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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
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/
appp/design/frontend/base/default/template/
skin/frontend/base/default/css/
skin/frontend/base/default/images/
```

You should copy them to:

```
appp/design/frontend/<your-template>/<your-theme>/layout/
appp/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.
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:

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

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 Mageto Cron).

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*. 
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.

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.
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.

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:
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.

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

\[X|Y|Z\]

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.

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.
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 work:

**Without** subcategories:

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

**With** subcategories:

```html
<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. /l/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:

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

**Static Template variables:** their values are written in product/category attributes in [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 refresh.
[filter_all] - inserts all chosen product attributes of LN on the category page.
Example: [category][filter_all] - If "color", "occasion", and "shoe" "Shoes" - parameters: Color: Red, Occasion: Casual, Shoe Size: 8.5" - If no attrib [filter_all_label] - inserts all chosen product attribute labels of LN on the category p [filter_all_value] - inserts all chosen product attribute values of LN on the category

[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 cate
[filter_attribute_code_value] - inserts mentioned product attribute value on the cate
Randomizer feature is available. The construction like [Buy][Order][Purchase] will use Also randomizers can be used within other template variables, ex: [parameters:][filter]
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](image)

Next, click the ‘Save’ button. That’s it.

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

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

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.
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
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.
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.

*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**.
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.

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

* * * * *

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.

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

This is what you will get in the end: http://example.com/computers/l/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

If you select the Filtered Page option, the canonical tag will point to /apparel/l/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.

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/l/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.

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 form other domains that have identical content.

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.
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).

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/](http://www.example.com/category/) and [www.example.com/category](http://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 be added.

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.

Here, 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](image)

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.

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

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

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

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:
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).

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

Any additional links can be added here:
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/](http://www.example.com/sitemap/)):
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).

---

![XML Sitemap Configuration Screen](image-url)
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

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.
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

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.
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.

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.

```xml
<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>
</urlset>
```
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.

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.
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:

![JSON-LD Settings](image)

**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](webpage) 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:

<table>
<thead>
<tr>
<th>Setting</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enable in Rich Snippet</td>
<td>Yes</td>
</tr>
<tr>
<td>Seller Type (by Schema.org)</td>
<td>Computer Store</td>
</tr>
<tr>
<td>Name</td>
<td>iComputer Store, NY</td>
</tr>
<tr>
<td>Description</td>
<td>Best choice of Apple, Toshiba, Samsung laptops in NY</td>
</tr>
<tr>
<td>Social Links</td>
<td><a href="https://twitter.com/icomputer">https://twitter.com/icomputer</a>, <a href="https://www.facebook.com/icomputer">https://www.facebook.com/icomputer</a></td>
</tr>
</tbody>
</table>

### Personal Details:

<table>
<thead>
<tr>
<th>Setting</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phone</td>
<td>+1 923847 23740624</td>
</tr>
<tr>
<td>Fax</td>
<td>+1 48437925 589595</td>
</tr>
<tr>
<td>Email</td>
<td><a href="mailto:icomputer@gmail.com">icomputer@gmail.com</a></td>
</tr>
<tr>
<td>Location</td>
<td>NYC</td>
</tr>
<tr>
<td>Region</td>
<td>NY</td>
</tr>
<tr>
<td>Street</td>
<td>5th Ave, 24</td>
</tr>
<tr>
<td>Postal Code</td>
<td>23472</td>
</tr>
</tbody>
</table>
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 your 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.

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).
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:
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 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.

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:

![Calendar of Events](image)

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

**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.
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*.

![Reference drop-down](image)

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]://' as `customer/account/` will be converted to `http[s]://(store_URL_here)/customer/account/`; while a link with '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),

![Max Replacement Count per Page](image)

- 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.

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

**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.
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.
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.

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

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".
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:

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.


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.
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.

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).

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.

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.

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.

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*

* 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.

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.

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.
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

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.

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.
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](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.

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