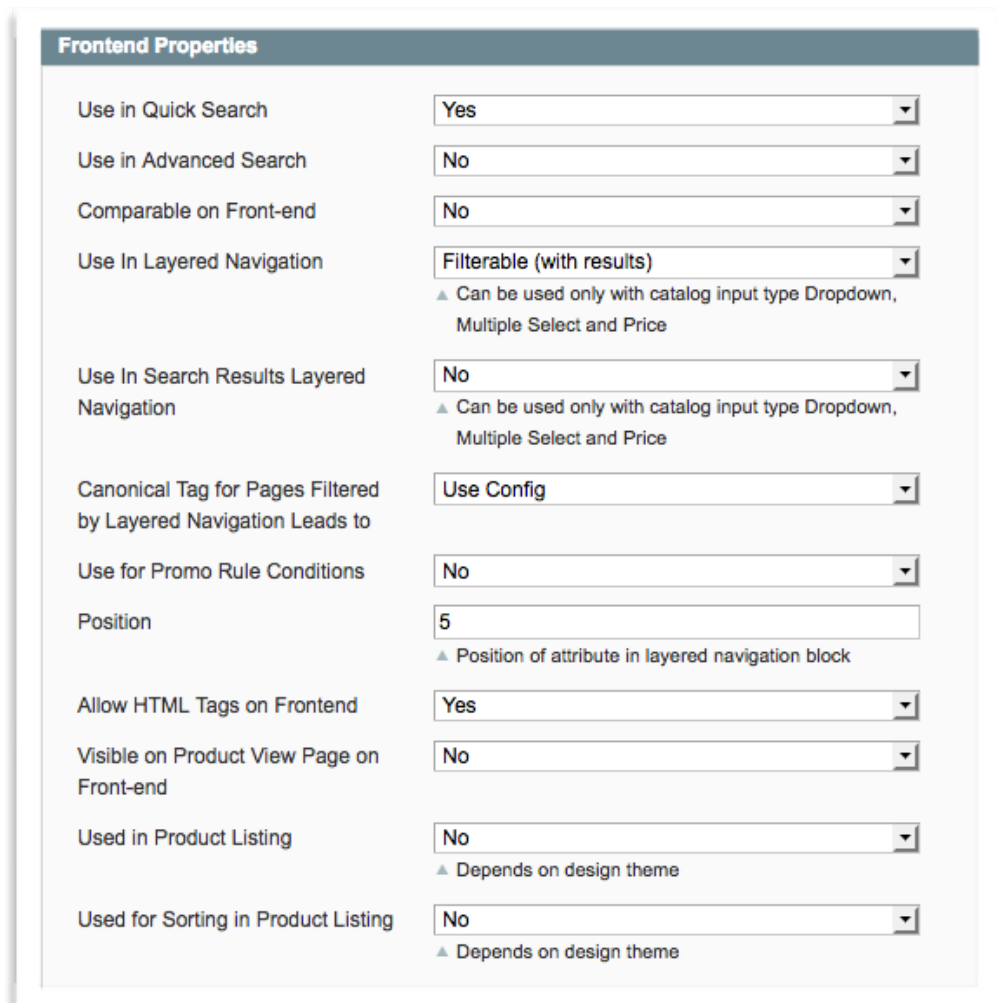


Enable SEO for Category Filters Functionality [STORE VIEW]

Use SEO-ed data for a single filter [STORE VIEW]

▲ When multiple filters with SEO-ed data applied, we will prioritise filters by their position in LN

Next, specify an attribute's position under Catalogue — Attributes — Manage Attributes (note, the bigger the position, the lower its priority).



Frontend Properties

Use in Quick Search	<input type="text" value="Yes"/>
Use in Advanced Search	<input type="text" value="No"/>
Comparable on Front-end	<input type="text" value="No"/>
Use In Layered Navigation	<input type="text" value="Filterable (with results)"/> ▲ Can be used only with catalog input type Dropdown, Multiple Select and Price
Use In Search Results Layered Navigation	<input type="text" value="No"/> ▲ Can be used only with catalog input type Dropdown, Multiple Select and Price
Canonical Tag for Pages Filtered by Layered Navigation Leads to	<input type="text" value="Use Config"/>
Use for Promo Rule Conditions	<input type="text" value="No"/>
Position	<input type="text" value="5"/> ▲ Position of attribute in layered navigation block
Allow HTML Tags on Frontend	<input type="text" value="Yes"/>
Visible on Product View Page on Front-end	<input type="text" value="No"/>
Used in Product Listing	<input type="text" value="No"/> ▲ Depends on design theme
Used for Sorting in Product Listing	<input type="text" value="No"/> ▲ Depends on design theme

At the next step of creating a template for this type of pages, enter a template *Name*, and create a *Template Rule* (you can find the instructions for various template variable types right in the settings).

Edit "Category Meta Title" Template for "English" Store View and "Color" Attribute

Template Information

Name *

Template Rule *

Static Template variables: their values are written in product/category attributes in the database.

[category] - output a current category name;

[categories] - output a current categories chain starting from the first parent category;

[parent_category] - output a parent category;

[subcategories] - output a list of subcategories for a current category;

[website_name] - output a current website name;

[store_name] - output a current store name;

[store_view_name] - output a current store view name;

Dynamic Template variables: their values will only be seen on the frontend. In the case of a page refresh.

[filter_all] - inserts all chosen product attributes of LN on the category page.
Example: [category][- parameters: {filter_all}] - If "color", "occasion", and "shoe size" are chosen, the output will be "Shoes - parameters: Color: Red, Occasion: Casual, Shoe Size: 6.5" - If no attributes are chosen, the output will be "Shoes".

[filter_all_label] - inserts all chosen product attribute labels of LN on the category page.

[filter_all_value] - inserts all chosen product attribute values of LN on the category page.

[filter_attribute_code] - insert product attribute label-value if exists.
Example: [category][in {filter_color}]
Will translate to "Shoes in Color Red" on the frontend.

[filter_attribute_code_label] - inserts mentioned product attribute label on the category page.

[filter_attribute_code_value] - inserts mentioned product attribute value on the category page.

Randomizer feature is available. The construction like [Buy||Order||Purchase] will use a randomizer. Also randomizers can be used within other template variables, ex: [-parameters:]-filter_all

Apply For

Apply By Cron

When done, go to the *Categories* tab to select categories for this template.

Edit "Category Meta Title" Template for "English" Store View and "Color" Attribute

Assign by: ☐ All Categories ☒ Category Tree

Note: There is only one combination "Template Type – Store View – Category - Attribute" available for the chosen template.

[Collapse All](#) | [Expand All](#)

- ☐ Default Category
 - ☐ Women (53)
 - ☐ Men (70)
 - ☒ Accessories (57)
 - ☒ Eyewear (3)
 - ☒ Jewelry (7)
 - ☒ Shoes (37)
 - ☒ Bags & Luggage (10)
 - ☐ Home & Decor (40)
 - ☐ Sale (9)
 - ☐ VIP (8)

Next, click the 'Save' button. That's it.

Under the '*Manage Templates*' settings you can 'Test-Apply' each template and implement base actions with multiple templates.

Manage SEO for Category Filter Templates [New Template](#)

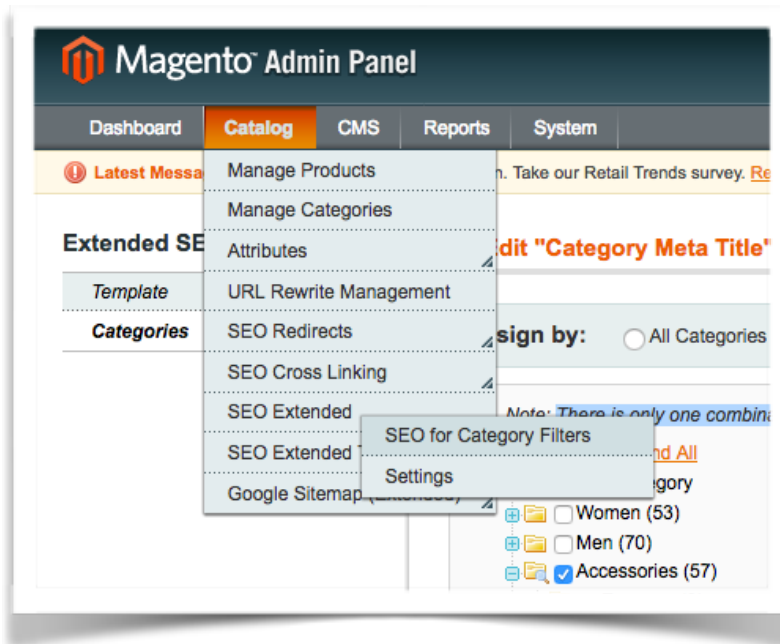
Page of 1 pages | View per page | Total 1 records found [Reset Filter](#) [Search](#)

Select All | Unselect All | Select Visible | Unselect Visible | 0 items selected Actions: [Apply](#) [Change "Apply for"](#) [Change "Apply By Cron"](#) [Delete](#) [Submit](#)

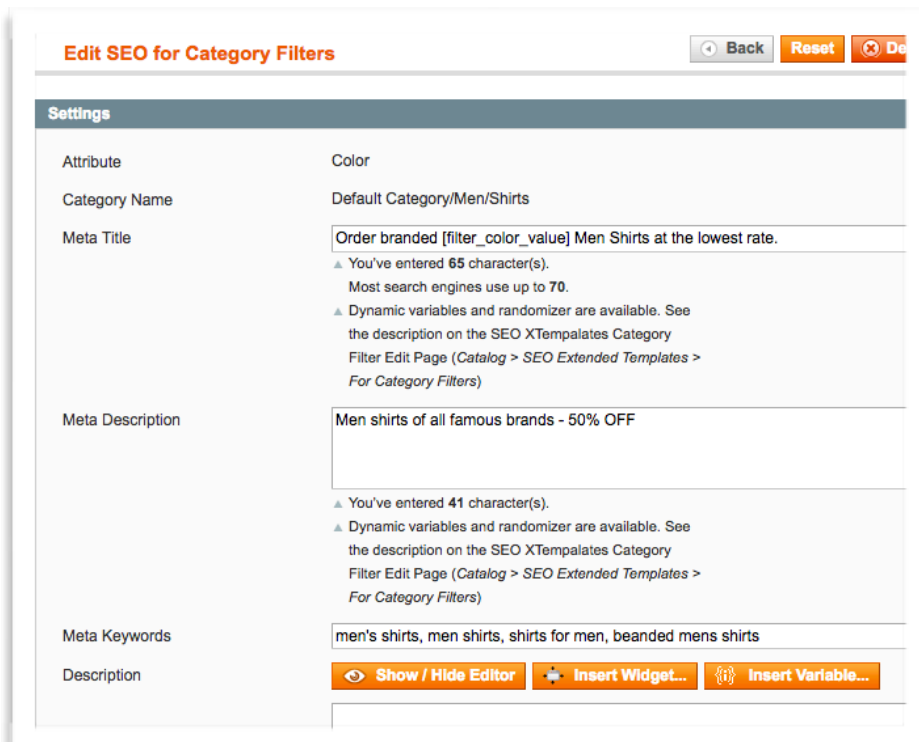
	ID	Name	Type	Product Attribute	Store	Assigned	Priority	Last modified	Last start	Last finished	Template	Apply
<input type="checkbox"/>	2	Meta Title for Color in Shirts Category	Category Meta Title	Color	All Store Views	Specific Categories	2	Dec 28, 2016 2:12:29 AM	Dec 28, 2016 2:12:36 AM	Dec 28, 2016 2:12:43 AM	All	Test Apply

Additionally, you can *manually* manage such SEO values as meta title, meta description and long description for any page filtered by LN attribute.

Go to Catalogue - SEO Extended - SEO for Category filters to do that.



Under these settings, you can manually create the main SEO values for each chosen LN attribute.



3.4 Extended SEO Templates for AheadWorks Blog Pages

To make a new SEO Template for blog posts, jump to *Catalog - Extended SEO Templates- For AW Blog Pages*. Next, hit the *New Template* button and specify the *template type*.

You can create templates for blog post *titles*, *meta descriptions* and *meta keywords*.

The screenshot shows the Magento Admin Panel interface. The top navigation bar includes 'Dashboard', 'Catalog', 'CMS', 'Reports', and 'System'. The 'Catalog' menu is expanded, showing options like 'Manage Products', 'Manage Categories', 'Attributes', 'URL Rewrite Management', 'SEO Redirects', 'SEO Cross Linking', 'SEO Extended', 'SEO Extended Templates', and 'Google Sitemap'. A callout box highlights 'SEO Meta Templates for Blog Pages'. Below this, a 'Create New Template for Blog' form is shown. The 'Create Template Settings' section has a 'Type *' dropdown menu with the following options: '-- Please Select --', '-- Please Select --', 'Blog Post Title', 'Blog Post Meta Description', and 'Blog Post Meta Keywords'.

Then specify the *template name* and set the *rule*. For example, if you want to optimize your blog post titles, you may set up this simple rule:

[title][by {poster}][on {update_time/created_time}][in {categories}]

That will transformed your current category pages titles into something like that:

***7 Things that May Ruin Your International SEO Campaign by Vitaly Gonkov
on 02 JANUARY 2017 in SEO, International SEO Tips***

Template Information

Name *

Template Rule *

Template variables

Specify a template name and set up the rule

Choose what to apply template to/
Set up to apply the template by Magento Cron

Apply For

Apply By Cron

Note: Do not enable this option if you use the template as a template va

Under these settings you can choose the values the template to apply to and schedule its *auto-applies*.

Switch to the *Blogs* tab on the left. There you can choose to apply a new template to *all blog posts*, *a selection of blog posts* or an individual blog post.

Extended SEO Templates

Template

Blogs

Edit Blog Post Title Template ("Test")

Assign by: ☐ All Blog Posts ☒ Individual Blog Post(s)

Page 1 of 1 pages | View 20 per page | Total 1 records found

Note: There is only one combination "Template Type – Blog Post" available for the chosen Blog Post.

Select All | Unselect All | Select Visible | Unselect Visible | 1 items selected

	Title	Identifier	Meta Description
<input checked="" type="checkbox"/>	Hello World	Hello	Hello World

3.5 Additional Extended SEO Templates Settings

Find more template settings under *System - Configuration - Extended SEO Templates*.

From here you can:

- choose a Product SEO Name to be used for product pages (if enabled, Product SEO name will be displayed instead of the product name on the frontend - the feature is used to optimize H1 tag on product pages)
- specify the number of items processed at a time when applying the chosen template
- cut meta title and meta description if they exceed the required limit
- enable email notifications in case something goes wrong with the template auto-apply process

SEO Extended Templates		
Use Product SEO Name for Product Pages	<div>Yes</div> <div>▲ Product SEO Name will be displayed instead of the product name on product pages in the frontend. It is used to change the H1 tag on product pages.</div>	[STORE VIEW]
Number of Items for One-Time Processing during Templates Applying	50	[STORE VIEW]
Crop Root Category from Category Template Variable [categories]	Yes	[STORE VIEW]
Crop Meta Title ▼	<div>No</div> <div>▲ It cuts the meta title if it exceeds the specified length</div>	[STORE VIEW]
Crop Meta Description ▼	<div>No</div> <div>▲ It cuts the meta description if it exceeds the specified length</div>	[STORE VIEW]
Enable E-mail Error Notification ▼	Yes	[STORE VIEW]
Error Email Recipient		[STORE VIEW]
Error Email Sender	General Contact	[WEBSITE]

4. SEO for Category/Reviews/Layered Navigation Pages

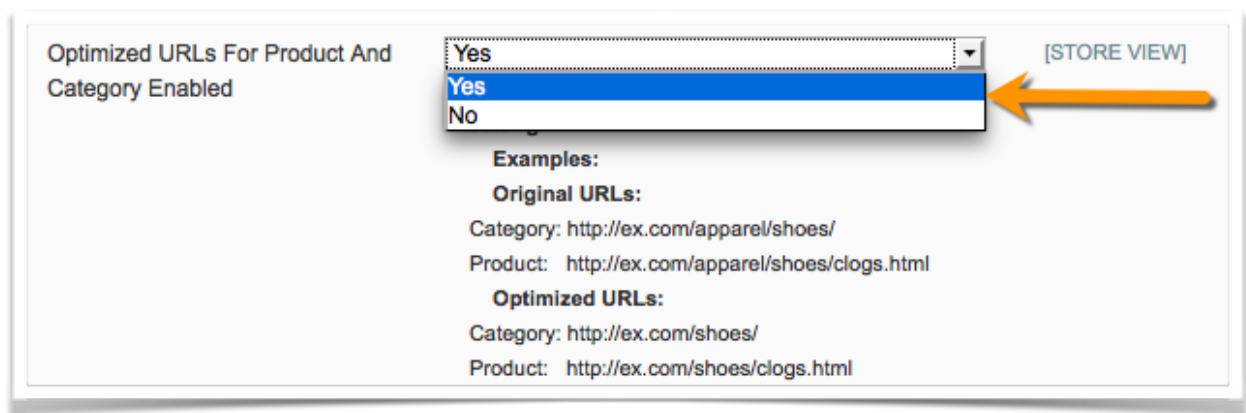
When it comes to eCommerce SEO, it's absolutely important to optimize all store pages without an exception.

SEO Suite Ultimate lets you optimize not only main site pages but also the pages of secondary importance. That includes *category pages*, *reviews pages*, and *pages of layered navigation*.

4.1 Category Pages Optimization

To configure the category page settings, go to System - Configuration - SEO Suite - SEO Extended.

With *Optimized URLs For Product And Category Enabled* setting you can optimize sub-category URLs by removing root parent category.



For example, the original URL: <http://ex.com/apparel/women/shoes/>, will transform into: <http://ex.com/women/shoes/>

By enabling the *Pager URL Format for Categories* setting (in System - Configuration - SEO Suite - SEO Friendly LN URLs), you will be able to create a pager URL format for paginated pages.

If empty, the original URL format is used: `/mobile-phones.html?p=2`

- `-page[page_number]` will transform URL into `/mobile-phones-page2.html`
- `/p/[page_number]` will transform URL into `/mobile-phones/p/2.html`
- `-[page_number]` It is not recommended if categories or layered navigation filters end in `"-[0-9]": /laptop-series-3.html, /phones-60.html, etc.`

Pager URL Format for Categories

/p/[page_number]

▲ If empty, the original URL format is used:

/mobile-phones.html?p=2

Examples:

-page[page_number] will transform URL into

/mobile-phones-page2.html

/p/[page_number] will transform URL into

/mobile-phones/p/2.html

-[page_number] It is not recommended if categories or layered navigation filters end in "-[0-9]":

/laptop-series-3.html, /phones-60.html, etc.

[STORE VIEW]

The *Add Pager Number to Meta Title* setting (System - Configuration - SEO Suite - SEO Extended) lets you add a page number to the meta title of a paginated page. You can put the number at the end or at the beginning.

Add Pager Number to Meta Title

At the end

▲ E.g. 'Apparel | Page 3'

[STORE VIEW]

Add Pager Number to Meta Description

At the Beginning

▲ E.g. 'Description of apparel | Page 2'

[STORE VIEW]

Ex: Meta Title of Apparel | Page 3

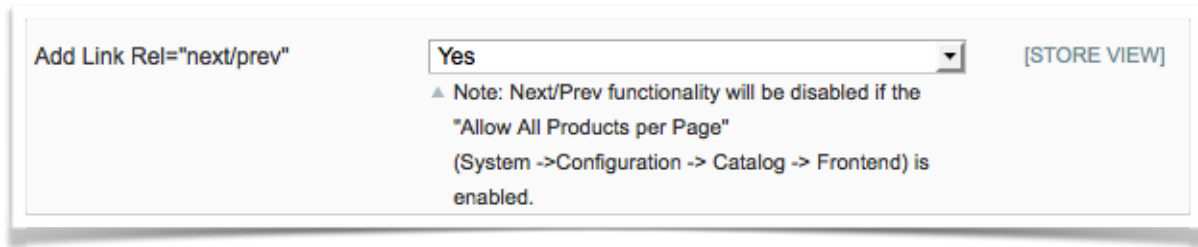
Also, here you can add a *Pager Number to Meta Description* of a paginated page. You can put the number at the end or at the beginning.

Ex: Meta Description of Apparel | Page 3

Also, with SEO Suite Ultimate you can add the **rel=next/prev tag** — an effective means to solve duplicate content issues that are triggered by pagination.

Google uses this tag to better index paginated pages. This tag points Google, where exactly the 1st and the last pages are, and what page is a next or a previous one (check [this link](#) for more detail).

SEO Suite Ultimate can easily add the rel=next/prev tag to the pagination. The setting can be enabled under System - Configuration - SEO Suite - SEO Base.




Add Link Rel="next/prev" Yes [STORE VIEW]

▲ Note: Next/Prev functionality will be disabled if the "Allow All Products per Page" (System -> Configuration -> Catalog -> Frontend) is enabled.

NOTE! if you don't have thousands of products in a single category page, it's recommend to enable the *Allow All Products per Page* setting. That can be done in System - Configuration - Catalog - Frontend.

This setting adds the 'View All' option to the 'Show per page' drop-down on the frontend.



Allow All Products per Page No Yes No [STORE VIEW]

In this case, the rel=next/prev tag will be automatically disabled and the canonical tag of the paginated pages will point to the page with all the listings.

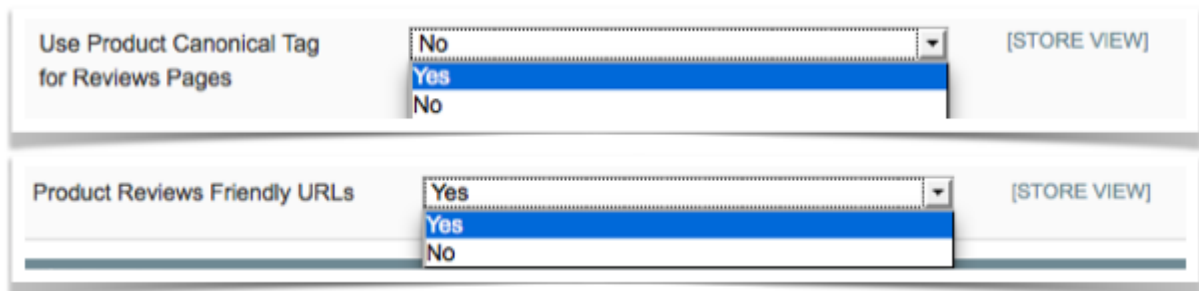
For more detail please [check this article](#).

4.2. Product Reviews Page Optimization

To configure the settings for product reviews pages, go to System - Configuration - SEO Suite - SEO Base: Canonical URLs, Meta Robots and Next/Prev Link Rel Settings.

Here you can enable the *Use Product Canonical Tag for Reviews Pages* feature. It sets the product page URL as a canonical tag of product reviews pages. Also, under these settings you can enable Product Reviews Friendly URLs — it enables SEO friendly URLs for all your product reviews pages.

This is how your product reviews URLs will transform with this setting being enabled:



Use Product Canonical Tag for Reviews Pages No Yes No [STORE VIEW]

Product Reviews Friendly URLs Yes Yes No [STORE VIEW]

Before: <http://seo-extensions.magentoext.com/review/product/list/id/27/>

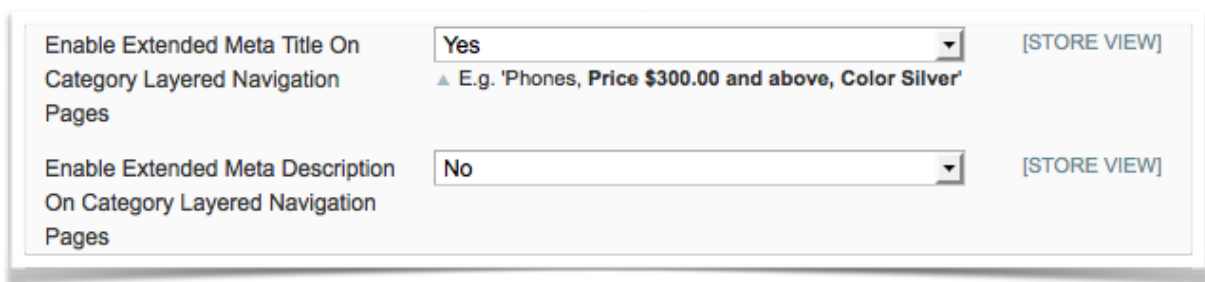
After: <http://seo-extensions.magentoext.com/sony-vaio-vgn-txn27n-b-11-1-notebook-pc/reviews>

* * * * *

To optimize Layered Navigation Pages, go to System - Configuration - SEO Suite - SEO Extended.

Here you can enable Extended Meta Title and Meta Description on category layered navigation pages. By enabling this setting, you can dynamically generate meta title and meta description for pages of this type.

Meta title and meta description can include a variety of different product attributes such as *product name, price, color, brand and others*.



The screenshot shows two configuration rows in a light gray box. The first row is for 'Enable Extended Meta Title On Category Layered Navigation Pages', with a dropdown menu set to 'Yes' and a link '[STORE VIEW]'. Below the dropdown is a small triangle icon and the text 'E.g. 'Phones, Price \$300.00 and above, Color Silver''. The second row is for 'Enable Extended Meta Description On Category Layered Navigation Pages', with a dropdown menu set to 'No' and a link '[STORE VIEW]'.

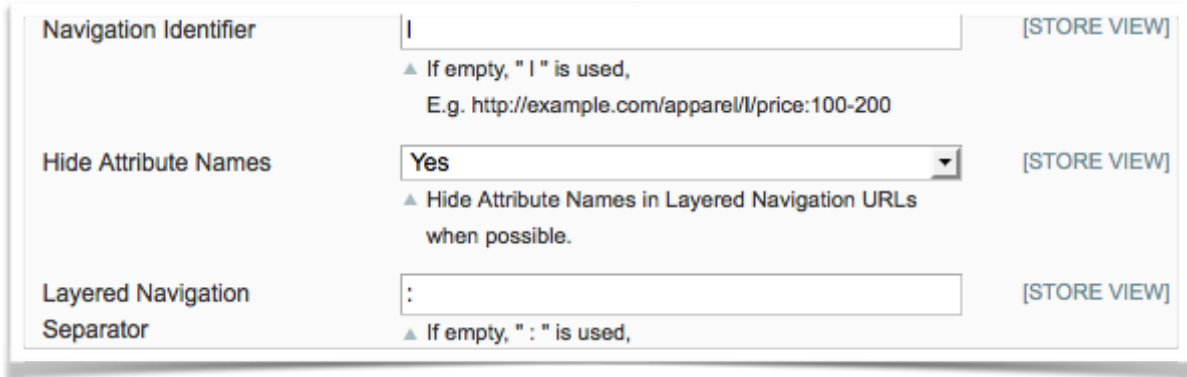
Ex: Phones, Price \$300.00 and above, Color Silver, brand Nokia

To enable *Category Layered Navigation SEO-Friendly URLs* – Tweak these settings under System - Configuration - SEO Suite - SEO-Friendly LN URLs:



The screenshot shows a single configuration row in a light gray box. It is for 'Category Layered Navigation SEO-Friendly URLs', with a dropdown menu set to 'Yes' and a link '[STORE VIEW]'.

Under these settings you can specify the Navigation Identifier, choose to hide/ display Attribute Names and Layered Navigation Separator.



The screenshot shows three configuration fields in a Magento admin interface:

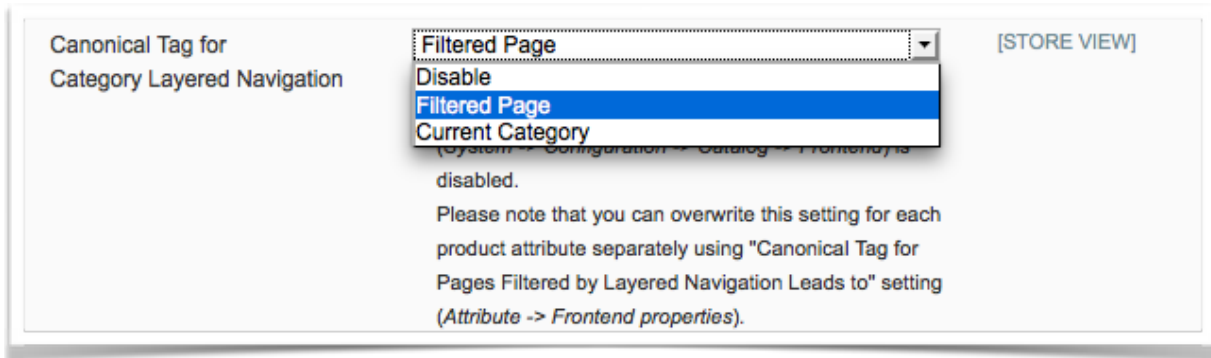
- Navigation Identifier:** A text input field containing a vertical bar "|". A tooltip below it states: "▲ If empty, ' | ' is used, E.g. <http://example.com/apparel//price:100-200>".
- Hide Attribute Names:** A dropdown menu set to "Yes". A tooltip below it states: "▲ Hide Attribute Names in Layered Navigation URLs when possible."
- Layered Navigation Separator:** A text input field containing a colon ":". A tooltip below it states: "▲ If empty, ' : ' is used,".

Each field has a "[STORE VIEW]" link to its right.

This is what you will get in the end: <http://example.com/computers//price:700-800>

By tweaking the *Canonical Tag for Category Layered Navigation* settings (under System - Configuration - SEO Suite - SEO Base) you can:

- disable the canonical tag on the pages of the layered navigation
- set it to point either to the *filtered page*
- set the canonical tag to the *category itself*



The screenshot shows the "Canonical Tag for Category Layered Navigation" setting in the Magento admin interface. The dropdown menu is open, showing three options: "Filtered Page", "Disable", and "Current Category". The "Filtered Page" option is currently selected and highlighted in blue. Below the dropdown, there is explanatory text: "(System -> Configuration -> Catalog -> Frontend) is disabled. Please note that you can overwrite this setting for each product attribute separately using 'Canonical Tag for Pages Filtered by Layered Navigation Leads to' setting (Attribute -> Frontend properties)."

If you select the **Filtered Page** option, the canonical tag will point to </apparel//color:black/shoe-type:dress.htm>, when store visitors filter products by color and a shoe type.

If the **Current Category** option is selected, the canonical tag will point either to </apparel.html> (if All products per page are disabled in Magento settings) OR to </apparel.html?limit=all> (if All products per page are enabled). The latter is recommended in Google guidelines, and ensures that search bots see all products within the category under the canonical URL.

NOTE! Don't use the *Current Category* value if the *Allow All Products per Page* setting (System - Configuration - Catalog - Frontend) is disabled.

Also, you can overwrite this setting for each product attribute separately using the *Canonical Tag for Pages Filtered by Layered Navigation Leads to* setting (Attribute - Frontend properties).

5. Solving Duplicate Content Issues (with rel=canonical tag)

Rel=canonical tag is a page level meta tag that is put in the HTML header to inform search engines which URL is the canonical version of the page being displayed. It helps to prevent any duplicate content issues and consolidate strength of your important site pages.

Check this page for more detail: [Google guide to Using Rel=Canonical Tag](#).

You can specify canonical tags for various types of pages (*product, category, layered navigation, reviews pages*) separately.

5.1 Rel=canonical for product/category pages

Go to System - Configuration - SEO Suite Ultimate - SEO Base: Canonical URLs, Meta Robots and Next/Prev Link Rel Settings to set the canonical tags preferences.

Add Canonical URL Meta Header ▼ Yes [STORE VIEW]
 ▲ If the "Allow All Products per Page" setting is disabled,

Add Canonical URL Meta Header

Product Canonical URL Use Root [STORE VIEW]

Use the root, shortest or longest category path for product canonical URL

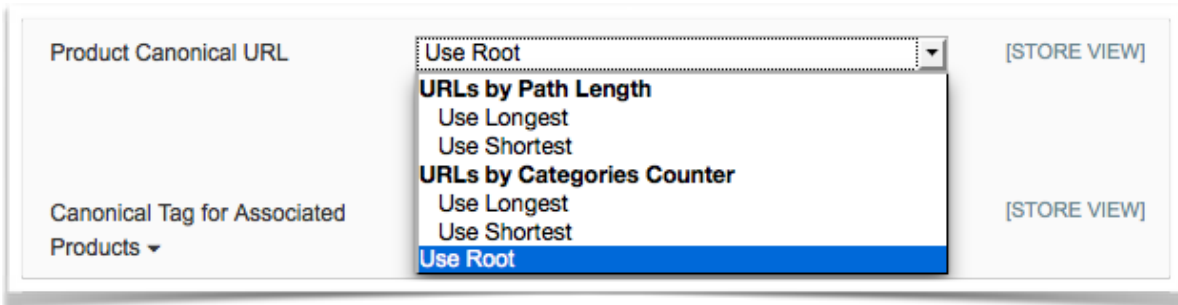
Under these settings you can choose the *root, the shortest or the longest category path* for product canonical URLs.

For example, you have a product in two different categories, meaning that it is accessible under three different URLs:

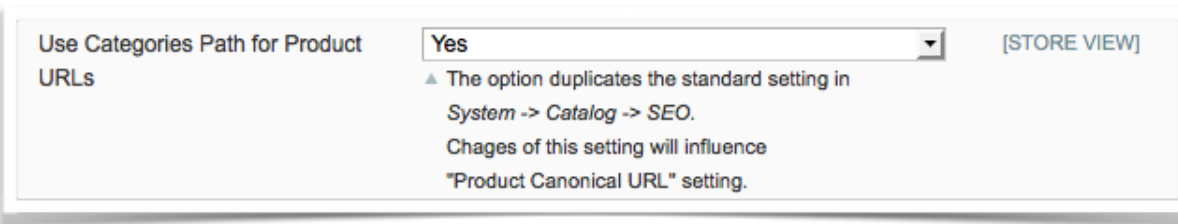
www.website.com/product.html
www.website.com/category1/product.html
www.website.com/category2/subcategory1/product.html

With the extension you can specify which of the three to use as a canonical URL for all these URLs.

In addition, the extension allows selecting how the longest/shortest canonical URLs should be defined. You can choose either to calculate a number of characters the URL contains or a number of categories in the URL.



You set a *category path* for product pages.

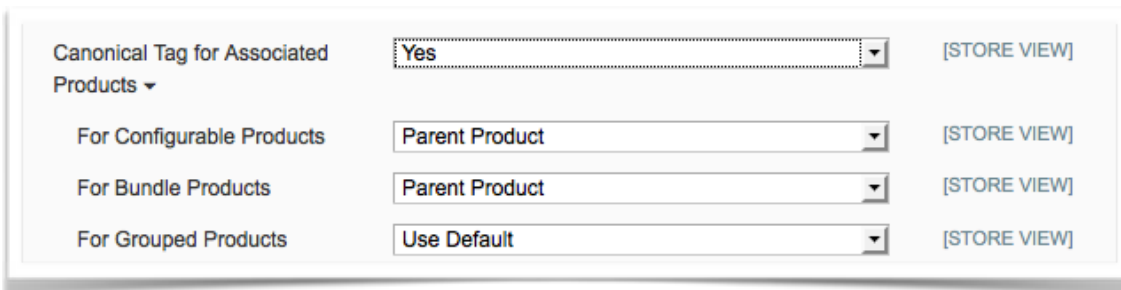


NOTE! It's recommended to use the categories in product paths only when you use category names as keywords to promote your store products.

If it's not the case, it's better to remove categories from product URLs and keep your product page URLs short. This physically removes the duplicates.

* You can also manually change the canonical tag for every product separately in the "Meta Information" tab, when editing products.

With SEO Suite Ultimate you can specify the *canonical tag for associated products* for *configurable*, *grouped* and *bundle* products separately.

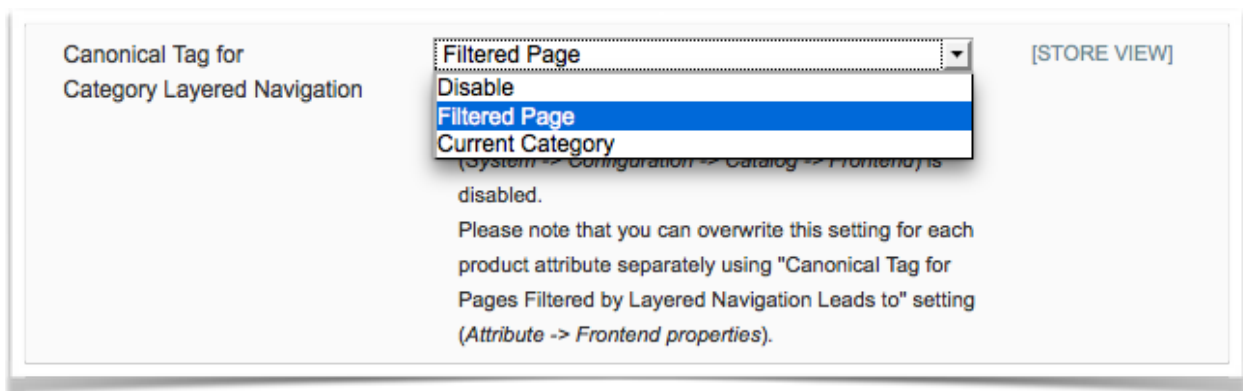


Thus, you may choose how the canonical tag should work for those associated products. It can either point to the associated products (by default) or to their parent products. The setting can be useful if the visibility of your associated products is set to *Visible*, and you want to avoid duplicates with your main products.

5.2 Rel=canonical for Layered Navigation/Reviews Pages

Go to *System - Configuration - SEO Suite Ultimate - SEO Base* and tweak the settings for using rel=canonical tag for pages of layered navigation and product reviews pages.

The standard Magento has the setting “*Canonical Tag for Pages Filtered by Layered Navigation Leads to*”, which defines which canonical tag the filtered pages will have. There are 2 options available — *Filtered Page* and *Current Category*. SEO Suite Ultimate supports both these options.



If the *Filtered Page* is selected, the canonical tag will point to the URL </apparel//color:black/shoe-type:dress.html>, when you filter by the color and the shoe-type.

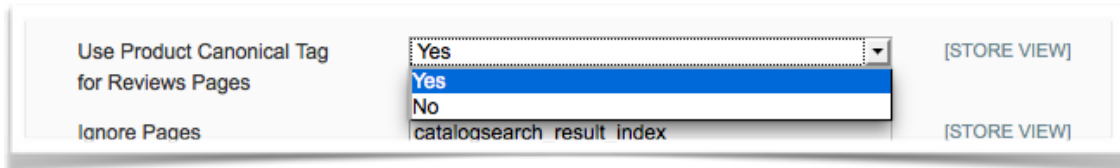
If you select the *Current Category*, the canonical tag will point to the URL </apparel.html> for this case.

If at any of your stores Google have already indexed the URLs like </catalog/category/view/id/147>, our extension will create the correct canonical tag for them: </electronics/mobile-phones.html>

Use Pager Parameter in Canonical URLs allows you to add or remove the pager from the canonical tag on the category pages.

Under *System - Configuration - SEO Suite Ultimate - SEO Base: Canonical URLs, Meta Robots and Next/Prev Link Rel Settings* you can set the product canonical tag for reviews pages.

Thus, by means of the canonical tag the reviews pages will be associated with the main product page.

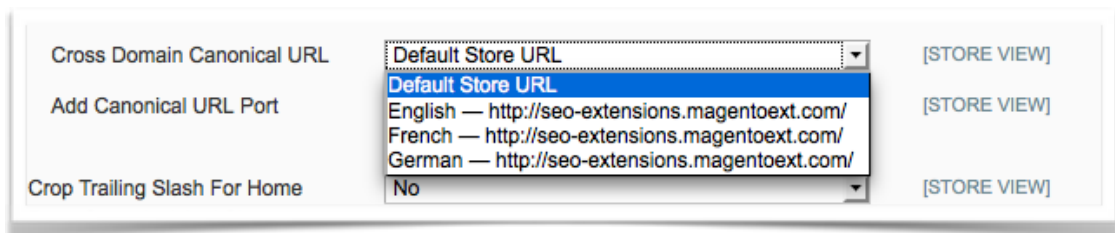


Use Product Canonical Tag for Reviews Pages	Yes	[STORE VIEW]
Ignore Pages	catalogsearch result index	[STORE VIEW]

5.3 Cross-Domain Canonical URL

In case you have different domains within your Magento installation that have quite similar content, it's generally recommended to define the main website using a Cross-Domain Canonical Tag.


In SEO Suite Ultimate that can be done under *System - Configuration - SEO Suite Ultimate - SEO Base: Canonical URLs, Meta Robots and Next/Prev Link Rel Settings*. Here you can choose the main domain for the pages from other domains that have identical content.



Cross Domain Canonical URL	Default Store URL	[STORE VIEW]
Add Canonical URL Port	Default Store URL	[STORE VIEW]
Crop Trailing Slash For Home	No	[STORE VIEW]

If you select the domain1, the canonical tags for other websites will be domain1/product.html. This way, you will avoid duplicate content issues.

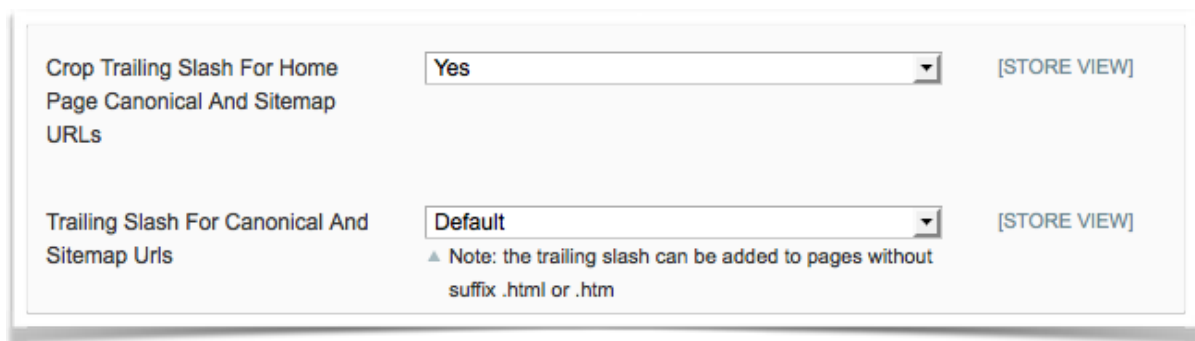
If you have a specific port added to your URLs, you can specify this port in the *Add Canonical URL Port* setting. Thus, this port will be added to the canonical URLs as well.



Add Canonical URL Port		[STORE VIEW]
------------------------	--	--------------

5.4 Trailing Slash for Canonical URLs/XML Site URLs

Under *System - Configuration - SEO Suite Ultimate - SEO Base: Canonical URLs, Meta Robots and Next/Prev Link Rel Settings* you can set adding a trailing slash to the homepage canonical URL and the canonical URLs of other site pages (those that don't have html, .htm, .rss, .xml etc extensions).



Crop Trailing Slash For Home Page Canonical And Sitemap URLs [STORE VIEW]

Trailing Slash For Canonical And Sitemap Urls [STORE VIEW]

▲ Note: the trailing slash can be added to pages without suffix .html or .htm

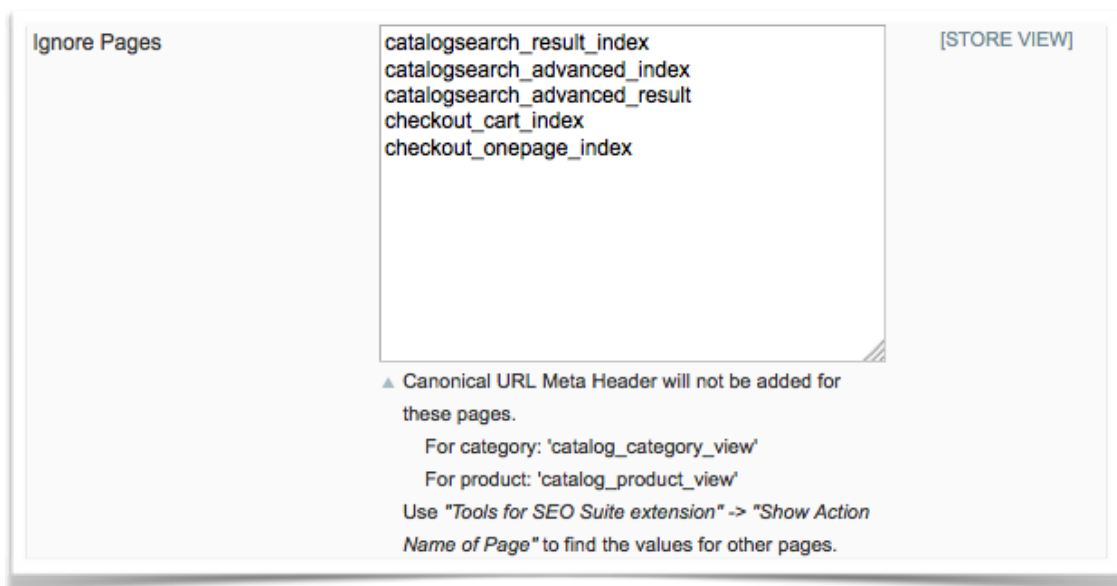
This feature can be of great use if you use the trailing slash for some of your site URLs. By enabling it for the canonical URLs, you will avoid any duplicate content issues with Google.

For example, if Google indexes www.example.com/category/ and www.example.com/category as two separate pages, adding trailing slash in canonical URL will solve the problem.

5.5 Ignoring Pages for Canonical URL Settings

Go to *System - Configuration - SEO Suite Ultimate - SEO Base: Canonical URLs, Meta Robots and Next/Prev Link Rel Settings*.

Here you can enter the the list of pages represented by Magento full action name into which the Canonical Meta tag won't be added.



Ignore Pages [STORE VIEW]

catalogsearch_result_index
catalogsearch_advanced_index
catalogsearch_advanced_result
checkout_cart_index
checkout_onepage_index

▲ Canonical URL Meta Header will not be added for these pages.
For category: 'catalog_category_view'
For product: 'catalog_product_view'
Use "Tools for SEO Suite extension" -> "Show Action Name of Page" to find the values for other pages.

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

Use *Tools for SEO Suite extension* — *Show Action Name of Page* to find the values for other pages.

6. Search Engine Indexation Instructions

To set search engine indexation instructions, go to *System - Configuration - SEO Suite Ultimate - SEO Base Canonical URLs, Meta Robots and Next/Prev Link Rel Settings*.

Her, you can define which pages will be crawled and indexed, and which ones will be hidden from search engine crawlers.

Using this setting:

Meta Robots Settings

Robots Meta Header for HTTPS	Use Config	[STORE VIEW]
Min Count of Filters to Set	Use Default	[STORE VIEW]
NOINDEX, FOLLOW for LN	Use Config	[STORE VIEW]
For Attributes Combinations	INDEX, FOLLOW	[STORE VIEW]
	INDEX, NOFOLLOW	
	NOINDEX, FOLLOW	
	NOINDEX, NOFOLLOW	
	INDEX, FOLLOW, NOARCHIVE	
	INDEX, NOFOLLOW, NOARCHIVE	
	NOINDEX, NOFOLLOW, NOARCHIVE	

combinations in layered navigation. All existing meta robots values are available.

Examples:

you can tweak *Robots Meta Tags* for HTTPS pages.

Also, from here, you can set a minimum count filters used on layered navigation pages before adding Robots Meta Header.

Say, if you set the count to 3, all LN pages, where the number of filters is bigger than that, will get a NOINDEX, FOLLOW Robots Meta Header. For example, of the minimum # of filters on LN pages — 3,

www.store.com/eyewear/l/rayben/men/shades/black/.html — this page will be excluded out of Google Index

www.store.com/eyewear/l/rayben/men.html — and this one will get indexed.

Note that when you enter '0', the setting will be applied to all filters at once.

Also, this is the place, where you can set Meta Robots for attributes or attribute combinations used on your layered navigation pages.

Min Count of Filters to Set NOINDEX, FOLLOW for LN	<input type="text" value="5"/>	[STORE VIEW]
▲ If empty - the feature is disabled, if '0' - the setting is applied to any number of filters		
For Attributes Combinations	<input type="text" value="noindex,follow:price"/> <input type="text" value="noindex,follow:size"/> <input type="text" value="index,follow:color"/>	[STORE VIEW]
▲ Meta Robots settings for attribute or attributes combinations in layered navigation. All existing meta robots values are available. Examples: index,follow:color - it sets the INDEX,FOLLOW meta robot tag when 'color' attribute is selected; index,follow: color,brand - it sets the INDEX,FOLLOW meta robot tag when 'color' or 'brand' attributes are selected; noindex,follow:color+brand - it sets the NOINDEX,FOLLOW meta robot tag when both 'color' and 'brand' attributes are selected at the same time.		
Adaptive Meta Robots by '?limit=' Parameter	<input type="text" value="No"/>	[STORE VIEW]

Adaptive Meta Robots by “?limit=’ Parameter lets you add noindex, follow tag to any limits (with the exception of the default ones).

Note that if you need to keep ‘limit=all’ disable all the other set limits.

Also, from here you can:

- add NOINDEX, FOLLOW Robots Meta Header For Pages Without Content
- set NOINDEX, FOLLOW Robots Meta Header for extra pages
- add NOINDEX, NOFOLLOW Robots Meta Header for extra pages

NOINDEX, FOLLOW Robots Meta Header For Pages Without Content

Checkout Pages
Contact Us Page
Customer Account Pages
Product Compare Pages
RSS Feeds
Search Pages
Send Product Pages
Tag Pages
Wishlist Pages

[STORE VIEW]

NOINDEX, FOLLOW Robots Meta Header For Additional Pages

dir=*
order=*
mode=*

[STORE VIEW]

▲ Can be either a full action name or a request path.
Wildcard allowed

Examples:

```

review_product_*
review/product/*
rss_*
rss/*

```

The values for other pages you can find out using
"Tools for SEO Suite extension" ->
"Show Action Name of Page".

Additionally, with the *Robots.txt editor* you can specify how search engines crawlers should index your store.

NOINDEX, NOFOLLOW Robots Meta Header For Additional Pages

[STORE VIEW]

▲ Higher priority than "NOINDEX, FOLLOW" setting.

Robots.txt Editor

```

## Do not crawl checkout and user account pages
Disallow: /checkout/
Disallow: /onestepcheckout/
Disallow: /customer/
Disallow: /customer/account/
Disallow: /customer/account/login/
Disallow: /index.php/

## Do not crawl search pages and not-SEO catalog links
Disallow: /catalogsearch/
Disallow: /catalog/product_compare/
Disallow: /catalog/category/view/
Disallow: /catalog/product/view/
Disallow: /catalog/product/gallery/
Disallow: /javascript/
Disallow: /poll/
Disallow: /review/
Disallow: /contactfriend/

```

[GLOBAL]

▲ Robots.txt file should be granted 666 permissions.

Other Settings

Product Reviews Friendly URLs
Yes

[STORE VIEW]

7. HTML and XML SITEMAPS

With SEO Suite Ultimate you can generate an extended *HTML sitemap* and an advanced XML sitemap.

The former one is intended for *site visitors*. It conveniently displays all your store links in one place in a hierarchical structure. The latter one is designed for *search engines*, and helps them better crawl and index your site pages.

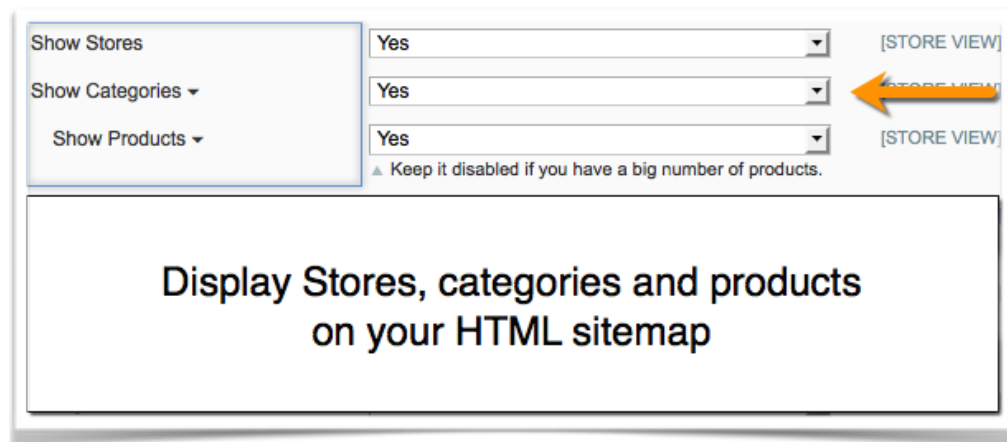
Both sitemaps are 100% SEO friendly and fully-compliant with all the latest search engine requirements.

7.1 HTML Sitemap

To configure an HTML sitemap, go to [System - Configuration - SEO Suite Ultimate - Extended HTML Sitemap](#).

By enabling the *Show Stores* settings, you will include the links to your Store Views sitemaps into the main HTML sitemap.

If you want to display your store categories and products in the hierarchical order, enable the *Show Categories* and *Show Products* settings.

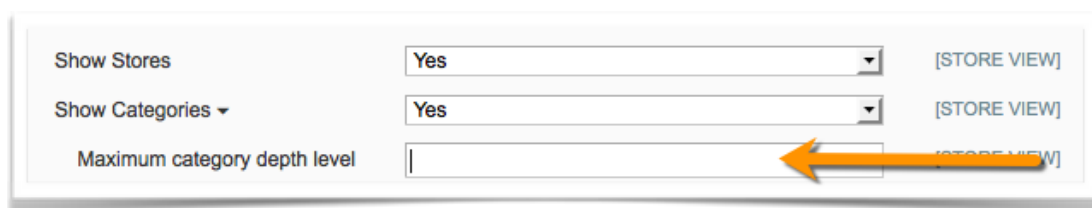


Show Stores: Yes [STORE VIEW]
 Show Categories: Yes [STORE VIEW]
 Show Products: Yes [STORE VIEW]

▲ Keep it disabled if you have a big number of products.

Display Stores, categories and products on your HTML sitemap

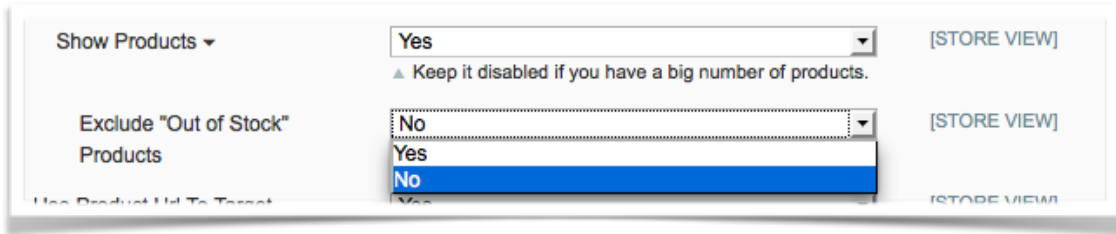
If your store has too many categories, you can limit the number of categories displayed in your HTML sitemap — just set the maximum category depth level here:



Show Stores: Yes [STORE VIEW]
 Show Categories: Yes [STORE VIEW]

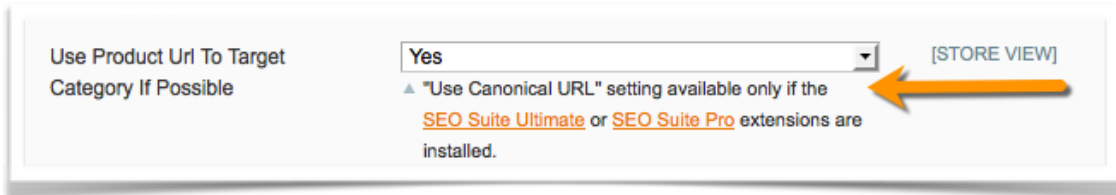
Maximum category depth level: [] [STORE VIEW]

Also, from here you can exclude any of-out-stock products from being added to your HTML sitemap.



The screenshot shows two settings in a light gray box. The first setting is 'Show Products' with a dropdown menu set to 'Yes' and a '[STORE VIEW]' link. Below it is a note: 'Keep it disabled if you have a big number of products.' The second setting is 'Exclude "Out of Stock" Products' with a dropdown menu showing 'No', 'Yes', and 'No' (highlighted in blue). To its right is another '[STORE VIEW]' link.

SEO Suite Ultimate lets you *use product URL* to target *category URL* (if possible).



The screenshot shows a setting 'Use Product Url To Target Category If Possible' with a dropdown menu set to 'Yes' and a '[STORE VIEW]' link. Below it is a note: 'Use Canonical URL" setting available only if the SEO Suite Ultimate or SEO Suite Pro extensions are installed.' An orange arrow points from the right towards the dropdown menu.

In case you have the same product(-s) in different categories and need to include such products into all the appropriate sitemap categories, select the “Yes” option in the drop-down menu. Thus, if store visitors click on such a product being on the sitemap page, they will get to the correct category.

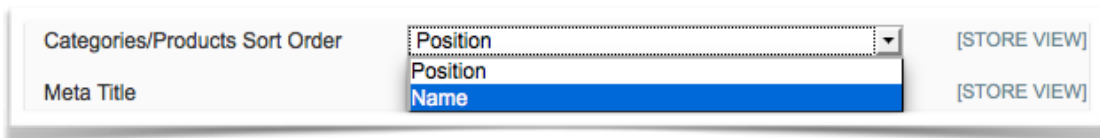
For example, you have one and the same product in 2 different subcategories:

www.website.com/category/subcategory1/product.html

www.website.com/category/subcategory2/product.html

With this setting being enabled, this product will be displayed in both subcategories in the HTML sitemap. If store visitors click on any of these 2 links, they will get to the product page with breadcrumbs *Category – Subcategory1* or *Category – Subcategory2*.

To define a *sorting order* for your categories and products, just select one of the available options here:



The screenshot shows two settings in a light gray box. The first setting is 'Categories/Products Sort Order' with a dropdown menu showing 'Position', 'Position', and 'Name' (highlighted in blue). To its right is a '[STORE VIEW]' link. The second setting is 'Meta Title' with a dropdown menu showing 'Position' and 'Name' (highlighted in blue). To its right is another '[STORE VIEW]' link.

Here you can enter *meta title*, *meta description* and *meta keywords* for your HTML sitemap page (note that the meta data will apply to every store view).

Meta Title	HTML Sitemap	[STORE VIEW]
	▲ Meta Title for Extended Sitemap page.	
Meta Description	Meta Description for HTML Sitemap	[STORE VIEW]
	▲ Meta Description for the Extended Sitemap page.	
Meta Keywords	Meta Keywords for HTML Sitemap	[STORE VIEW]
	▲ Meta Keywords for the Extended Sitemap page.	

Additionally, you can opt to include/ filter your *CMS pages* in the HTML sitemap, show/ hide *footer links* and add any *additional links*.


Show CMS Pages	Yes	[STORE VIEW]
Filter CMS Pages	<div>404 Not Found 1</div> <div>About Us</div> <div>Customer Service</div> <div>Enable Cookies</div> <div>Privacy Policy</div>	[STORE VIEW]
Show Footer and Additional Links	Yes	[STORE VIEW]

Any additional links can be added here:



Additional Links For HTML Sitemap	http://website.com/customer/account/ http://website.com/customer/account/orders http://website.com/customer/account/billing-info	[STORE VIEW]
-----------------------------------	---	--------------


When you are done with all the settings, click the *Save Config* button and you will get such an HTML sitemap page (will be available here: www.example.com/sitemap/):


My Account • Log In



Biogenuss zu fairen Preisen, seit 1994

Über uns
FAQ
Kontakt





 You have no items in your shopping cart.

* Alle Preise inkl. USt., zzgl. [Versandkosten](#).

Site Map

Catalog

[Baby & Child](#)

[Baby Food](#)

[Holle Birchenmilch bio demeter 220g](#)

[Baby and Child Food](#)

[Biodo Beikostöl extra mild 250ml](#)

[Erdmannhauser Dinkelriegel 500g](#)

[Erdmannhauser Getreide TAU aus Buchweizen 450g](#)

[Erdmannhauser Getreide TAU aus Gerste 450g](#)

[Erdmannhauser Getreide TAU Dinkel 450g](#)

[Erdmannhauser Getreide TAU Hafer 450g](#)

[Erdmannhauser Kinderriegel aus Buchweizen 500g](#)

[Erdmannhauser Kinderriegel aus Gerste 500g](#)

[Erdmannhauser Kinderriegel aus Hafer 500g](#)

[Holle Apfel und Birne Fruchtzubereitung 190g](#)

[Holle Babytöfel 5 Stück](#)

[Holle Banane Milchbrei 250g](#)

[Holle Beikostöl demeter 250ml](#)

[Holle Bio-Anfangsmilch 1 demeter 400g](#)

[Holle Bio-Kindermilch 4 x 300g](#)

[Holle Dinkel Milchbrei 250g](#)

[Holle Folgemilch 2 auf Ziegenmilchbasis 400g](#)

Pages

[Impressum](#)

[organic food and natural cosmetics](#)

[Angebote](#)

[Weleda-Produkte](#)

[Widerruf](#)

[AGB](#)

[Informationspflichten](#)

[Gewährleistung](#)

7.2 XML Sitemap

To configure an XML sitemap, go to *System - Configuration - SEO Suite Ultimate - Extended XML Sitemap (Google, Yahoo, Bing)*

From here, you can schedule *auto-generating* of your Magento XML sitemap. Also, this is the place where you may specify a user name and an email address a report will be sent to (the report is sent when the procedure is complete or in case the process goes wrong).

Product Frequency	Daily
Product Priority	1
	▲ Valid values range from 0.0 to 1.0
Category Frequency	Daily
Category Priority	0.5
	▲ Valid values range from 0.0 to 1.0
CMS Page Frequency	Daily
CMS Page Priority	0.25
	▲ Valid values range from 0.0 to 1.0
Blog Frequency	Daily
Blog Priority	0.1
	▲ Valid values range from 0.0 to 1.0.
Include Additional Links ▼	Yes
Additional Links Frequency	Daily
Additional Links Priority	0.1
	▲ Valid values range from 0.0 to 1.0
Include Fishpig Attribute Splash Pro Pages Urls ▼	Yes
	▲ The settings from Fishpig extension setting page have the priority.
Frequency	Daily
Priority	0.25
	▲ Valid values range from 0.0 to 1.0.

If this feature is enabled, an XML sitemap will be automatically regenerated with Magento Cron *once a day*.

NOTE! Magento cron should be set up properly to avoid errors. In the UNIX/BSD/Linux systems you will need to add this line (or a similar line) to your Cron Tab:

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

Windows systems has a Scheduled Tasks service that is accessible from the Control Panel.

With SEO Suite Ultimate you can specify the frequency and priority for all pages added to your XML sitemap.

The Priority of a certain URL defines relation of this URL to other URLs on your site. Valid values range from 0.0 to 1.0. Note that this value does not affect page search rankings— it only lets the search engines crawlers know which pages you deem most important.

The home page is also added in the XML sitemap with priority 1.

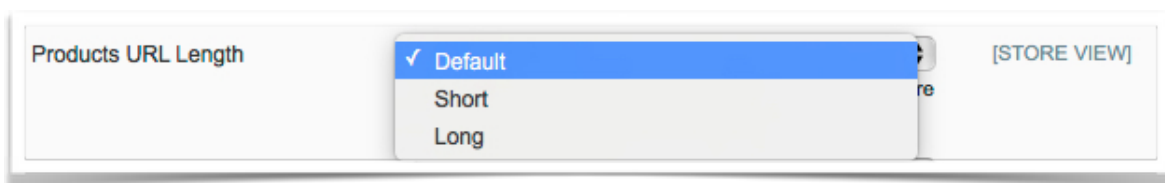
The Frequency indicates how often your certain files are changed. Note that setting frequency to *daily* does not mean that web spider will visit it every day. It is just a means of telling the search engine bot that this page is being updated on a daily basis.

It's generally recommended to set the frequency to daily for product and category pages, and to weekly for CMS and other pages.

With SEO Suite Ultimate you can set these 2 values for *product*, *category*, *CMS pages*, additional links, as well as your *Blog URLs*, *Fishpig Attribute Splash (Pro) Pages URLs*.

Also, under these settings you can:

- *Product URL Length*



Choose long, short or canonical tags to be included into your XML sitemap. We strongly recommend to keep this setting default when using the canonical product URLs.

- *Exclude Out of Stock Products*

By enabling this feature, you will hide all the currently unavailable products from the XML sitemap.

- *Include Product Images*

This setting lets you add your product images to the XML sitemap file.

- Include Alternate Hreflang URLs

Select 'Yes' to add pages with *hreflang tag* into your XML sitemap

Include Product Images	Yes	[STORE VIEW]
Alternate Hreflang URLs	Yes	[GLOBAL]
<p>▲ If SEO Suite Ultimate or SEO Suite Pro extensions are installed and active, alternate hreflang URLs will be added. See the detailed settings in the SEO Base section above.</p>		

Additionally, you can:

- enable a user-friendly XML sitemap preview,
- specify the number of products processed at a time when generating a sitemap,
- include product tag URLs.

Enable a user-friendly XML Sitemap Preview	Yes	[GLOBAL]
Number of products to process at a time when generating an XML sitemap.	500	[STORE VIEW]

On top of that, under *System - Configuration - SEO Suite Ultimate - Extended XML Sitemap (Google, Yahoo, Bing)* you can:

- include additional links
- add blog URLs
- include Fishpig Attribute Splash Pages URLs
- add Fishpig Attribute Splash Pro Pages URLs

Additional Links For XML Sitemap

http://www.website.com/customer/account/
http://www.website.com/pricing-plans

▲ List of links to append to the XML Sitemap

Example:

Link without 'http[s]://' as **customer/account/** will be converted to
http[s]://(store_URL_here)/customer/account/
Link with 'http[s]://' will be added as is.

Include Blog URLs ▼

Yes

▲ AW blog & Fishpig wordpress plugins are supported.

Include Fishpig Attribute Splash Pages Urls ▼

Yes

▲ The settings from the Fishpig extension configuration page will be applied (if possible).

SEO Suite Ultimate **supports of all available languages in XML sitemap**. Go to the XML main settings and disable the following option. When disabled all the specific characters in the URLs will remain.

Enable Validate URLs

No

▲ Disable if you use specific language characters in the URLs.

And finally, by enabling this setting, you can overcome the limits the search engines set for XML sitemap files.

The point is that an XML sitemap file has a limit of 50,000 URLs and 50MiB per sitemap. The extension lets you generate multiple XML sitemap files, with a Sitemap Index file serving as an entry point.



Use Sitemap Index ▼

No
Yes
No

[STORE VIEW]

[What is Sitemap Index?](#)

Hence, no matter how many links your website structure contains, you can include all of them into your XML sitemap, thus making it search engine friendly.

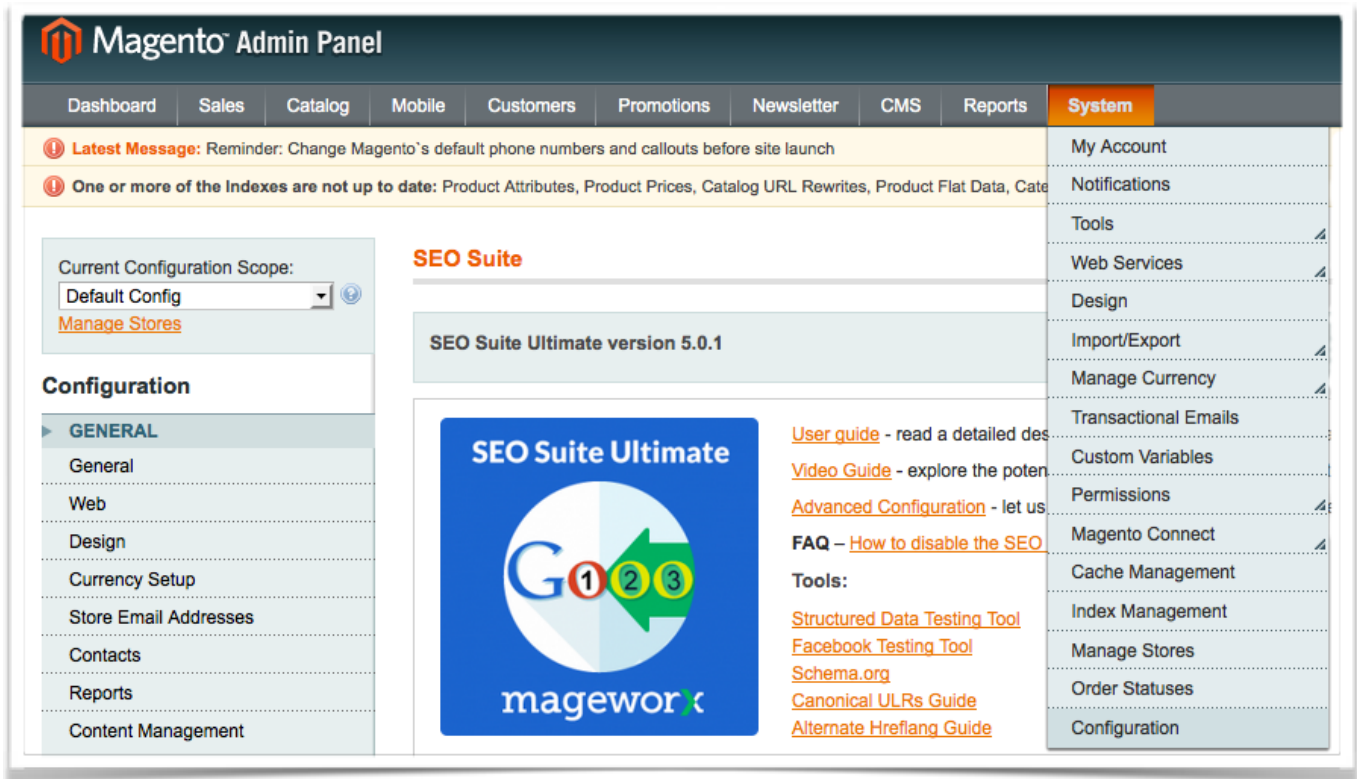
When you are done with all the settings, click the *Save Config button* and you will get such an XML sitemap:

This XML file does not appear to have any style information associated with it. The document tree is shown below.

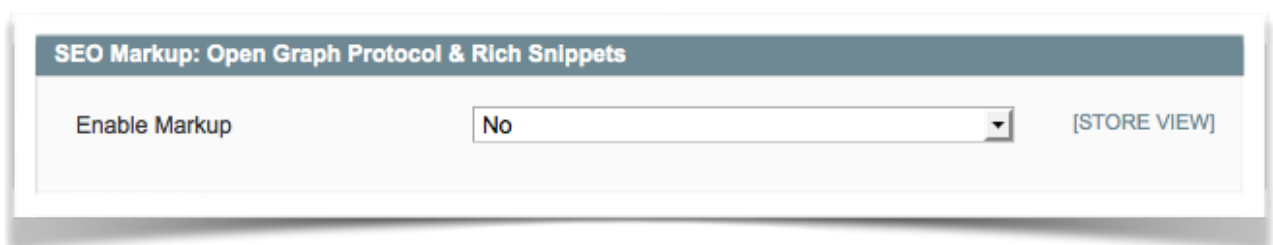
```
- <urlset>
  - <url>
    - <loc>
      http://seo-extensions.magentoext.com/furniture.html
    </loc>
    <lastmod>2015-05-06</lastmod>
    <changefreq>daily</changefreq>
    <priority>0.5</priority>
  </url>
  - <url>
    - <loc>
      http://seo-extensions.magentoext.com/electronics.html
    </loc>
    <lastmod>2013-04-05</lastmod>
    <changefreq>daily</changefreq>
    <priority>0.5</priority>
  </url>
  - <url>
    <loc>http://seo-extensions.magentoext.com/apparel.html</loc>
    <lastmod>2008-08-07</lastmod>
    <changefreq>daily</changefreq>
    <priority>0.5</priority>
  </url>
  - <url>
    - <loc>
      http://seo-extensions.magentoext.com/apparel/shirts.html
    </loc>
    <lastmod>2008-08-08</lastmod>
    <changefreq>daily</changefreq>
    <priority>0.5</priority>
  </url>
  - <url>
    - <loc>
      http://seo-extensions.magentoext.com/electronics/cell-phones.html
    </loc>
    <lastmod>2008-08-07</lastmod>
    <changefreq>daily</changefreq>
    <priority>0.5</priority>
  </url>
  - <url>
```

8. Extended Rich Snippets

To enable structured data markup, go to System - Configuration - MageWorx - SEO Suite Ultimate - SEO Markup: Open Graph Protocol & Rich Snippets and select the *Yes* option in the *Enable Markup* dropdown.



Also, from here you can disable this functionality for all your pages at once. To do that, select the *No* option in this menu and click Save to apply the changes.



8.1 Markup Data for Website Info

Scroll down to the *Website Info* section.

This is the place where you can enable marking up your site with *Open Graph*, *Twitter Cards* and other *Markup tags* to take control over how your website info appears in search results and in social media.

Using these tags, you can create a more appealing visual presentation of your site on Facebook, will enrich the standard tweets with additional content, media and links, and make your site stand out in the search results.

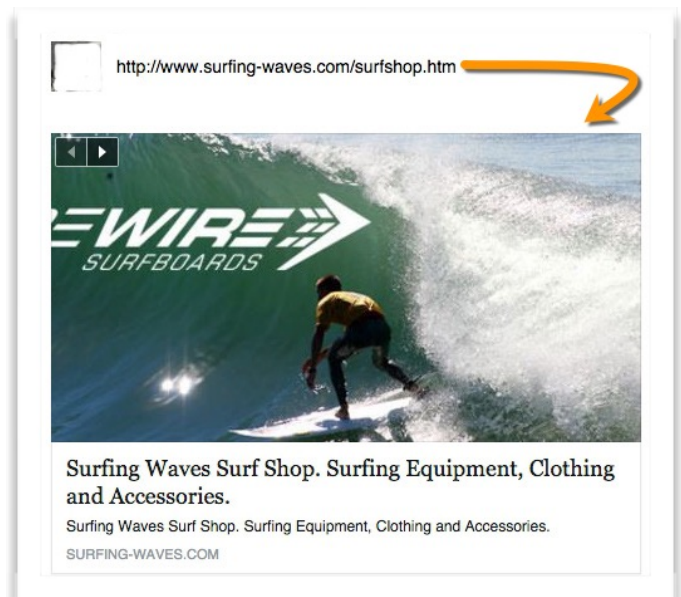
Website Info:

Enable in Open Graph	Yes	[STORE VIEW]
----------------------	-----	--------------

Enable in Open Graph — enabling this setting lets you deliver the highest quality posts on Facebook. Adding Open Graph tags to your store will help the Facebook Crawler pick up the right title and description for the shared page, as well as supply them with the most suitable preview image.

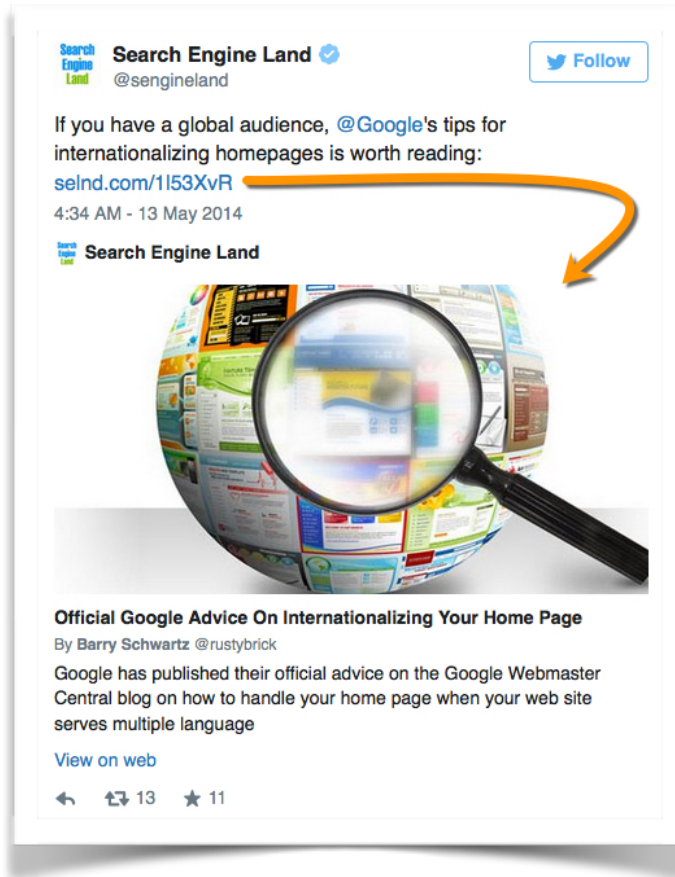
[Visit this page](#) to learn more about the way Open Graph tags work.

Enable in Twitter Cards — with this feature you can provide a media-rich experience to those who view your Twitter content.



Enable in Twitter Cards ▾	Yes	[STORE VIEW]
Twitter Username	markusshoestore	[STORE VIEW]

If enabled, the standard Tweet with your site URL will be transformed into *the Summary Card* and accompanied with an additional title, an extra up-to-200 words description, and an image.



Additionally, you can enter your *Twitter name* - it will be shown under the card's title. The feature comes useful if you share something under your company account, but want to let your audience know who is posting.

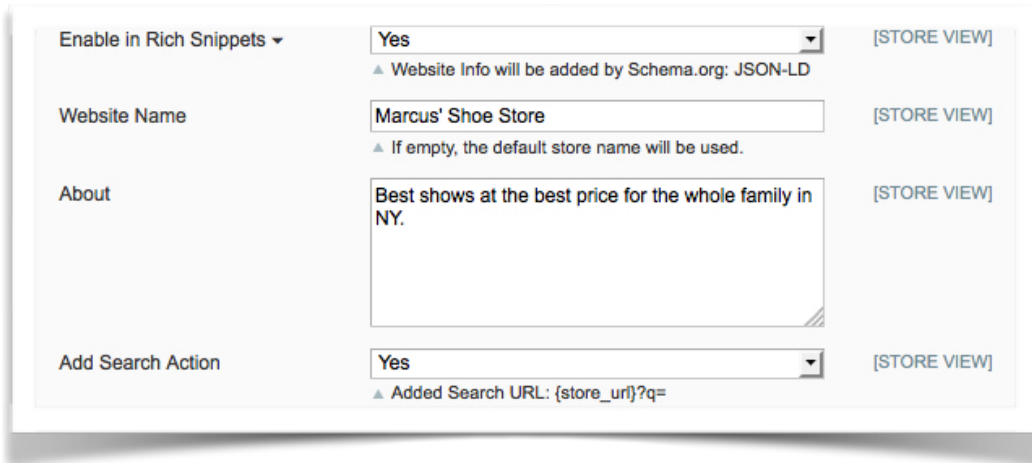
[Visit this page](#) to learn more about Twitter Cards.

Enable Rich Snippets — the feature adds extra info about your store (a store name/description) in the search results.

Also, the extension is capable of adding the search field (*Sitelinks Search Box*), so people can search your website right from the search results page.

[Follow this link](#) to learn more about this functionality.

These are the settings you need to enable to add your website info and the onsite search field:



The screenshot shows a settings panel with the following fields and values:

- Enable in Rich Snippets**: A dropdown menu set to "Yes". Below it, a note says "Website Info will be added by Schema.org: JSON-LD".
- Website Name**: A text input field containing "Marcus' Shoe Store". Below it, a note says "If empty, the default store name will be used."
- About**: A text area containing "Best shows at the best price for the whole family in NY."
- Add Search Action**: A dropdown menu set to "Yes". Below it, a note says "Added Search URL: {store_url}?q=".

Each field has a "[STORE VIEW]" link to its right.

IMPORTANT

Note that the website info will be added by the *JSON-LD* method.

Basically, *JSON-LD* is a data-linking format used for the embedding of markup data in a script tag. The biggest advantage is that it lets you entirely separate the markup data from the HTML code. So one doesn't need to tweak the actual HTML elements, when using it.

[Visit this page](#) to learn more about JSON-LD Schema.Org method.

8.2 Optimizing Merchant (Seller) Info

The next group of settings lets you markup the seller info. You can select to show your business type (according to Schema.Org), add a store name, description, and social links.

Additionally, you can add your personal details, such as a telephone number, fax and location (state/ region, street, and ZIP code).

Merchant (Seller) Info:

Enable in Rich Snippet

Yes

[STORE VIEW]

Seller Type (by Schema.org)

Computer Store

[STORE VIEW]

Name

iComputer Store, NY

[STORE VIEW]

Description

Best choice of Apple, Toshiba, Samsung laptops in NY

[STORE VIEW]

Social Links

<https://twitter.com/icomputer>
<https://www.facebook.com/icomputer>

[STORE VIEW]

List of links in socials

Example:

<https://twitter.com/mageworxteam>
<https://www.facebook.com/mageworx>

Phone

+1 923847 23746824

[STORE VIEW]

Fax

+1 484375925 589595

[STORE VIEW]

Email

icomputer@gmail.com

[STORE VIEW]

Location

NYC

[STORE VIEW]

Region

NY

[STORE VIEW]

Street

5th Ave, 24

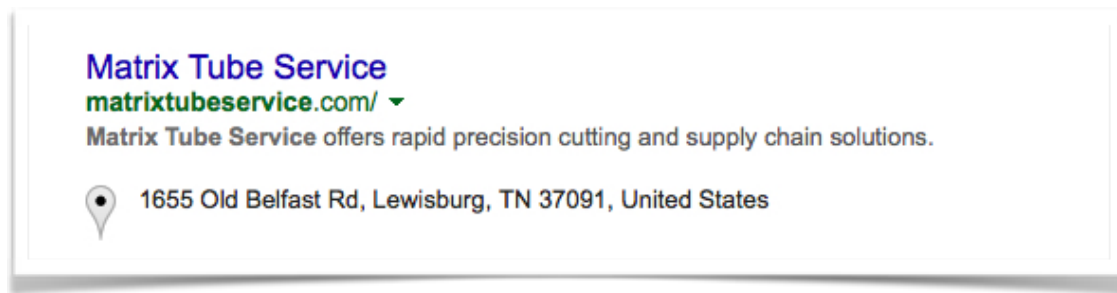
[STORE VIEW]

Postal Code

23472

[STORE VIEW]

The result will be the following:

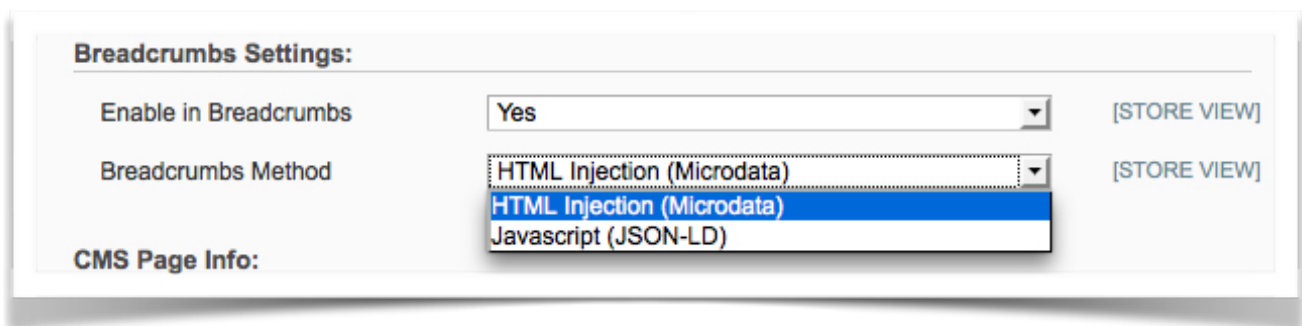


8.3 Breadcrumbs Optimization

Scroll down to the next block of settings to optimize breadcrumbs for rich snippets.

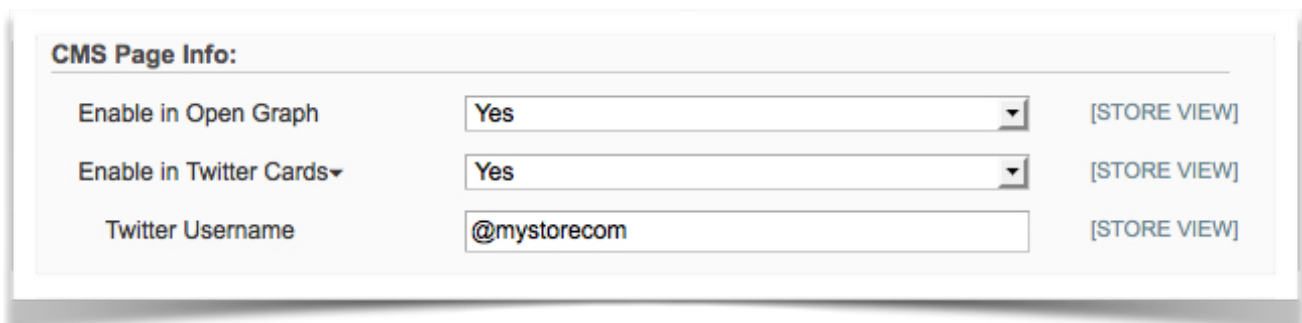
Note that you can use different breadcrumbs optimization methods:

- HTML injection (by inserting tags right into the page code)
- Javascript (using the JSON-LD data-linking format)



8.4 CMS Page Data Markup

Next, you may select enabling the Open Graph protocol and Twitter Cards for you CMS pages.



8.5 Product Page Data Markup

In this block of settings you can optimize your site markup to display *prices, reviews, ratings, availability of your products*. These values can be included in your Facebook posts, Twitter Cards and search engine rich snippets.

Product Page Info:

Enable in Open Graph	Yes	[STORE VIEW]
Enable in Twitter Cards ▾	Yes	[STORE VIEW]
Twitter Username	@mystoretwitter	[STORE VIEW]
Enable in Rich Snippet ▾	Yes	[STORE VIEW]
▲ Includes the entity of a product (name, image, description, aggregate rating, offering with price, availability, webpage language). Can be verified with Google Testing Tool		
Rich Snippet Method	HTML Injection (Microdata)	[STORE VIEW]

NOTE! By default, the product entity will include the following attributes: *product name, preview image, rating, price, availability and website language*.

The extension lets you notify Google of extra attribute to include into rich snippets. Such as:

- Category
- Color
- Manufacturer
- Brand
- Model
- Gtin
- Weight
- Dimensions
- Condition

Under these settings you can choose which payment and delivery methods to include, add SKU, and define best rating (numeric scale, such as 1 to 5 star).

Add Category ▼	Yes	[STORE VIEW]
Use Deepest Category	No	[STORE VIEW]
▲ Set "Yes", if products are assigned to multiple categories and sub-categories in the same chain.		
Add Color ▼	No	[STORE VIEW]
Add Manufacturer ▼	Yes	[STORE VIEW]
Manufacturer Attribute Code	color (Color)	[STORE VIEW]
Add Brand ▼	Yes	[STORE VIEW]
Brand Attribute Code	custom_design_to (Active To)	[STORE VIEW]
Add Model ▼	No	[STORE VIEW]
Add Gtin ▼	Yes	[STORE VIEW]
Gtin Attribute Code	custom_layout_update (Custom Layout Update)	[STORE VIEW]
Add Weight ▼	No	[STORE VIEW]
Add Dimensions ▼	No	[STORE VIEW]
▲ Dimensions are of the form '[Number] {Length unit of measure}'. E.g., '7 ft', '10'.		
Add Condition ▼	No	[STORE VIEW]

NOTE! In case the best rating field is left blank, "5" is set by default.

If SKUs, payment and delivery methods are not chosen, the extension uses the default ones.

8.6 Category Page Data Markup

Our extension marks up category pages in the way the search engines understand. It includes a list of items, and the basic product markup. It's all is fully compliant with Google's guidelines and results in this type of rich snippets:

Best Rating	<input type="text" value="7"/>	[STORE VIEW]
	<small>▲ Doesn't work for the HTML Injection method</small>	
Add SKU	<input type="text" value="Yes"/>	[STORE VIEW]
SKU Attribute Code	<input type="text" value="sku (SKU)"/>	[STORE VIEW]
	<small>▲ If empty, use the default 'sku'.</small>	
Add Payment Methods ▾	<input type="text" value="Yes"/>	[STORE VIEW]
Payment Methods	<input type="text" value="ByBankTransferInAdvance"/> <input type="text" value="ByInvoice"/> <input type="text" value="Cash"/> <input type="text" value="CheckInAdvance"/> <input type="text" value="COD"/> <input type="text" value="DirectDebit"/> <input type="text" value="PayPal"/> <input type="text" value="PaySwarm"/> <input type="text" value="AmericanExpress"/> <input type="text" value="DinersClub"/>	[STORE VIEW]
	<small>▲ If empty, payment methods will be detected automatically.</small>	
Add Delivery Methods	<input type="text" value="Yes"/>	[STORE VIEW]
Delivery Methods	<input type="text" value="DeliveryModeDirectDownload"/> <input type="text" value="DeliveryModeFreight"/> <input type="text" value="DeliveryModeMail"/> <input type="text" value="DeliveryModeOwnFleet"/> <input type="text" value="DeliveryModePickUp"/> <input type="text" value="DHL"/> <input type="text" value="FederalExpress"/> <input type="text" value="UPS"/>	[STORE VIEW]
	<small>▲ If empty, delivery methods will be detected automatically.</small>	

▼ WebPage (1)	
WebPage	
url:	http://m001.local/index.php/electronics.html?cat=15
mainEntity [ItemList]:	
name:	Electronics
url:	http://m001.local/index.php/electronics.html?cat=15
numberOfItems:	9
itemListElement [Product]:	
url:	http://m001.local/index.php/500gb-7200rpm.html
name:	Western Digital 500GB HD - 7200RPM
image:	http://m001.local/media/catalog/product/cache/1/image/265x9df78eab33525d08d6e5fb8d27136e95/images/catalog/product/placeholder/image.jpg
offers [Offer]:	
price:	299
priceCurrency:	USD
availability:	In stock
itemListElement [Product]:	
url:	http://m001.local/index.php/1tb-7200rpm.html
name:	Western Digital - 1TB HD - 7200RPM
image:	http://m001.local/media/catalog/product/cache/1/image/265x9df78eab33525d08d6e5fb8d27136e95/images/catalog/product/placeholder/image.jpg

Select the **Yes** option to enable rich snippets on category pages (note that the *JSON:LD method* will be used in this case).

Additionally, if there is *NOINDEX* meta robots tag on some of your category pages (e.g. layered navigation pages with applied filters), you can can hide markup tags there.

To inform search engines about your special product offers, make sure you enable the *Show Product Offers* option.

8.7 Events Data Markup

Events that meet Google's policy guidelines may be eligible for Rich Snippets in search results.

The extension lets you notify Google about the details of the organized public events, such as a musical gig, exhibition, food fest, marathon, etc. Also, this functionality will be of great help if you sell bus, ferry, airplane tickets.

To enable this functionality, please scroll down to the bottom of the Rich Snippet settings. Also, from here you can select which attribute sets will be used in your rich snippet events.

Event Info:

Enable in Event ▾

Yes ▾

[STORE VIEW]

▲ For such events as a food festival, music concert, sporting contests and the others. Implemented with the JSON-LD Markup method.

Event Attribute Set

Cameras

Cell Phones

Computer

CPU

Default

Furniture

Hard Drive

Monitors

RAM

Shirts (General)

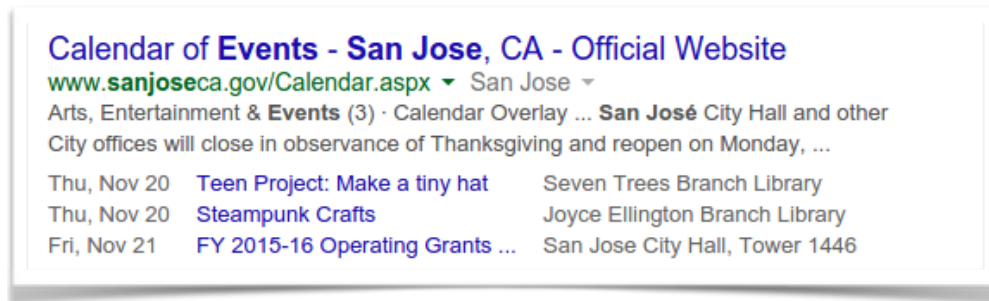
[STORE VIEW]

▲ For the choosen attributes the "Events" entity will be set.

Below, you can specify your event type (according to Schema.Org), best rating, description, location, address, etc. attribute codes.

When done with the settings, click OK for the changes to take into effect.

That will result in something like that:



IMPORTANT NOTICE

If you have optimized your data markup correctly, you will see how many pages the rich snippets were detected on in your Google Webmaster Tools under [Account – Optimization – Structured Data](#). You can find more details about the rich snippets [here](#).

9. SEO Cross Linking

Cross Linking is a must-have to make an SEO-friendly eCommerce store. Our extension lets you automatically link any keyword/ keyword phrase to any product and category pages.

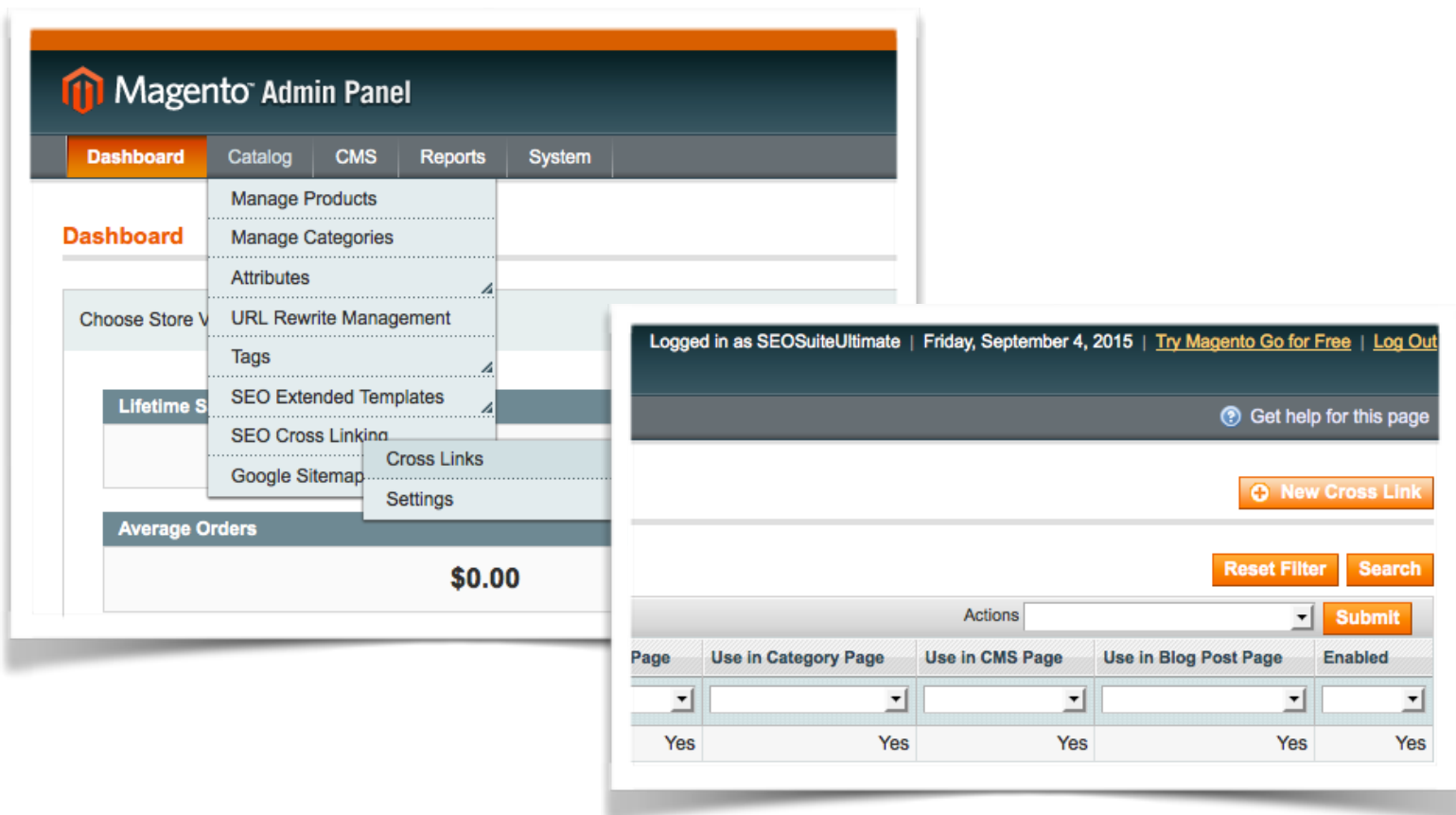
By linking your pages this way, you will be able to drive more traffic to the promoted pages, improve store navigation and user experience.

On top of that, a well-organized store structure will help you better index your store pages and more effectively drive link juice to important target pages.

Additionally, you can link your product, category, CMS or AW Blog post pages to any relevant external source.

9.1 Create/ Edit Cross Link Rule

To create a new Cross Link rule, go to *Catalog - SEO Cross Linking - Cross Links* and hit the 'New Cross Links' button in the right upper corner.



The screenshot displays the Magento Admin Panel interface. On the left, the 'Catalog' menu is expanded, showing 'SEO Cross Linking' as a sub-item. The main content area shows the 'Cross Links' configuration page. At the top, there's a 'New Cross Link' button. Below it, there are 'Reset Filter' and 'Search' buttons. A table is visible with columns for 'Page', 'Use in Category Page', 'Use in CMS Page', 'Use in Blog Post Page', and 'Enabled'. The table has a single row with 'Yes' values for all columns. The 'Page' column has a dropdown menu.

Page	Use in Category Page	Use in CMS Page	Use in Blog Post Page	Enabled
Yes	Yes	Yes	Yes	Yes

This is the place where you can enter the list of keywords that will get equipped with links.

SEO Cross Link Edit

Template Information

Keyword *

android
android phone
android smartphone
android app+
android theme

▲ NOTE: Enter one keyword (keyword phrase) per line.
A new cross link rule will be created for each entered keyword.

For multiple keywords use the Reduced Multisave Priority feature. It reduces the keyword priority for every next keyword on the list (thus, the most important keywords appear in the first place).

Adding '+' before or after a keyword will apply the Cross Link rule to all its variations. E.g. Entering 'iphone 5+' will apply the rule to 'iphone 5s', 'iphone 5c', etc. (but not to 'iphone 5').

For more info, follow the [link](#).

IMPORTANT! You should enter only ONE keyword/ keyword phrase per line.

For more advanced ways to add keywords for creating internal store links, [follow this link](#).

Next, you need to specify the *Link Title*, select how your crosslinks will be opened (in the same window, or in a new one) and choose the *Store Views* this cross link rule will be applied to.

Link Title

Android Phones

Link Target

new window (_blank)

Store View *

All Store Views

Main Website

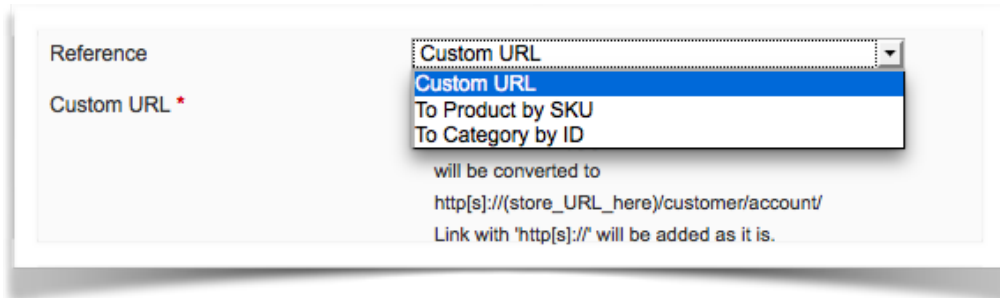
Main Store

English

French

German

In the *Reference* drop-down you can specify the pages your internal store links will be linked to. That can be specified by the *Category ID* and *Product SKU*.



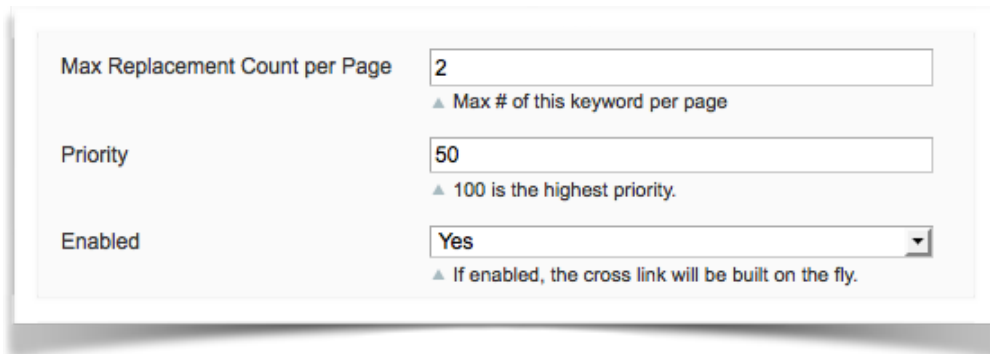
The screenshot shows a form with a 'Reference' dropdown menu. The dropdown is open, showing options: 'Custom URL', 'To Product by SKU', and 'To Category by ID'. Below the dropdown, there is a note: 'will be converted to http[s]://(store_URL_here)/customer/account/' and 'Link with 'http[s]://' will be added as it is.'

Also, under these settings you can add any custom URL on your site, or any other external source.

Just note that Link without '[http\[s\]://](http[s]://)' as [customer/account/](http[s]://(store_URL_here)/customer/account/) will be converted to [http\[s\]://\(store_URL_here\)/customer/account/](http[s]://(store_URL_here)/customer/account/); while a link with '[http\[s\]://](http[s]://)' will be added as it is.

Next, you need to specify:

- *Max Replacement Count per Page* (this is the maximum # of times a the specified keyword will get equipped with a cross link),
- *Priority* (defines the order in which your keywords will be replaced; 100 is the highest priority),

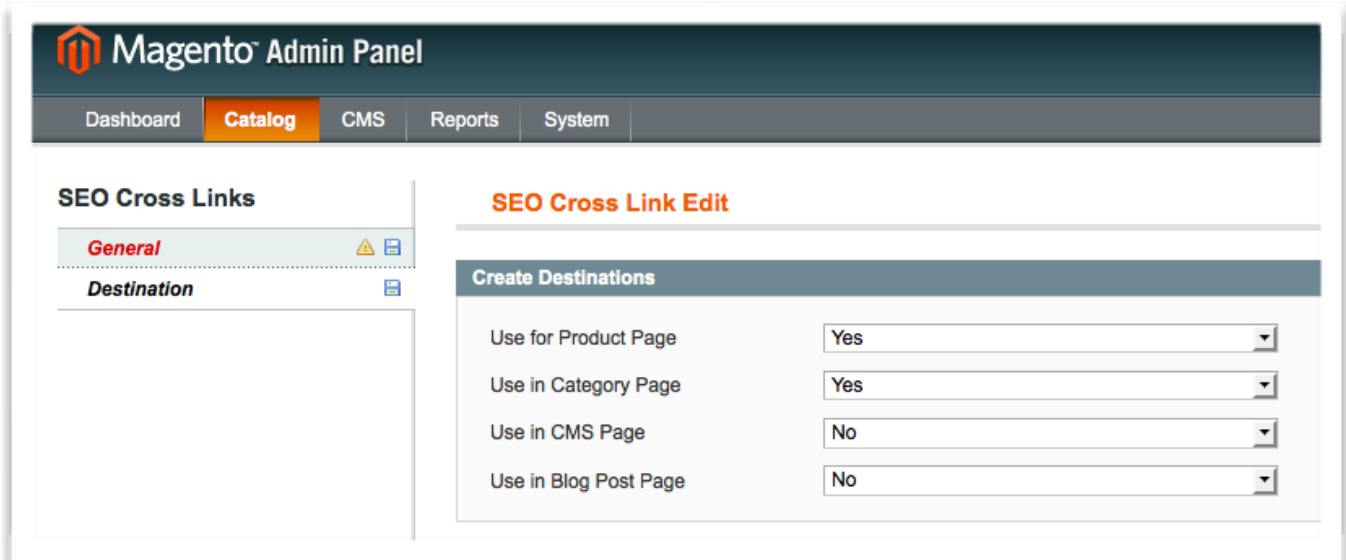


The screenshot shows a form with three settings: 'Max Replacement Count per Page' set to 2, 'Priority' set to 50, and 'Enabled' set to Yes. Below each setting is a note: 'Max # of this keyword per page', '100 is the highest priority.', and 'If enabled, the cross link will be built on the fly.'

- enable/ disable adding cross links for the entered keywords on the fly.

When done, Switch to the *Destination* tab.

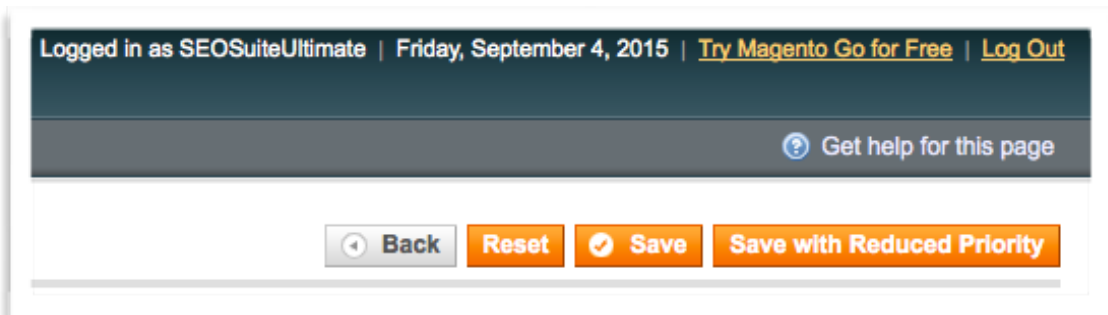
This is the place, where you can specify which pages the cross links should appear on. The extension lets you add this type of links on product pages, category pages, CMS pages or AheadWorks Blog pages.



The screenshot shows the Magento Admin Panel interface. The top navigation bar includes 'Dashboard', 'Catalog' (highlighted), 'CMS', 'Reports', and 'System'. The main content area is titled 'SEO Cross Link Edit'. On the left, there is a sidebar with 'SEO Cross Links' and a sub-section 'General' (highlighted) with a 'Destination' field. The main section 'Create Destinations' contains four settings:

Create Destinations	
Use for Product Page	Yes
Use in Category Page	Yes
Use in CMS Page	No
Use in Blog Post Page	No

At the last step, click the *Save* button in the right upper corner to save all the settings.



The screenshot shows the footer of the Magento Admin Panel. It includes the following text: 'Logged in as SEOSuiteUltimate | Friday, September 4, 2015 | [Try Magento Go for Free](#) | [Log Out](#)'. Below this is a 'Get help for this page' link. At the bottom, there are four buttons: 'Back', 'Reset', 'Save' (highlighted), and 'Save with Reduced Priority'.

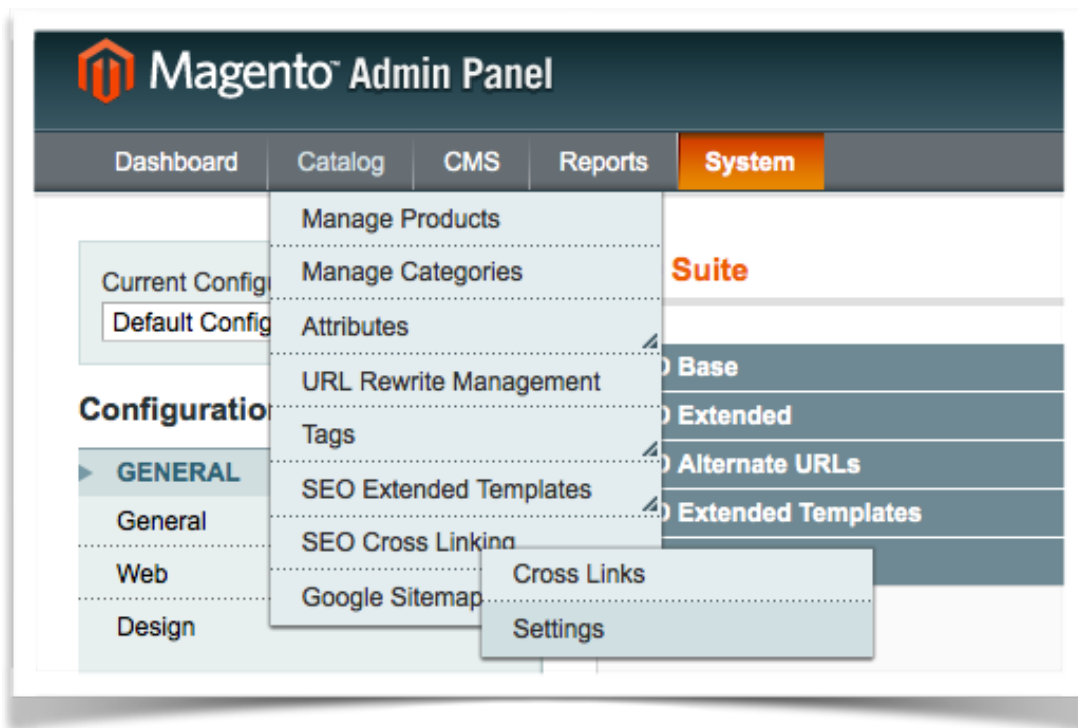
IMPORTANT

For multiple keywords, you may use the *Reduced Multisave Priority* feature. It reduces the keyword priority for every next keyword on the list (thus, the most important keywords appear in the first place).

To enable it, just click the *Save with Reduced Priority* button in the right upper corner. To edit a Cross Link rule, just select it from the list and click on it.

9.2 General Cross Linking Settings

To tweak the general Cross Link settings, go to *Catalog - SEO Cross Linking - Settings*. Alternatively, you can do that under *System - Configuration - MageWorx - SEO Suite - SEO Cross Links*.



From here you can *enable the Cross Link functionality*. If enabled, the CrossLinks will be inserted on the fly on all the relevant pages.

Also, Cross Links can be individually disabled for any Product/Category page (in the pages Meta Information Tab).

Next, you can specify the *total number of words* that will be equipped with links on *product, category, CMS or AheadWorks Blog pages*.

Scroll down to specify where keywords should be replaced with links on product pages. That can be done either in the *short product description* field or in the text for *standard product description*.

SEO Cross Links		
Enable ▾	Yes ▾	[STORE VIEW]
<p>▲ If enabled, the Cross Links will be inserted on the fly on all the relevant pages.</p> <p>Also, Cross Links can be individually disabled for any Product/Category page (in the pages Meta Information Tab).</p>		
Total Max Replacement Count for Product Page	2	[STORE VIEW]
▲ Cross Links can be displayed in the description fields		
Total Max Replacement Count for Category Page	2	[STORE VIEW]
▲ Cross Links can be displayed in the description fields		
Total Max Replacement Count for CMS Page	2	[STORE VIEW]
<p>▲ Cross Links can be displayed in the content field (with the exception of the widget contents).</p> <p>NOTE: Cross Links can not be created on the homepage.</p>		
Total Max Replacement Count for AW Blog Page	3	[STORE VIEW]
▲ Cross Links can be displayed in the post content field (with the exception of the widget contents).		
Replace on Product Page In	Product Short Description	[STORE VIEW]
	Product Description	

IMPORTANT

Here you set the default values that will be applied when adding new keyword rules.

Note that cross links placed on product and category pages can be displayed in the description fields. As for the cross links places on CMS pages and AheadWorks Blog pages, they can also be displayed in the content field but with the exception of the widget contents.

Cross Links can NOT be created on the Homepage.

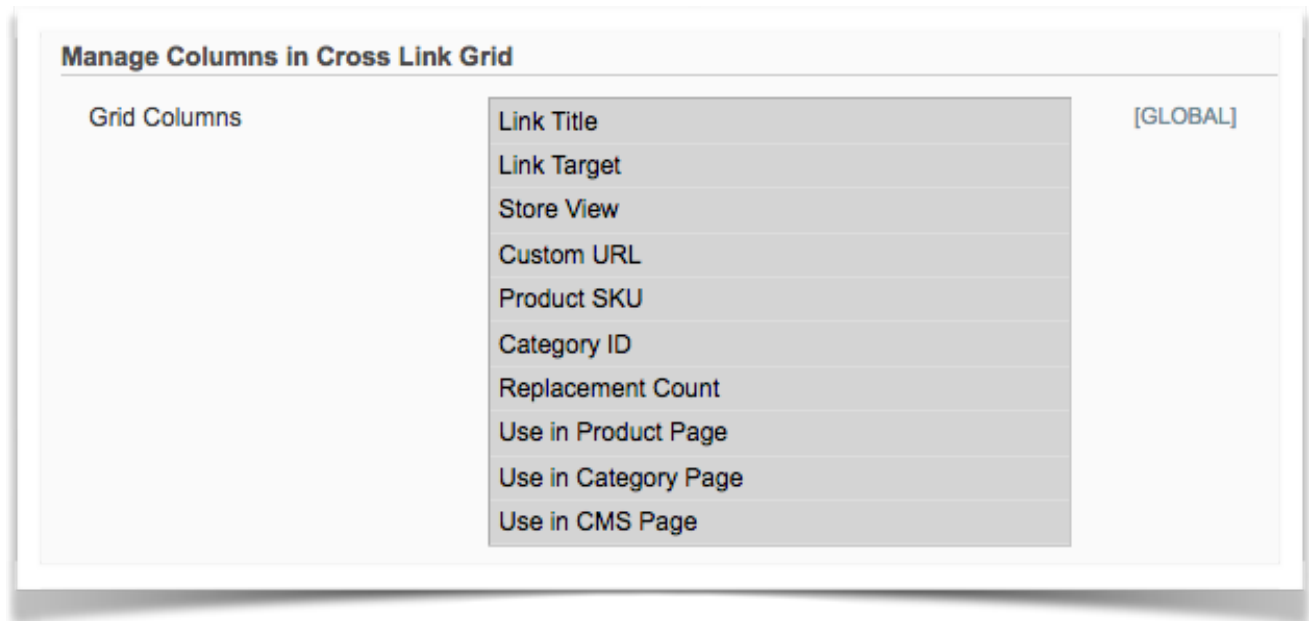
Also, under the General Cross Link settings you can *set a row of the default values*, such as:

- the default reference,
- replacement count,
- priority,
- the default values for the destination tab,
- and more.

Show Default Values for Cross Link Edit Page

Default Reference	<input type="text" value="Custom URL"/>	[GLOBAL]
Default Replacement Count	<input type="text" value="2"/>	[GLOBAL]
Default Priority	<input type="text" value="50"/> <small>▲ 100 is the highest priority.</small>	[GLOBAL]
Enable by Default	<input type="text" value="Yes"/>	[GLOBAL]
Default Values for 'Destination' Tab	<div> <div>Product Page</div> <div>Category Page</div> <div>CMS Page Content</div> <div>AW Blog</div> </div>	[GLOBAL]

And finally, under these settings, you can manage the *Cross Link Grid* columns.



At the end, click *Save Config* for the changes to take into effect.

Starting with 6.3.0 version it's possible to disable cross links on specific CMS pages. In the Admin panel go to CMS - Pages - choose the necessary page.

Under the Meta Data tab, enable/disable the “Exclude from CrossLinking” setting.

10. Alternate URLs/ Hreflang tag

If you are running a multi-language store with the same content localized for different languages, that may [trigger duplicate content issues](#).

To avoid it, you need to inform Google that all these pages are just the alternate versions of the original one.

The *hreflang tag* helps Google understand which version of your website should be shown in which country. Thus, the search engine will deliver the correct language version of the site to the targeted foreign audience. Also, Google won't treat these localized pages as duplicates.

To enable this functionality in the extension, go to System - Configuration - SEO Suite Ultimate - SEO Base: Alternate Hreflang URLs.

First, you need to *specify the Alternate URLs Scope*. It can be set as *Website* or as *Global*. In the former case, the Alternate URLs work within one website only, in the latter one — the Alternate URLs work between websites.

Alternate URLs Scope

Website
Global
Website

If set to "Global", the Alternate URLs work between websites.

Next, you may dig deeper and specify what to set Alternate URLs for. They can be set for *categories, products and CMS pages*.

Alternate Hreflang ▼	Yes	[STORE VIEW]
Enabled for Category	Yes	[STORE VIEW]
Enabled for Product	Yes	[STORE VIEW]
Enabled for CMS pages	Yes	[STORE VIEW]

Sometimes, you may need to configure your Magento site to make each Store View have a different default language.

Say, you have two Store Views with English and Spanish default languages. By default, the alternate URLs will use the codes of these languages, and you will get hreflang="en" and hreflang="es".

Add Country Code ▾	Yes ▾	[STORE VIEW]
Use Country Code from Default Country ▾	No ▾	[STORE VIEW]
Select Country Code	British Virgin Islands (VG) ▾	[STORE VIEW]

However, in case you need to use a language that is different from the one currently set for the Store View, you can disable the *Use Language Code from Default Locale* setting and select the language for the alternate URLs manually:

Use Language Code from Default Locale ▾	No ▾	[STORE VIEW]
Select Language Code	Ukrainian (uk) ▾	[STORE VIEW]

You may also define a language for each Store View. To do that, just select the *View* option in the *Scope* drop-down (located above the left configuration menu) and set the necessary language.

Also, you may set the Store View default language under System – Configuration – General – Locale Options – Locale.

In case you have one page for English speakers in Canada and the other page for your audience for United States, it's necessary to add a country code for the alternate URLs. Thus, you will specify different countries for the pages in the same language.

Under System - Configuration - SEO Suite Ultimate - SEO Base: Alternate Hreflang URLs, you can disable the 'Use Country Code from Default Country' feature and manually choose the country you need.

Next, you need to set the *X-default hreflang attribute* for pages you haven't created localized content for.

This way you will inform the search engines that not localized pages doesn't target any specific country/ language and can be displayed to site visitors when no other page corresponds to their queries.

X-default	Main Website English (code: en ID: 1)	[GLOBAL]
	Main Website German (code: de ID: 2)	
	Main Website French (code: fr ID: 3)	

Localized CMS pages all have different IDs and most likely — different URL keys. That may trigger the following issue: the system just won't be able to define the localized versions of the same page, and hence won't add the alternate URLs.

To solve that, you need to connect pages of these type by means of *ID*, *URL key* or an *hreflang attribute*.

Multi-stores CMS pages relation [GLOBAL]

By Hreflang Key

By ID

By URL Key

By Hreflang Key

(for each CMS page (except for the home page)).

That can be done under System - Configuration - SEO Suite Ultimate - SEO Base: Alternate Hreflang URLs.

To include all Alternate URLs into your XML sitemap, choose the 'Yes' option here (System - Configuration - SEO Suite Ultimate - Extended XML Sitemap).

Overview of Alternate Hreflang Settings [GLOBAL]

Main Website			
Store (code/ID)	Hreflang Code		
	Product	Category	CMS Page
English (en / 1)	en	en	en
French (fr / 3)	fr	fr	fr
German (de / 2)	de	de	de

▲ Save the changed configuration to refresh the table.

To overview all you Alternate hreflang settings, jump back to System - Configuration - SEO Suite Ultimate - SEO Base: Alternate Hreflang URLs.

11. SEO Redirects

11.1 Redirects for Deleted Products

When you *delete a product*, customers who use the direct link may get onto the 404 page and leave your website. To avoid this, you need to create a temporary or permanent redirect for such product pages.

With SEO Suite Ultimate, you can set redirects to a *product category* or *priority category*.

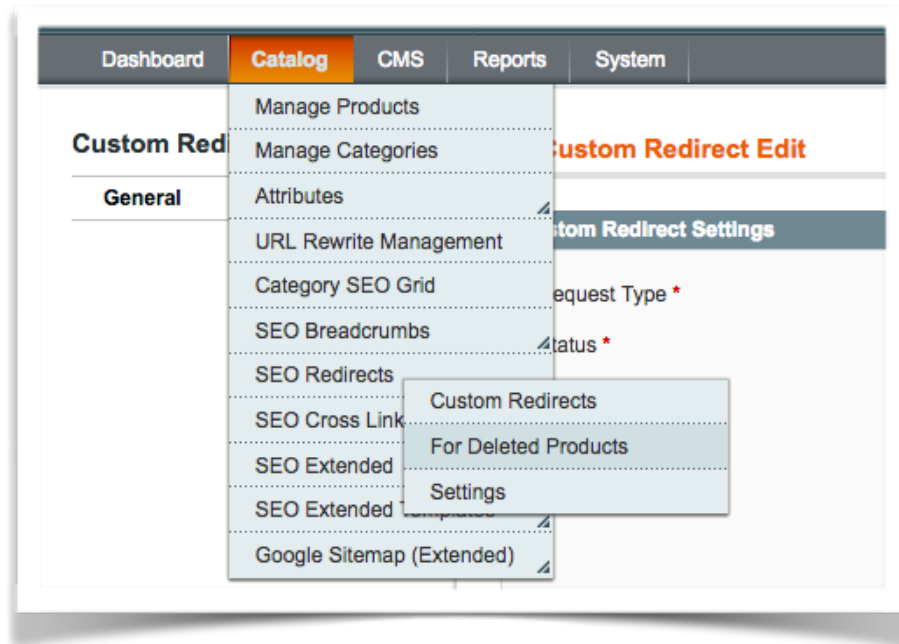
To configure general settings for SEO Redirects, go to Catalog - SEO Redirects - Settings.

SEO Redirects		
Enable	Yes	[STORE VIEW]
Redirect Type	301 Moved Permanently	[STORE VIEW]
Default Redirect To	Product Category	[STORE VIEW]
Time period (in days) to keep redirects on the website	90	[STORE VIEW]
▲ Can be set between 30 and 365 days		

From here, you can enable or disable redirects. Also, under these settings, you can set:

- *Redirect Type* — you can choose either *301 Moved Permanently* or *302 Found* pages redirect,
- *Default Redirect To* feature — allows you to select the destination of the redirect: *product category* or *priority category*.
- *Time period (in days) to keep redirects on the website* — the option is used to set a number of days to keep the set redirect(-s) active. You can set it for the period from 30 to 365 days.

You can manage redirects for the deleted products under *Catalog - SEO Redirects - For Deleted Products*.



Here, you can conveniently manage redirects of this type:

- *enable or disable* redirects for certain deleted products,
- change the *product category* or *priority category*,
- view *the number of hits* for each redirect
- *permanently delete* an unneeded product from the 'Redirects' grid.

Manage Deleted Product Redirects

Page 1 of 1 pages | View 20 per page | Total 4 records found

Select All | Unselect All | Select Visible | Unselect Visible | 0 items selected

	ID ↑	Product ID	Product SKU	Product Name	Request Path	Product Category ID	Product Category Name	Priority Category ID	Priority Category Name	Action
Any		From: <input type="text"/>				From: <input type="text"/>	-----Eyewear	From: <input type="text"/>		
		To: <input type="text"/>				To: <input type="text"/>		To: <input type="text"/>		
<input type="checkbox"/>	1	339	ace002	Retro Chic Eyeglasses	retro-chic-eyeglasses.html	18	Eyewear	18	Eyewear	1 Jun 1, 2016 2:16:27 AM
<input type="checkbox"/>	2	339	ace002	Retro Chic Eyeglasses	catalog/product/view/id/339	18	Eyewear	18	Eyewear	0 Jun 1, 2016 2:16:27 AM
<input type="checkbox"/>	3	339	ace002	Retro Chic Eyeglasses	accessories/eyewear/retro-chic-eyeglasses.html	18	Eyewear	18	Eyewear	0 Jun 1, 2016 2:16:27 AM
<input type="checkbox"/>	4	339	ace002	Retro Chic Eyeglasses	catalog/product/view/id/339/category/18	18	Eyewear	18	Eyewear	0 Jun 1, 2016 2:16:27 AM

Change "Enabled/Disabled"
Change Product Category
Change Priority Category
Change Hits
Delete

Also, you can overview all the *request paths* used for redirects.

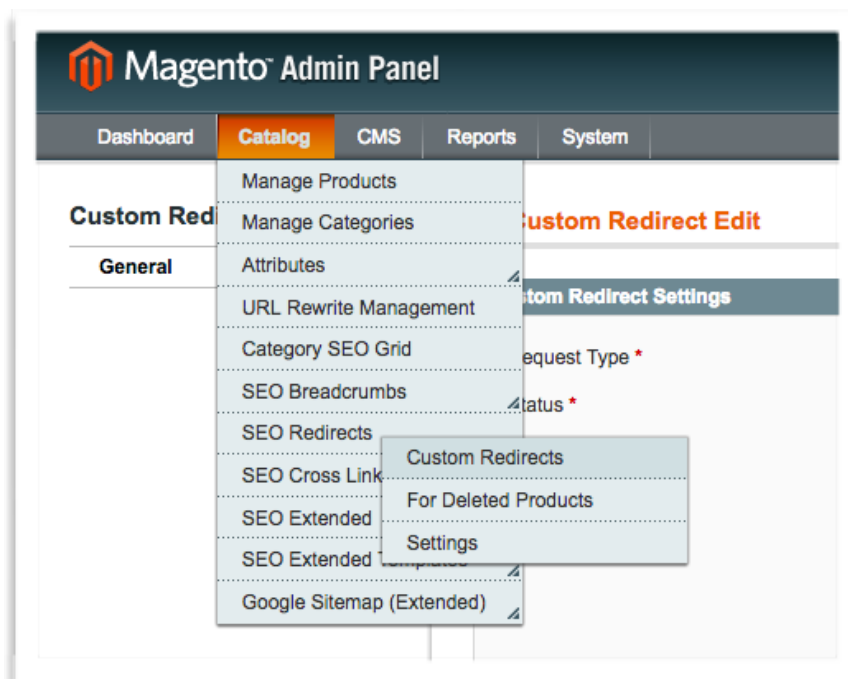
If a product belongs to multiple categories, you may set their priority. This setting is optional and allows you to define which category will be used first when redirecting that particular product.

To configure category priority, go to *Catalog – Manage Categories*.

11.2 Custom Redirects

Also, with the extension, you can set custom redirects for any product, category or CMS page.

To be able to do that, go to *Catalog - SEO Redirects - Custom Redirects*.



To add a new custom redirect, click the 'New Custom Redirect' button in the right upper corner.

In the new window, you can:

- select the redirect type (that can be either the 301 permanent redirect, or the 302 temporary one),
- enable / disable this custom redirect,
- assign the redirect to different *Store Views* *,
- set *Request Entity Type* — aka a *redirected page* **,
- specify *Target Entity Type* — a *destination page* **.

* Note that a custom redirect can be assign only to one store view at once. If you select the 'All Store Views' option, a separate redirect will be created for each Store View.

** You can add redirected and destination pages by entering a *Product ID* for a product page, selecting a *category page* from the *drop-down list*, adding a *CMS Page ID* or just by entering the *direct URL* of that page.

In the *Manage Custom Redirects* section, you can overview and manage your custom redirects.

Manage Custom Redirects

New Custom Redirect

Page 1 of 1 pages | View 20 per page | Total 2 records found

Reset Filter Search

Select All | Unselect All | Select Visible | Unselect Visible | 0 items selected

Actions

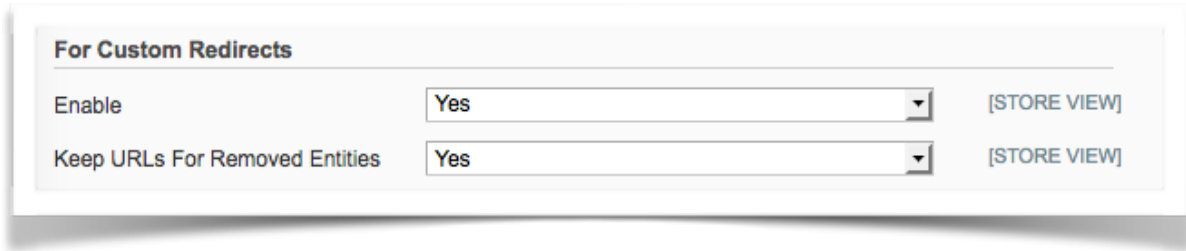
Submit

	ID ↑	Redirect From(Type)	Redirect To(Type)	Redirect Type	Redirect From	Redirect To	Status	Store View	Date Created	Date Modified	Action
Any ▾								All Store ▾	From: <input type="text"/> To: <input type="text"/>	From: <input type="text"/> To: <input type="text"/>	
<input type="checkbox"/>	1	Category	Category	Permanent redirect(301)	Women; id: 4	Men; id: 5	Enable	Main Website Madison Island English	Aug 9, 2017 2:43:04 AM	Aug 9, 2017 2:43:04 AM	Edit
<input type="checkbox"/>	2	Category	Category	Permanent redirect(301)	New Arrivals; id: 10	Accessories; id: 28	Disable	Main Website Madison Island English	Aug 8, 2017 6:52:10 PM	Aug 8, 2017 6:52:10 PM	Edit

Here, you can mass enable / delete all your custom redirects.

Also, under the general extension's settings (*System — Configuration — SEO Suite Ultimate — SEO redirects*), you can:

- enable/disable all redirects at once,
- keep URLs for removed entities*



For Custom Redirects		
Enable	Yes	[STORE VIEW]
Keep URLs For Removed Entities	Yes	[STORE VIEW]

- * Say, you redirected a category to a product page. If you decide to delete this category, the extension will use its custom URL. Thus, the *category-product* redirect will be transformed into *custom URL-product*, where the custom URL is a deleted category URL.

If this setting is off, such a redirect gets broken, because the extension can't find the deleted category in case its ID is missing.

IMPORTANT!

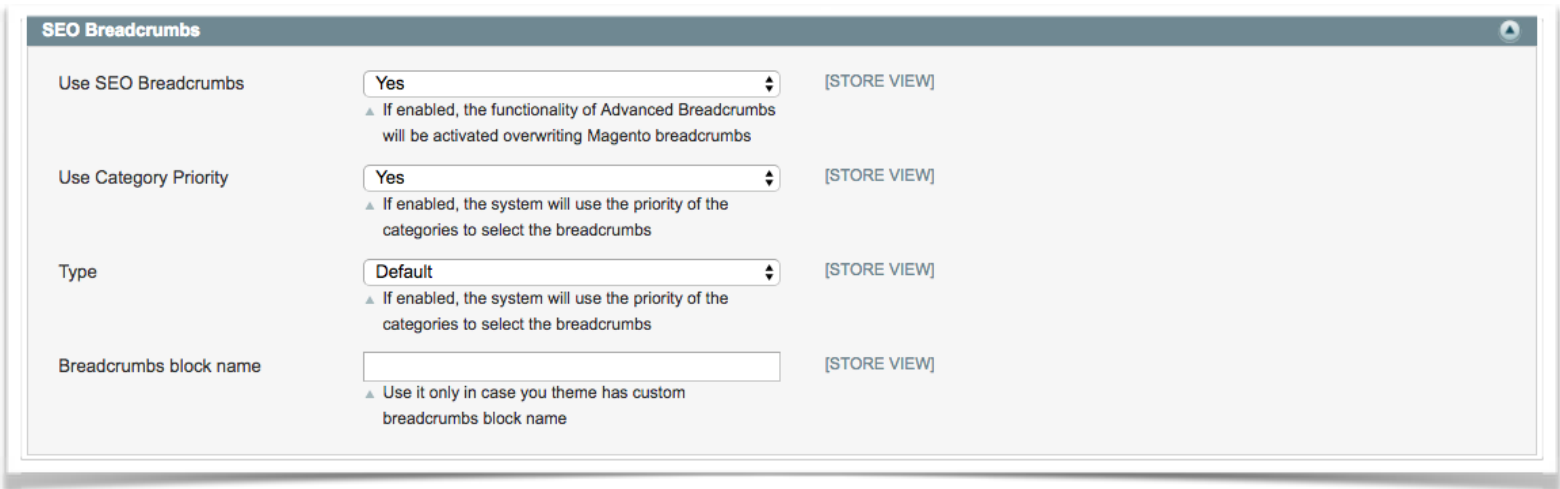
Please also note that for deleted product and category pages, you should either use the '*Redirects for the Deleted Products*' feature OR *keep URLs for removed entities* option in the '*Custom Redirects*'.

If both are enabled, the latter is used by default.

12. SEO Breadcrumbs

You can enhance the default Magento breadcrumbs with more advanced and flexible ones from the SEO Suite Ultimate extension.

To configure SEO Breadcrumbs functionality go to [Catalog - SEO Breadcrumbs - Settings](#).



SEO Breadcrumbs	
Use SEO Breadcrumbs	<div>Yes</div> <div>▲ If enabled, the functionality of Advanced Breadcrumbs will be activated overwriting Magento breadcrumbs</div> <div>[STORE VIEW]</div>
Use Category Priority	<div>Yes</div> <div>▲ If enabled, the system will use the priority of the categories to select the breadcrumbs</div> <div>[STORE VIEW]</div>
Type	<div>Default</div> <div>▲ If enabled, the system will use the priority of the categories to select the breadcrumbs</div> <div>[STORE VIEW]</div>
Breadcrumbs block name	<div></div> <div>▲ Use it only in case you theme has custom breadcrumbs block name</div> <div>[STORE VIEW]</div>

Set the 'Use SEO Breadcrumbs option' to 'Yes' to enable the advanced breadcrumbs.

You can utilize the 'Use Category Priority' option to add the prioritized categories for breadcrumbs.

Then, you can specify the breadcrumbs *Type*:

- *set default* — to use the default Magento breadcrumbs
- *use shortest* — to utilize the shorten version of breadcrumbs (e.g. Store – Category – Product)
- *use longest* — to utilize the full version of breadcrumbs (e.g. Store – Category – Subcategory 1 – Subcategory 2 – Product)

Also, you can fill in a custom name of the breadcrumbs block.

To configure SEO Breadcrumbs priority for categories, go to *Catalog - SEO Breadcrumbs - Manage Breadcrumbs Priority for Category*.

Breadcrumbs Priority for Categories

Page 1 of 2 pages | View 20 per page | Total 27 records found

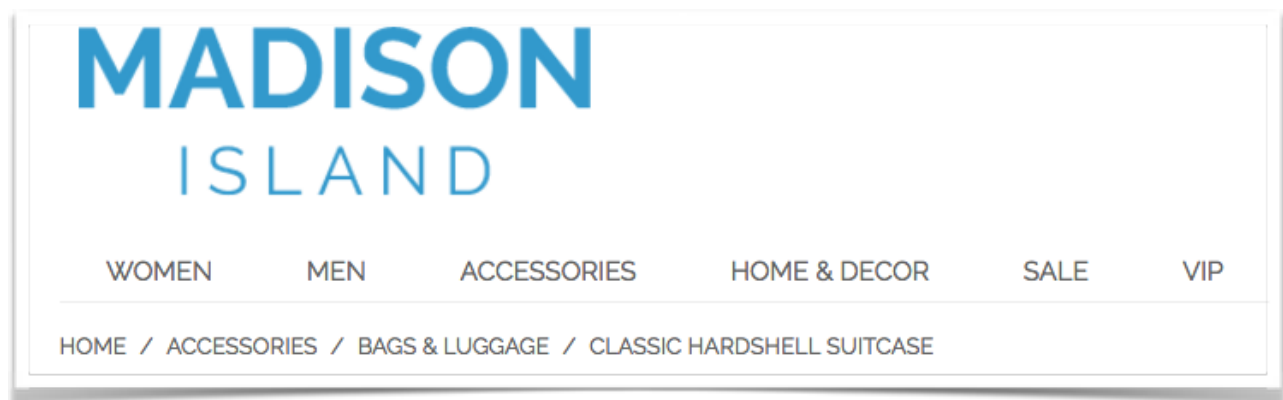
ID	Category Name	URL Path	Path	Level	Breadcrumbs priority
4	Women	women.html	1/2/4	2	4
5	Men	men.html	1/2/5	2	10
6	Accessories	accessories.html	1/2/6	2	10
7	Home & Decor	home-decor.html	1/2/7	2	10
11	Tops & Blouses	women/tops-blouses.html	1/2/4/11	3	10

From here, you can specify the priority for each category.

Hit the 'Update' button to save changes.

Breadcrumbs priority for categories is used when a product is assigned to multiple categories. The category with higher priority will be shown in breadcrumbs.

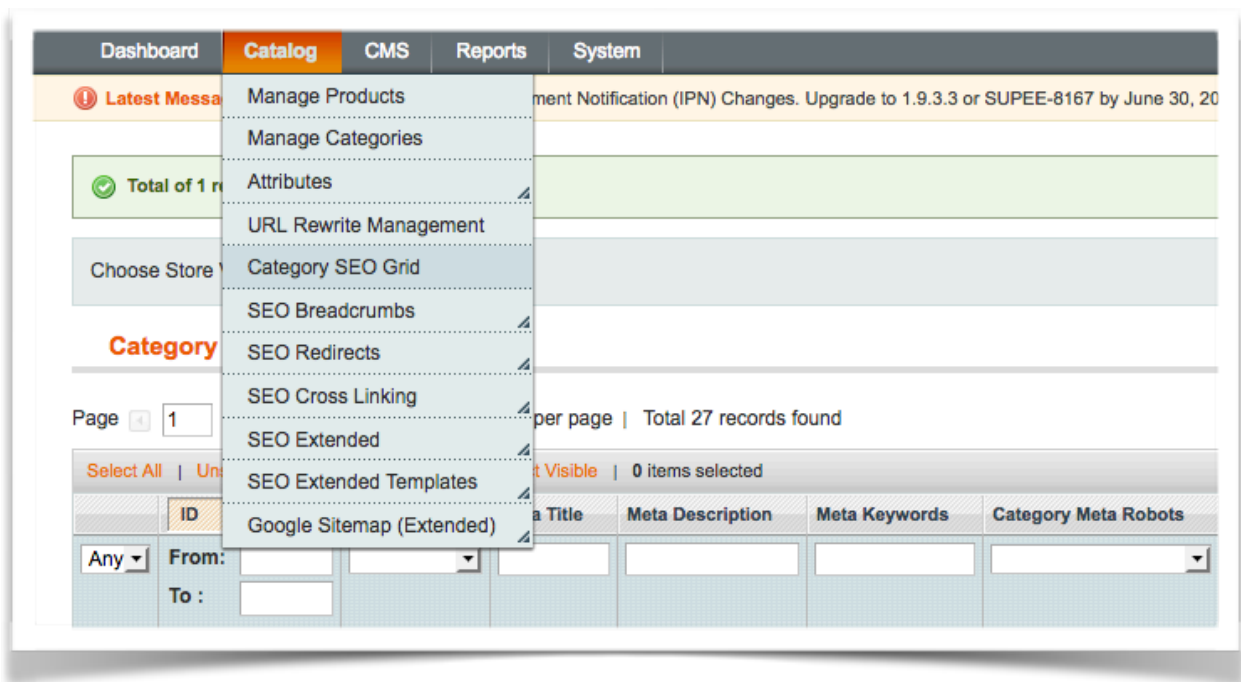
This is how it looks in the front-end.



14. Category SEO Grid

To significantly simplify the process of modifying categories and subcategories, you can use the *Category SEO Grid* feature.

To access it, go to *Catalogue - Category SEO Grid*. From here, you can select any number of categories and mass-apply any action from the list.



Category SEO Grid									
Page 1 of 2 pages View 20 per page Total 27 records found									
Select All Unselect All Select Visible Unselect Visible 0 items selected									
ID	Category Name	Meta Title	Meta Description	Meta Keywords	Category Meta Robots	Breadcrumbs priority	Exclude from Crosslinking	Actions	
Any	From:					From:		Bulk Edit Change Meta Title Change Meta Description Change Meta Keywords Change Meta Robots Change Breadcrumbs Priority Change "Exclude from Crosslinking" Change Redirect Priority Change Category SEO Name Change "Exclude from XML Sitemap" Change "Exclude from HTML Sitemap"	
To:						To:			
<input type="checkbox"/>	4 ---Women	Branded Clothes, Luxury Outfits			Use Config	10	No		
<input type="checkbox"/>	5 ---Men	Branded Clothes, Luxury Outfits			Use Config	10			
<input type="checkbox"/>	6 ---Accessories				Use Config	10			
<input type="checkbox"/>	7 ---Home & Decor				Use Config	10			
<input type="checkbox"/>	8 ---Sale				Use Config	1			

15. SEO Reports

To check if there are some onsite issues that may be holding back your SEO progress, go to [Reports - SEO Reports](#).

From here you can generate SEO reports for Product, Category or CMS pages. The reports will display all pages that have:

- long meta title and meta description tags
- duplicate meta title and meta description tags

	SKU	Url	Type		Meta Title	Meta Description	Action
Rebel XT 8MP Digital SLR Camera	Rebel XT	/canon-digital-rebel-xt-8mp-digital-slr-camera-with-ef-s-18-55mm-f3-5-5-6-lens-black.html	Simple Product		Long (71)		Edit
Canon A630 8MP Digital Camera with 4x	A630	/canon-powershot-a630-8mp-digital-camera-with-4x-optical-zoom.html	Simple Product		Long (71)		Edit
Rock and Roll Destroyer: LOL Cat T-shirt	zol	/zolof-the-rock-and-roll-destroyer-lol-cat-t-shirt.html	Configurable Product		Long (74)		Edit

Url	Level	Name	Meta Title	Meta Description	Store View
/furniture.html	2			Missing	Main Website Main Store English
/furniture/living-room.html	3			Missing	Main Website Main Store English
/furniture/bedroom.html	3			Missing	Main Website Main Store English

Also, these SEO reports will help you find all pages that have empty meta tags.

To set the maximum length for meta title and meta description go to System - Configuration - SEO Suite Ultimate - SEO Reports.

Max Length for Meta Title	<input type="text" value="70"/>	[STORE VIEW]
	▲ Recommended length up to 70 characters.	
Max Length for Meta Description	<input type="text" value="150"/>	[STORE VIEW]
	▲ Recommended length up to 150 characters.	

Also, with the extension, it's possible to filter out all products with duplicated or missing SEO data and create a new template for them on the fly.

Just choose products in the grid, click on the 'Actions' drop-down in the right upper corner and select what you'd like to create a template for.

Next, follow the steps described in Chapter 3.

Page of 1 pages | View per page | Total 3 records found

Select All | Unselect All | Select Visible | Unselect Visible | 3 items selected

Any

From:

To:

ID	Product Name	SKU	Url	Type	Name	Meta Title	Meta Description	Meta Keywords	Action
<input checked="" type="checkbox"/>	408 Chelsea Tee	mtk000c	/chelsea-tee-735.html	Configurable Product	Duplicate (3)	Duplicate (3)			Edit
<input checked="" type="checkbox"/>	409 Chelsea Tee	mtk002c	/chelsea-tee-736.html	Configurable Product	Duplicate (3)	Duplicate (3)			Edit
<input checked="" type="checkbox"/>	410 Chelsea Tee	mtk004c	/chelsea-tee-737.html	Configurable Product	Duplicate (3)	Duplicate (3)			Edit

Actions

Create template for

Product SEO Name

Product URL Key

Product Short Description

Product Meta Title

Product Meta Description

Product Gallery

Submit

16. Support

NEED MORE SEO EXTENSIONS?

Take a look at other Mageworx SEO extensions for the Magento platform [here](#).

GOT QUESTIONS?

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

Need help with the extensions? Feel free submit a ticket from <http://support.mageworx.com>

NEED PRO MAGENTO SEO CONFIGURATION?

If you would like to save time on configuring our SEO extensions, you may ask our SEO professionals to take care of this. Our specialists will analyze your store specifics and adjust the software for the best SEO effect.

[Click here](#) to learn more about our Magento SEO Configuration service.

GETTING HELP WITH MAGENTO

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

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