

**amasty**

See the way [SEO Suite Ultimate Extension for Magento 2](#) extension works.

# Guide for SEO Suite Ultimate Extension by MageWorx for Magento 2

Mageworx SEO Suite extension is designed to increase site visibility of Magento-based websites in the search and reduce search engine optimization workload. With this SEO toolkit, the merchants can quickly optimize large amounts of metadata with advanced SEO templates for product/category pages; easily generate HTML and XML sitemaps, implement hreflang tags, build a well-planned internal linking structure and do a lot more essential SEO activities.

- Create automated SEO templates
- Generate XML and HTML sitemaps
- Add cross-links to internal and external sources
- Enable advanced Rich Snippets
- Create custom canonical tags for products
- Track possible SEO issues in reports

## Configuration

Log in to the Magento Admin panel and go to Stores → Configuration → MageWorx → SEO:

# Configuration

demouser

Scope: Default Config ? Save Config

GENERAL	SEO Common Settings
CATALOG	SEO Base
MAGEWORX	SEO Extended
SEO	SEO Breadcrumbs
	SEO Markup
	SEO-friendly URLs
	SEO Cross Links
	SEO Redirects
	SEO Extended Templates
	HTML Sitemap
	XML Sitemap
	Common Settings For Sitemaps

From here, the store owners can manage all the main extension settings. The extension consists of several separate submodules that will be described in the corresponding sections of this guide. For your convenience, you can select the module you need to configure from the right navigation menu and set it up according to your requirements.

## SEO Common Settings

## SEO Common Settings



These settings can be used in the other SEO extensions.

### Length settings for Properties

Please note that the settings below are used for the SEO reports only to find the values which exceed the specified limits. You can't use these settings to set the specific length for your meta values and URLs.

Meta Title Max Length <small>[global]</small>	<input type="text" value="70"/>
Meta Description Max Length <small>[global]</small>	<input type="text" value="150"/>
Meta Keywords Max Length <small>[global]</small>	<input type="text" value="100"/>
H1 Tag Max Length <small>[global]</small>	<input type="text" value="70"/>
URL Path Max Length <small>[global]</small>	<input type="text"/>

The settings in this section allow you to set the max length for:

- Meta title
- Meta description
- Meta keywords
- H1 tag
- URL path

If specified, these values will be used by SEO Suite to limit the max length of these properties for SEO reports.

These settings do not limit these properties physically on the front-end.

## SEO Base

### Meta Robots Settings

These settings will help you to correctly inform Web spiders which pages of your store should be crawled and indexed and which of them should be ignored.

### Meta Robots Settings:

The express default settings for meta robots. Additionally, the store owner can tweak meta robots tags for each category, product and CMS page individually.

**NOINDEX, FOLLOW Robots Meta Header for Pages Without Content**  
[store view]

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

Hide these pages without the valuable content from indexation.  
**Note:** the links on these pages will still be indexed.

**NOINDEX, FOLLOW Robots Meta Header for Additional Pages**  
[store view]

Hide any page from indexation.  
**Note:** the links on these pages will still be indexed.  
Wildcard allowed, examples:  
sitemap\_\*  
sitemap/\*  
Action names allowed: use catalog\_category\_view for all categories, catalog\_product\_view for all products, etc

**NOINDEX, NOFOLLOW Robots Meta Header for Additional Pages**  
[store view]

Hide any page from indexation.  
**Note:** the links on these pages will still be indexed.  
Wildcard allowed, examples:  
sitemap\_\*  
sitemap/\*  
Action names allowed: use catalog\_category\_view for all categories, catalog product view for all products, etc

- **NOINDEX, FOLLOW Robots Meta Header for Pages Without Content** - this setting allows you to set NOINDEX, FOLLOW meta robots tag to selected pages. It helps to hide the pages without valuable content from being indexed by the search engine bots.
- **NOINDEX, FOLLOW Robots Meta Header for Additional Pages** - this setting allows you to set NOINDEX, FOLLOW meta robots tag to any custom pages not mentioned in the setting above. You can either use the URL parts or action names to add the pages here.
- **NOINDEX, NOFOLLOW Robots Meta Header for Additional Pages** - this setting allows you to set NOINDEX, NOFOLLOW meta robots tag to any custom pages not mentioned in the setting above. You can either use the URL parts or action names to add the pages here.

**Default Meta Robots For Category LN Pages**  [store view]  
Provide the specific **meta robots** settings to Layered Navigation pages.

**Count of filters for set NOINDEX, FOLLOW for LN**   
Specify the indexation deepness for the applied filters combination. E.g., if you put 2 here, any filters combination with 2 or more filters selected will have the NOINDEX, FOLLOW tag and be excluded from the search results.

**Robots for Attributes Combinations**   
Manage the indexation strategies for custom filter combinations.  
**Examples:**  
**index, follow: color** - sets the INDEX, FOLLOW when color attribute is selected;  
**index, follow: color, brand** - sets the INDEX, FOLLOW meta robot tag when either color or brand attributes are selected;  
**noindex, follow: color+brand** - sets the NOINDEX, FOLLOW meta robot tag when both color and brand attributes are selected at the same time.

**Set NOINDEX, FOLLOW for LN Filters with Multiple Selection**  [store view]  
If enabled, the one-time selection of the several filters options within the same filter (multi-select) hides the URL from indexation. This setting is compatible with [MageWorx LayeredNavigation](#) extension

- **Default Meta Robots For Category LN Pages** - this setting lets you set the default meta robots tag for the layered navigation pages. It might be helpful if you need to set NOINDEX, FOLLOW tag globally for all LN links at once.
- **Count of filters for set NOINDEX, FOLLOW for LN** - this setting defines a number of applied filters in the layered navigation to set specific meta robots tag. For example: if you set 2 here, all LN URLs with 2 and more applied filters will have NOINDEX, FOLLOW tag automatically.
- **Robots for Attributes Combinations** - this setting provides you with the advanced functionality to manage the meta robots tag for LN filters. It allows you to set the necessary meta robots values if a specific filter is applied, a combination of specific filters is applied or one of the certain filters is applied.

### Examples

**index, follow: color** - sets the INDEX, FOLLOW when color attribute is selected; **index, follow: color, brand** - sets the INDEX, FOLLOW meta robot tag when either color or brand attributes are selected; **noindex, follow: color+brand** - sets the NOINDEX, FOLLOW meta robot tag when both color and brand attributes are selected at the same time

- **Set NOINDEX, FOLLOW for LN Filters with Multiple Selection** - this setting allows you to set NOINDEX, FOLLOW meta robots tag if multiple values of the same filter are applied. I.e. if you have the filter "Color", which allows your customers to choose several colors at once, this setting will add NOINDEX, FOLLOW tag to the URLs if the customers select several colors in the

layered navigation.

This setting requires **MageWorx Layered Navigation** extension to be installed.

### Canonical URLs Settings

First of all, please make sure the standard Magento canonical functionality is disabled. Go to **Stores → Configuration → CATALOG → Catalog → Search Engine Optimization:**

Search Engine Optimization ⌵

Popular Search Terms <small>[store view]</small>	Enable	<input checked="" type="checkbox"/> Use system value
Product URL Suffix <small>[store view]</small>	.html	<input checked="" type="checkbox"/> Use system value
You need to refresh the cache.		
Category URL Suffix <small>[store view]</small>	.html	<input checked="" type="checkbox"/> Use system value
You need to refresh the cache.		
Use Categories Path for Product URLs <small>[store view]</small>	No	<input checked="" type="checkbox"/> Use system value
Create Permanent Redirect for URLs if URL Key Changed <small>[store view]</small>	Yes	<input checked="" type="checkbox"/> Use system value
Generate "category/product" URL Rewrites <small>[global]</small>	Yes	<input checked="" type="checkbox"/> Use system value
<b>Warning!</b> Turning this option off will result in permanent removal of category/product URL rewrites without an ability to restore them.		
Page Title Separator <small>[store view]</small>	-	<input checked="" type="checkbox"/> Use system value
Use Canonical Link Meta Tag For Categories <small>[store view]</small>	No	<input type="checkbox"/> Use system value
Use Canonical Link Meta Tag For Products <small>[store view]</small>	No	<input type="checkbox"/> Use system value

After that, the changes made in **Stores → Configuration → MageWorx → SEO → Canonical URLs Settings** will be taken into account.

The extension adds *rel=canonical* tag in the **<head>** section of a given page. This tag is designed to inform the search bots which URL is the most reliable (canonical) version of the page being displayed. It helps to prevent any duplicate content issues.

- **Add Canonical URL Meta Header** - this setting enables/disables MageWorx canonical tag functionality.
- **Disable Canonical URL for Pages with NOINDEX robots** - this setting allows you to disable the canonical tag on the pages with NOINDEX meta robots tag.

- **Canonical URL won't be added for these pages** - this setting allows you to add the pages to disable the canonical tag. You should add the full action names of the pages here.
- **Cross Domain Canonical** - if you have several store views or websites with the same or similar content, this setting helps you to set up the same canonical tag for all these websites/domains to avoid the duplicated content problem for these stores. If you need to specify a custom cross-domain canonical tag, you can choose the "Custom URL" and specify any custom URL even outside your Magento store.
- **Product Canonical URL Type** - this setting defines how the product canonical tag should be formed. By default the product canonical tag is set to "Product root" without the categories. The possible values for the product canonical URL are as follows:

— *Product root (without categories)* - this option will use the product root URL as the canonical tag. The product root URL is the URL path without categories, i.e. *yourstore/product.html*.

If you use the categories in the product URLs (the setting "Use Categories Path for Product URLs" is enabled) and need to have the categories in the canonical tag, the extension gives you the option to define how the canonical URL will be formed to avoid the problems when the same products are assigned to different categories:

- *Shortest by URL path* - this option will select a product path, which will be the shortest by a number of characters in the URL path.
- *Longest by URL path* - this option will select a product path, which will be the longest by a number of characters in the URL path.

### Example

Let's assume a product is assigned to 2 different categories:

1. [example.com/category1/sub-category2/product.html](https://example.com/category1/sub-category2/product.html)
2. [example.com/category1/sub-category2/sub-category3/product.html](https://example.com/category1/sub-category2/sub-category3/product.html)

If the canonical type setting is set to Use Shortest by categories counter, the canonical tag will be **[example.com/category1/sub-category2/product.html](https://example.com/category1/sub-category2/product.html)**, because this mode calculates a number of categories in the URL path and choose URL path, which has fewer categories than other URLs.

If the canonical type setting is set to Use Longest by categories counter, the canonical tag will be **[example.com/category1/sub-category2/sub-category3/product.html](https://example.com/category1/sub-category2/sub-category3/product.html)**, because this URL path has more categories than the 1st variant.

- **Canonical Tag For Associated Product** - this setting allow you to choose the product type(s), the associated items of which will have the canonical tag pointed to the main product. It helps to avoid duplicates between the main and child products.

If you select the "configurable products" here, the associated items of all configurable products in your store will have the canonical tag pointed to the main configurable product. It might be useful if the associated items (child products) are visible on your store's front-end.

- **Trailing Slash For Home Page Canonical URL** - this setting allows you to either add or crop the trailing slash in the canonical tag for your store's home page. The homepage can be indexed as both <https://www.site.com> and <https://www.site.com/>. The canonical can either have

this trailing slash (add) or not (crop). The trailing slash can be added to the pages without suffix .html or .htm.

- **Trailing Slash For Canonical URLs** - this setting allows you to either add or crop the trailing slash in the canonical tags for the pages of your store. The web pages can be indexed as both <https://www.site.com/page> and <https://www.site.com/page/>. The canonical can either have this trailing slash (add) or not (crop). The trailing slash can be added to the pages without suffix .html or .htm.
- **Use Pager For Category Canonical URL** - this setting allows you to either add or remove the pager parameter (example: ?p=2) to the canonical tag of your categories.
- **Canonical Tag for Category Layered Navigation** - this setting defines the canonical tag on the layered navigation pages with applied filters. 3 possible options are available:

— *Disable* - this option disables the canonical tag on the filtered pages. It might be useful if you use a 3rd party solution for the layered navigation and need to disable our canonical tag functionality on these pages.

— *Current Category* - this option sets the canonical tag on the filtered pages pointed to the current category page, where a customer applies the filters. **Recommended** option if you want to hide all filtered pages from the indexation and avoid the duplicated content issues.

— *Filtered page* - this option sets the canonical tag on the filtered pages pointed to the filtered page itself. It might be useful if need to index the filtered pages.

You can also configure this setting for any particular product attribute separately. Go to **Attributes Grid** → **select an attribute** → **Storefront Properties** and change the '*Canonical Tag for Pages Filtered by Layered Navigation Leads to*' setting. The value of this setting on an attribute level will have a higher priority and it will be executed on the front-end. The ability to overwrite this global setting with the attribute's options gives you the flexible functionality to allow indexing specific filters or not. It might be useful if you need to point all filter pages to the current categories but keep the filtered pages by brands indexing as separate pages. For this, you should just set the global setting to the *Current Category* and the brands attribute's setting to the *Filtered* page.

- **Canonical Tag if any LN Filter Use Multiple Selection** - this setting allows you to set canonical tags for the pages if multiple values of the same filter are applied. I.e. if you have the filter "Color", which allows your customers to choose several colors at once, this setting will be triggered if the customers select several colors in the layered navigation. You can set the canonical tag for such pages either to the filtered pages or to the current category.

This setting requires **MageWorx Layered Navigation** extension to be installed.

## Hreflang URL Settings

The hreflang tag helps the Web crawler understand which version of your website should be shown for a certain location. Thus, the search engine will deliver the correct language version of the site to the targeted foreign audience. Also, the crawler won't treat these localized pages as duplicates.

## Hreflang URLs Settings:

The [hreflang tag](#) helps the Web crawler understand which version of the website should be shown for a certain location. The hreflang settings can be managed depending on the store view. To change the store view use the dropdown on the upper left side of the configuration page.

**Hreflang URLs Scope** [global]

Specify the Alternate URLs Scope. If set to *Website*, the Hreflang URLs work within one website only. If set to *Global*, the Hreflang URLs work between websites.

**Multi-stores CMS pages relation** [global]

Specifies how to identify the same CMS page for different store views. Use *By ID* if you create one page for different stores, therefore, their ID will be the same. Use *By URL Key* if you created separate pages for different stores and assign them the same URL. Use *By Hreflang Key* for the pages that are linked manually.

**Hreflang Settings** [global]

Store View	Language Code	Country Code	Pages	X-default	Action
Defau	Use config	Use config	Product Category CMS Page	No	
UK	English (en)	United Kingdom (G	Product Category CMS Page	No	
DE	German (de)	Germany (DE)	Product Category CMS Page	No	

Overview of Alternate Hreflang Settings [global]

Store (code/ID)	Hreflang Code		
	Product	Category	CMS Page
<b>Main Website</b>			
Default Store View	en-US	en-US	en-US
UK	en-GB	en-GB	en-GB
DE	de-DE	de-DE	de-DE

To observe the changes, click the **Save Config** button.

Add Link Rel="next/prev" on the Category Page [store view]

This tag points the Web crawler, where exactly the first and the last category pages are, and what page is a next or a previous one.

- **Hreflang URL Scope** allows the store owner to specify the Alternate URLs Scope. It can be set as Website or as Global. If Website is selected, the Alternate URLs work within one website only, if Global — the Alternate URLs work between websites.
- **Multi-stores CMS pages relation** - this setting sets how to identify the same CMS page for different store views. Use By ID if you create one page for different stores, therefore, their ID

will be the same. Use By URL Key if you created separate pages for different stores and assign them the same URL. Use By Hreflang Key for the pages that are linked manually.

In the **Hreflang settings** table you can add the hreflang for each store view separately. For this just click on the "Add" button. For each store view you can set:

- *Language code*
- *Country code*
- *Pages, where you need to add the hreflang URLs to*
- *X-default*

**Language code** - this setting allows you to set a different language for the hreflang tags of a particular store view. If 'Use config' is set, the default locale for a certain store view will be used  
**Stores → Configuration → GENERAL → General → Locale Options.**

Magento 2 allows you to assign the locales to all your store views or to set different language locale for each store view. You can find this in STORES → Configuration → GENERAL → General → Locale Options. If you need to specify a language in the hreflang tags, which is different from a language locale assigned to the necessary store view, you can just select the necessary language.

**Country code** - this setting allows you to add a country code to the hreflang tags.

In case the store owner has, for instance, one page for English speakers in Canada and the other page for the audience in the States, it's necessary to add a country code for the alternate URLs. **Add Country Code** setting enables this feature. If the store owners need a different country code from the one that is set up in the Magento configuration, they can select the desired country code in the **Country Code** option.

**X-default** - this setting provides the special x-default attribute. This attribute informs the Web crawler that such pages do not target any specific country or language and can be displayed to site visitors when no other page corresponds to their localized queries.

```
<link rel="alternate" href="http://example.com/en-us" hreflang="en-us" />
//this is for english-speaking (en) visitors from the United States (us)
<link rel="alternate" href="http://example.com/es-mx" hreflang="es-mx" />
//this one is for spanish-speaking (es) visitors from Mexico (mx)
<link rel="alternate" href="http://example.com/" hreflang="x-default" />
//that is the x-default version of the page
```

The table below (**Overview of Alternate Hreflang Settings**) provides the possibility to quickly check all the settings that have been made.

**rel="next/prev"** tag was used to better index paginated categories. This tag points to the Web crawler, where exactly the first and the last pages are, and what page is the next or the previous one.

The rel=next/prev feature is outdated.

## SEO Extended

## Meta Information Express Settings

These settings provide you with the ability to adjust the meta title and meta description of different page entities. If you need more advanced functionality to change the meta tags, use the **SEO templates** or **SEO Category Filter Templates**.

### SEO Extended

#### Meta Information Express Settings:

The express default settings for [meta robots](#). For the fine-tuning, use the [dynamic variables](#) in the category filters. For the mass action generation of the meta information, use the [SEO Templates](#).

<b>Add Pager Number to Meta Title</b> <small>[store view]</small>	At the Beginning	▼
	Manages the position of the page number for the Meta Title like "Apparel   <b>Page 3</b> " or " <b>Page 3</b>   Apparel". Use <i>No</i> to hide the page number.	
<b>Add Pager Number to Meta Description</b> <small>[store view]</small>	At the End	▼
	Manages the position of the page number for the Meta Description like "Apparel   <b>Page 3</b> " or " <b>Page 3</b>   Apparel". Use <i>No</i> to hide the page number.	
<b>Add Pager Number to Meta Keywords</b> <small>[store view]</small>	At the End	▼
	E.g. "Apparel, clother, <b>Page 2</b> "	
<b>Remove Default Title Prefix/Suffix</b> <small>[store view]</small>	No	▼
	Change to <i>Yes</i> to show the Pages block where you can specify the list of the pages where the default Magento 2 suffix/prefix should be omitted.	
<b>Enable Extended Meta Title On Category LN Pages</b> <small>[store view]</small>	Yes	▼
	If set to <i>Yes</i> , the selected attributes (filters) will be dynamically added to the meta title of the category pages. Meta title may include a variety of different product attributes such as price, color, brand etc. Example: Phones   <b>Price:\$300.00 and above; Color:Silver</b>	
<b>Enable Extended Meta Description On Category Layered Navigation Pages</b> <small>[store view]</small>	Yes	▼
	E.g. 'Phones   <b>Price:\$300.00 and above; Color:Silver</b> '	
<b>Enable Extended Meta Keywords On Category Layered Navigation Pages</b> <small>[store view]</small>	No	▼
	E.g. 'Phones   <b>Price:\$300.00 and above; Color:Silver</b> '	

- **Add Pager Number to Meta Title** - this setting allows the store owner to add a page number to the meta title of a paginated page. Such number can be added at the end Apparel | Page 3 or at the beginning Page 3 | Apparel. You can also disable the output of the pager in the meta title.
- **Add Pager Number to Meta Description** - it provides the possibility to add the page number to the meta description. The number can be either at the end or at the beginning of the meta description. You can also disable the output of the pager in the meta description.
- **Add Pager Number to Meta Keywords** - it provides the possibility to add the page number

to the meta keywords. The number can be either at the end or at the beginning of the meta keywords. You can also disable the output of the pager in the meta keywords.

- **Remove Default Title Prefix/Suffix** - this setting allows you to remove Magento 2 default title prefix/suffix (CONTENT → Design Configuration → your current theme → HTML Head). If you enable this setting, the Pages block where the store owner can provide the list of the pages where the default suffix/prefix should be omitted. You can use *catalog\_category\_view* action name for all categories and *catalog\_product\_view* for all products. The wildcards are supported.
- **Enable Extended Meta Title On Category LN Pages** - this setting allows you to change the meta title of the category page dynamically when your customers choose the attribute filters in the layered navigation. The selected attributes will be added to the end of the meta title.
- **Enable Extended Meta Description On Category LN Pages** - this setting allows you to change the meta description of the category page dynamically when your customers choose the attribute filters in the layered navigation. The selected attributes will be added to the end of the meta description.
- **Enable Extended Meta Keywords On Category LN Pages** - this setting allows you to change the meta keywords of the category page dynamically when your customers choose the attribute filters in the layered navigation. The selected attributes will be added to the end of the meta keywords.

### Example

- Category meta title: *Men's jackets*
- Category meta description\*: *Check out hot summer deals on men's jackets! Available throughout July-August. Applied filters: \$100.00 - \$500.00, Color - Silver.*
- Extended Meta Title: *Men's jackets | Price: \$100.00 - \$500.00, Color:Silver.*
- Extended Meta Description: *Check out hot summer deals on men's jackets! Available throughout July-August | Price: \$100.00 - \$500.00, Color:Silver.*

### Category Filters

This functionality allows you to create SEO templates for category description, H1, and meta tags when a specific attribute or attribute's value is chosen in the layered navigation. It creates the powerful functionality to optimize the layered navigation pages and build SEO-friendly landing pages. You can create these templates for any combination of *category + attribute + value*, where you can generate the templates for all categories or certain categories, all attribute's values, or specific value.

### Example

Let's assume you have the category "Mobile phones" with the filter by brands. The "SEO category filter templates" allow you to generate a different description, category H1 and meta tags if a certain brand is chosen.

## Category Filters:

This feature provides the possibility to populate the particular SEO information for the specific filter+category combination. For the mass generation of such information on several (or all) categories, use the [SEO Category Filter Templates](#).

**Enable Category Filter Functionality** [store view]

This setting enables the Category Filter functionality. To add, edit or delete the category filters, click [here](#).

**SEO Filters for Multiple Filter Selection** [store view]

Handles the situation when several category filters are applied by the customer at the same time. Set Do Not Use to hide the SEO information in this case. Select Use By Attribute Position to show the SEO information for the filter with the highest attribute position

- **Enable SEO for Category Filters Functionality** - this setting enables the possibility to populate the category description, H1, or meta tags, generated by MageWorx SEO filter templates.
- **SEO Filters for Multiple Filter Selection** - this setting determines the extension behavior if multiple filters with SEO parameters, generated by SEO filter templates, are selected. If this setting is *enabled*, the extension will choose the product attribute with the highest priority and will show the SEO parameters of this filter.

The priority is based on the position of the product attribute. To check the position of the product attribute, go to **Stores → Attributes → Product**, select the desired attribute and click the **Storefront Properties** tab. The lower the number here, the higher the priority.

activity

admin

← Back   Delete Attribute   Reset   Save and Continue Edit   **Save Attribute**

**ATTRIBUTE INFORMATION**

- Properties
- Manage Labels
- Storefront Properties**

**Storefront Properties**

Use In Search

Comperable on Storefront

Use In Layered Navigation   
Can be used only with catalog input type Yes/No, Dropdown, Multiple Select and Price. Price is not compatible with **Filterable (no results)** option - it will make no affect on Price filter.

Use In Search Results Layered Navigation   
Can be used only with catalog input type Yes/No, Dropdown, Multiple Select and Price.

Canonical Tag for Pages Filtered by Layered Navigation Leads to

Position   
Position of attribute in layered navigation block.

# SEO Breadcrumbs

## SEO Breadcrumbs



Adds and manages the [SEO Breadcrumbs](#) on the website.

**Enable SEO Breadcrumbs** [store view]

Enables the advanced breadcrumbs populated by means of our extension and disables the default ones.

**Use Category Priority** [store view]

If enabled, the system will use the [priority of the categories](#) to choose the breadcrumbs

**Type** [store view]

Handles the situation when some product is assigned to several categories. Select *Default* to use the default Magento breadcrumbs, *Use Shortest* to utilize the **short** version of breadcrumbs (like Store > Category > Product), *Use Longest* to utilize the **full path** of breadcrumbs (like Store > Category > Subcategory 1 > Product).

**Enable SEO Breadcrumbs** - this setting enables the advanced breadcrumbs generated by means of our extension and disables the default ones.

**Use Category Priority** - if enabled, the system will use the priority of the categories to choose the breadcrumbs

**Breadcrumbs type** - this setting handles the situation when some products are assigned to several categories.

- *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 path of breadcrumbs (e.g. Store > Category > Subcategory 1 > Subcategory 2 > Product).

## SEO Markup

Rich Snippets distinguish a website out in the crowd of competitors by means of adding extra details, such as prices, qty, images, etc. to the search results pages.

<https://www.mageworx.com> > seo-suite-ultimate-magen... ▾

### Best Magento SEO Extension 2020 - SEO Suite ... - MageWorx

SEO Suite Ultimate extension generates comprehensive onpage SEO reports that let you detect and cure: pages with long meta title and meta description tags, ...

★★★★★ Rating: 5 · 237 reviews · \$149.00 · In stock

Rich Snippet is a structured data markup added to your existing website HTML. In fact, these are

separate tags that allow the search engines to process information provided on your Magento 2 store. Google confirmed that rich snippets don't affect rankings directly and, moreover, they do not guarantee that the snippets will actually appear in the search results. Nevertheless, it is quite clear that for the customer the result with the snippets looks more attractive improving CTR.

The search engines support several types of snippets such as recipes and reviews, yet for e-commerce, the most important one is the product. Please, bear in mind that adding snippets to your site in the search results may take some time as the search bots do not include this information immediately.

The extension uses the schema.org vocabulary. The rich snippets are added using the JSON-LD method. This method entirely separates the markup data from the HTML code. So one doesn't need to tweak the actual HTML elements to integrate the snippets.


## SEO Markup

Adds [rich snippets](#) to your existing website HTML.

**Note:** adding snippets to your site in the search results may take some time as the search bots do not include this information immediately.

 Product

---

 Category (Product List)

---

 Page


---

 Website

---

 Seller

---

 Breadcrumbs

---

 Common

## Product

## Product

These settings are for the snippet configuration on the products pages.


<b>Enable In Rich Snippets</b> <small>[store view]</small>	<input type="text" value="Yes"/>	▼
<p>Adds the snippets that will be shown on the search engine results page. The store owner can preview the snippet data on the <a href="#">special page</a>. By default and without any configurations, the product entity will include the following attributes: product name, preview image, rating, price, availability and website language.</p>		
<b>Show Product microdata for products without offers and rating</b> <small>[store view]</small>	<input type="text" value="Yes"/>	▼
<b>Enable for Google Assistant</b> <small>[store view]</small>	<input type="text" value="Yes"/>	▼
<b>CSS Selectors</b> <small>[store view]</small>	<input type="text" value=".description"/>	
<p>You can specify a few values separated by commas.</p>		
<b>Best Rating</b> <small>[store view]</small>	<input type="text"/>	
<b>Add Review Markup</b> <small>[store view]</small>	<input type="text" value="Yes"/>	▼
<b>Disable Default Review Markup</b> <small>[store view]</small>	<input type="text" value="Yes"/>	▼
<p>Disabled review markup added by theme.</p>		


- **Enable In Rich Snippets** - this setting enables the structured data (rich snippets) for the product pages.
- **Show Product microdata for products without offers and rating** - this setting allows you to disable the structured data for the products that do not have customers' reviews AND have zero price (free items). It helps to avoid errors because Google requires to have either aggregated rating or price parameters for the pages with the "Offer" type. However, if a product doesn't have any reviews, the aggregating parameter cannot be specified and Google doesn't allow having zero price in the "Offer" markup.
- **Enable for Google Assistant** - it enables the speakable markup.
- **CSS Selectors** - you can add CSS selectors of the elements of a product page, you want to be added to speakable markup and recognized by Google Assistant.
- **Best Rating** - it is the biggest value for the rating. It can be 5, 10 or 100. Leave empty to set the default value (5).
- **Add Review Markup** - this setting adds each review to the structured data. It helps to avoid the warnings by Google.
- **Disable Default Review Markup** - if enabled, the extension will try to disable the markup added by your theme.


<b>Use Multiple Offer for Configurable Product</b> <small>[store view]</small>	<input type="text" value="Yes"/>	▼
	Add several offers, one for each child product	
<b>Description Attribute Code</b> <small>[store view]</small>	<input type="text" value="description (Description)"/>	▼
	Select the Description Attribute Code from Magento match it to Schema.org <a href="#">description snippet</a> .	
<b>Crop HTML tags from Description</b> <small>[store view]</small>	<input type="text" value="No"/>	▼
<b>Add SKU</b> <small>[store view]</small>	<input type="text" value="Yes"/>	▼
	Enable to match the SKU Attribute code from Magento to Schema.org <a href="#">SKU snippet</a> .	
<b>SKU Attribute Code</b> <small>[store view]</small>	<input type="text" value="sku (SKU)"/>	▼
	Select the SKU Attribute Code from Magento.	
<b>Add Category</b> <small>[store view]</small>	<input type="text" value="No"/>	▼
	Enable to match the product category to Schema.org <a href="#">category snippet</a> .	
<b>Add Color</b> <small>[store view]</small>	<input type="text" value="Yes"/>	▼
	Enable to match the Color Attribute code from Magento to Schema.org .	
<b>Color Attribute Code</b> <small>[store view]</small>	<input type="text" value="color (Color)"/>	▼
	Select the Color Attribute Code from Magento.	
<b>Add Manufacturer</b> <small>[store view]</small>	<input type="text" value="No"/>	▼
	Enable to match the Manufacturer code from Magento to Schema.org .	
<b>Add Brand</b> <small>[store view]</small>	<input type="text" value="Yes"/>	▼
	Enable to match the Brand Attribute code from Magento to Schema.org <a href="#">brand snippet</a> .	
<b>Brand Attribute Code</b> <small>[store view]</small>	<input type="text" value="manufacturer (Manufacturer)"/>	▼
	Select the Brand Attribute Code from Magento.	
<b>Add Model</b> <small>[store view]</small>	<input type="text" value="No"/>	▼
	Enable to match the Model Attribute code from Magento to Schema.org <a href="#">model snippet</a> .	


- **Use Multiple Offer for Configurable Product** - this setting adds separate Offer markup for each associated product of a configurable product. If disabled, the Offer markup will be added for a main configurable product only.
- **Description Attribute Code** - this setting matches a product description attribute in your Magento 2 store and a description property in the markup. You should change it if a custom description attribute is used in your store.
- **Crop HTML tags from Description** - this setting allows you to crop the HTML tags from a product description to display plain text in the markup.
- **Add SKU** - If enabled, SKU property will be added to the markup.


- **SKU Attribute Code** - this setting matches a product SKU attribute in your Magento 2 store and an SKU property in the markup. You should change it if a custom SKU attribute is used in your store.
- **Add Category** - this setting assigns a product to a certain category for Google. This category is not shown in the search results, but it lets Google better understand a category, a product belongs.
- **Add Color** - If enabled, the color property will be added to the markup.
- **Color Attribute Code** - this setting matches a product color attribute in your Magento 2 store and a color property in the markup.
- **Add Manufacturer** - If enabled, the manufacturer property will be added to the markup.
- **Manufacturer Attribute Code** - this setting matches a product manufacturer attribute in your Magento 2 store and a manufacturer property in the markup.
- **Add Brand** - If enabled, the brand property will be added to the markup.
- **Brand Attribute Code** - this setting matches a brand manufacturer attribute in your Magento 2 store and a brand property in the markup.
- **Add Model** - If enabled, the model property will be added to the markup.


**Add Gtin** [store view]    
The GTIN is a globally unique 14-digit number used to identify trade items, products, or services. Please use digits only when you add the GTIN for your products otherwise it will not be shown in the microdata.


**Add Weight** [store view]    
Enable to match the product weight to Schema.org [weight snippet](#).

**Use Special Price functionality for Price Valid Until** [store view]  

**Price Valid Until Default Value** [store view]  

**Product ID Attribute Code** [store view]    
This value will be used as productID in the Rich Snippets and as retailer\_item\_id in the Open Graph tags.  
Recommended attributes are: sku, gtin, isbn, etc.

**Add Condition** [store view]    
Map any existing product attribute to the Schema.org [priority of the categories](#). Assign the current product attribute options to the Schema.org condition options such as [New](#), [Used](#), [Refurbished](#) or [Damaged](#).

**Add Custom Properties** [store view]  

**Custom Properties** [store view]

A comma-delimited list of [schema.org](#) property name and attribute codes.  
**Example:**  
mpn,mpn\_code  
For JSON-LD will be converted to:  
{ ... "mpn":"12343" ... }

- **Add Gtin** - If enabled, the Gtin property will be added to the markup. The GTIN is a globally unique 14-digit number used to identify trade items, products, or services. Please use digits only when you add the GTIN for your products otherwise it will not be shown in the microdata.
- **Add Weight** - If enabled, the weight property will be added to the markup.
- **Use Special Price functionality for Price Valid Until** - this setting allows you to use “Special price valid to” date from Magento 2 as the price valid date in the markup. This setting works if the products have a special price with a “valid to” date.
- **Price Valid Until Default Value** - this setting specifies a default date, which will be used as the price valid until the date in the markup for your products. If Use Special Price functionality for Price Valid Until is enabled, it will be used for the products with special price.
- **Product ID Attribute Code** - this setting matches a product ID in your Magento 2 store and a product ID in the markup. This value will be used as productID in the Rich Snippets and as retailer\_item\_id in the Open Graph tags.
- **Add Condition** - If enabled, the “Condition” property will be added to the product markup.
- **Add Custom Properties** - this setting allows to add custom properties to the markup.
- **Custom Properties** - the custom properties should be added here. They are parsed as

```
schema_code,magento_attribute_name
```

where the schema\_code is taken from [this list](#) and the attribute name can be gathered from the attributes grid in **Stores → Attributes → Product Attributes**.

### Category (Product List)

## ⏪ Category (Product List)

These settings are for the snippet configuration on the category pages.

<b>Enable In Rich Snippets</b> <small>[store view]</small>	<input type="text" value="Yes"/>	▼
	Adds the snippets that will be shown on the search engine results page. The store owner can preview the snippet data on the <a href="#">special page</a> .	
<b>Show Product Offers</b> <small>[store view]</small>	<input type="text" value="No"/>	▼
	Informs search engines about the special <a href="#">product offers</a>	
<b>Enable for Google Assistant</b> <small>[store view]</small>	<input type="text" value="Yes"/>	▼
	Adds the beta support for the recently added <a href="#">speakable markup</a> .	
<b>CSS Selectors</b> <small>[store view]</small>	<input type="text" value=".category-description"/>	
	Add any CSS Selectors that the store owner wishes to be spoken aloud by Google Assistant/Google Home. You can specify a few values separated by commas.	
<b>Disable for NOINDEX Robots</b> <small>[store view]</small>	<input type="text" value="Yes"/>	▼
	If set to Yes, hides the snippets on the categories that are not indexed.	

- **Enable In Rich Snippets** - this setting enables the structured data (rich snippets) for the category pages.
- **Show Product Offers** - this option adds the product offers to the category markup, i.e. each product from the 1st category page will be added as separate offers in the category markup.
- **Enable for Google Assistant** - it enables the [speakable markup](#).
- **CSS Selectors** - you can add CSS selectors of the elements of a product page, you want to be added to speakable markup and recognized by Google Assistant.
- **Disable for NOINDEX Robots** - this setting allows to disable the markup on the pages with NOINDEX meta robots tag (e.g. layered navigation pages with applied filters).

## Page

## Page

These settings are for the snippet configuration on the CMS pages.

<b>Enable for Google Assistant</b> <small>[store view]</small>	<input type="text" value="Yes"/>	<input type="button" value="▼"/>
	Adds the beta support for the recently added <a href="#">speakable markup</a> .	
<b>CSS Selectors</b> <small>[store view]</small>	<input type="text" value=".cms-content"/>	
	Add any CSS Selectors that the store owner wishes to be spoken aloud by Google Assistant/Google Home. You can specify a few values separated by commas.	

- **Enable for Google Assistant** - it enables the speakable markup.
- **CSS Selectors** - you can add CSS selectors of the elements of a product page, you want to be added to speakable markup and recognized by Google Assistant.

## Website

## Website

**Enable In Rich Snippets** [store view]  ▼  
Adds the snippets that will be shown on the search engine results page. The store owner can preview the snippet data on the [special page](#).

**Enable Search Box** [store view]  ▼  
This setting adds the [sitelinks search box](#) code to the website markup. **Note:** Google doesn't guarantee that a sitelinks search box will be shown in search results.

**Website About** [store view]

**Website Logo** [store view]  No file selected.  
Upload your website logo for the correct sharing on Facebook and using in OpenGraph markup. Allowed file types: PNG, GIF, JPG, JPEG

**Facebook App Id** [store view]

Can be taken from the [facebook for developers](#) website.

**Website Name** [store view]

The option **Enable In Rich Snippets** is explained previously in this document.

**Enable Search Box** - This setting adds the sitelinks search box code to the website markup. Note: Google doesn't guarantee that a sitelinks search box will be shown in search results.

**Website Name** and **Website About** provide the settings for the appropriate fields in the website section of the schema.org website.

**Website Logo** - Upload your website logo for the correct sharing on Facebook and using in OpenGraph markup. Allowed file types: PNG, GIF, JPG, JPEG

For the correct sharing of the website on Facebook, the store owner should fill in the **Facebook App Id**. This Id can be taken from the Facebook for developers website.

## Seller

## Seller

These settings are for the snippet configuration of the entire store (your organization).

**Enable In Rich Snippets** [store view]

Snippet will be added to the home page only. The store owner can preview the snippet data on the [special page](#).

**Type (by Schema.org)** [store view]

Select your business [type](#)

**Show Seller Markup on** [store view]

**Name** [store view]

If the seller rich snippet is enabled, this field is **required**.

**Image** [store view]  Файл не выбран

If the seller rich snippet is enabled, this field is **required**.  
Allowed file types: PNG, GIF, JPG, JPEG.

**Description** [store view]

Populate the description property for the Schema.org [store snippet](#).

**Social Links** [store view]

The list of social media links

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

**Phone** [store view]

This field is **recommended**.

**Fax** [store view]

**Email** [store view]

**Location** [store view]   
This field is **recommended**.  
Example: Seattle

**Region** [store view]   
This field is **recommended**.  
Example: WA

**Street** [store view]   
This field is **recommended**.  
Example:  
20341 Whitworth Institute  
405 N. Whitworth

**ZIP Code** [store view]

**Price Range** [store view]   
This field is **recommended**.  
Example:  
\$\$\$  
\$31-60

The option **Enable In Rich Snippets** is explained previously in this document.


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).

## Breadcrumbs

### Breadcrumbs

The breadcrumbs settings add the [breadcrumb snippet support](#).

**Enable** [store view]    
The breadcrumbs will be visible on the [search results page](#)

If Enabled, Magento 2 breadcrumbs will be visible on the search results page. If SEO Suite Ultimate is installed, the categories chain from MageWorx breadcrumbs will be added.

## Taco Potion #19 Recipe : Alton Brown : Recipes : Food Network



www.foodnetwork.com > Recipes > Comfort food ▾

★★★★★ Rating: 5 - 40 reviews - 5 mins

Aug 19, 2013 - Get this all-star, easy-to-follow Food Network Taco Potion #19 recipe from Alton Brown.

### OpenGraph

These settings let the store owner to deliver the highest quality posts on Facebook or other social networks and sharing the product links in messengers. Adding Open Graph tags to the store pages 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.

#### OpenGraph

These settings let the store owner to deliver the highest quality posts on Facebook or other social networks and sharing the product links in messengers. Adding Open Graph tags to the store pages 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 Product OG <small>[store view]</small>	Yes ▾	This setting will disable the default magento Open Graph output if enabled
Product OG Title <small>[store view]</small>	name (Product Name) ▾	This setting allows you to select what product attribute will be used in OG title for product pages.
Product OG Description <small>[store view]</small>	description (Description) ▾	This setting allows you to select what product attribute will be used in OG description for product pages.
Enable Category OG <small>[store view]</small>	Yes ▾	Adding <a href="#">these tags</a> helps the Facebook Crawler pick up the correct title, description and the suitable preview image for the shared page.
Category OG Title <small>[store view]</small>	meta_title (Page Title) ▾	This setting allows you to select what category attribute will be used in OG title for category pages.
Category OG Description <small>[store view]</small>	meta_description (Meta Description) ▾	This setting allows you to select what category attribute will be used in OG description for category pages.
Enable Page OG <small>[store view]</small>	No ▾	Adding <a href="#">these tags</a> helps the Facebook Crawler pick up the correct title, description and the suitable preview image for the shared page.
Enable Website OG <small>[store view]</small>	No ▾	Adding <a href="#">these tags</a> helps the Facebook Crawler pick up the correct title, description and the suitable preview image for the shared page.

**Enable Product OG** - This setting will disable the default Magento Open Graph output if enabled.

**Product OG Title** - This setting allows you to select what product attribute will be used in OG title for

product pages.

**Product OG Description** - This setting allows you to select what product attribute will be used in OG description for product pages.

**Enable Category OG, Enable Page OG, Enable Website OG** - Adding [these tags](#) helps the Facebook Crawler pick up the correct title, description and the suitable preview image for the shared page.

**Category OG Title** - This setting allows you to select what category attribute will be used in OG title for category pages.

**Category OG Description** - This setting allows you to select what category attribute will be used in OG description for category pages.

### Twitter Cards

These settings provide a media-rich experience to those who view your Twitter content. If enabled, the standard Tweet with the website URL will be transformed into the Summary Card and accompanied with an additional title, an extra up-to-200 words description, and an image. To enable the feature, make sure you enter Twitter Username. Visit [this page](#) to learn more about Twitter Cards.

#### Twitter Cards

These settings provide a media-rich experience to those who view your Twitter content. If enabled, the standard Tweet with the website URL will be transformed into the Summary Card and accompanied with an additional title, an extra up-to-200 words description, and an image. To enable the feature, make sure you enter Twitter Username. Visit [this page](#) to learn more about Twitter Cards.

Enable Product  [store view]

To enable the feature, make sure you enter Twitter Username.

Product Title  [store view]

This setting allows you to select what product attribute will be used in Twitter Cards as the title for product pages.

Product Description  [store view]

This setting allows you to select what product attribute will be used in Twitter Cards as the description for product pages.

Enable Category  [store view]

To enable the feature, make sure you enter Twitter Username.

Enable Page  [store view]

Visit [this page](#) to learn more about Twitter Cards. To enable the feature, make sure you enter Twitter Username.

Enable Website  [store view]

Visit [this page](#) to learn more about Twitter Cards. To enable the feature, make sure you enter Twitter Username.

Twitter Username  [store view]

This is the **required option** for the correct functionality of the **Twitter Cards** feature.

**Enable Product** - To enable the feature, make sure you enter Twitter Username.

**Product Title** - This setting allows you to select what product attribute will be used in Twitter Cards as the title for product pages.

**Product Description** - This setting allows you to select what product attribute will be used in Twitter Cards as the description for product pages.

**Enable Category** - To enable the feature, make sure you enter Twitter Username.

**Enable Page, Enable Website** - Visit [this page](#) to learn more about Twitter Cards. To enable the feature, make sure you enter Twitter Username.

**Twitter Username** - This is the required option for the correct functionality of the Twitter Cards feature.

## SEO-friendly URLs

SEO URLs functionality provides the possibility to equip layered navigation pages with SEO and user-friendly URLs.

### SEO-friendly URLs



SEO-optimize the URLs of any page filtered by the layered navigation and any category page. [Click here](#) to see the practical Use Cases of this functionality.

#### Category Pages

<b>Enable SEO LN URLs</b> <small>[store view]</small>	<input type="text" value="Yes"/>	▼
	Enables SEO-friendly URLs for layered navigation filters. Example: <i>http://site.com/gear/bags.html//size=s</i>	
<b>SEO LN URLs Identifier</b> <small>[store view]</small>	<input type="text" value=" "/>	
	Separates the category and the applied filters. Example: <i>http://site.com/gear/bags.html//size=s</i> , where the " " is this identifier. By default and in case the field is left blank,   is set.	
<b>Enable for Pager URLs</b> <small>[store view]</small>	<input type="text" value="Yes"/>	▼
	Changes the default pager added by <i>Get-parameter</i> to the more SEO-friendly way.	
<b>Pager Format</b> <small>[store view]</small>	<input type="text" value="-[pager_var][pager_num]"/>	▼
	The first option transforms such URL to <i>www.site.com/category-p2.html</i> , the second one - to <i>www.site.com/category/p/2.html</i>	
<b>"Pager Var" Parameter</b> <small>[store view]</small>	<input type="text"/>	
	Changes the default "p" variable for the pager parameter. By default and in case the field is left blank, <i>p</i> is set.	
<b>Enable Redirects from SEO LN URLs to Default URLs</b> <small>[store view]</small>	<input type="text" value="Yes"/>	▼
	Enables the 301 redirects from our SEO-friendly LN URLs to Magento default ones. Can be useful if you decide to disable the SEO friendly LN URLs for any reason.	

From here, the store owner can optimize URLs of any page filtered by the layered navigation and any category page. URL Structure is very important for SEO purposes as this creates the link logic for the site. The key solution is the golden mean between being short and neat on one hand yet SEO-friendly and functional on the other. By default, Magento generates URLs for layered navigation pages using the so-called GET-parameters.

Such URLs may have the following structure: [www.site.com/category.html?color=49&size=56](http://www.site.com/category.html?color=49&size=56). The numbers here are the options IDs and it is absolutely impossible for the client to correlate the ID with the specific filter option. The pages with GET-parameters can have lower visibility in search results and a lower CTR. So in order to find and share such links (from the client's side) and be fully presented in the search engine result pages (from the store owner side), LN URLs should be SEO-optimized.

**Enable SEO LN URLs** - this setting enables the functionality of our SEO-friendly layered navigation URLs. is set to Yes the aforementioned URL will be changed to [www.site.com/category/women//color=black/size=m.html](http://www.site.com/category/women//color=black/size=m.html)

Here the `//` is the **SEO LN URLs Identifier**. It can be set in to make the layered navigation URLs SEO-friendly by separating the category and the applied filters. You can change it in the “SEO LN URLs Identifier” setting.

**Enable for Pager URLs** - this setting enables the functionality to change the pager part in the URL to build a more SEO-friendly URL.

The default way to display the pagination in the URLs is using the GET-parameters, e.g., [www.site.com/category.html?p=2](http://www.site.com/category.html?p=2). Enable for Pager URLs lets you modify the format of the pagination. The **Pager Format** can be:

- `-[pager_var][pager_num]` (e.g., [www.site.com/category-p2.html](http://www.site.com/category-p2.html))
- `/[pager_var]/[pager_num]` (e.g., [www.site.com/category/p/2.html](http://www.site.com/category/p/2.html))

The default `pager_var` is `p`. You can modify it and change to any other value by editing the field **“Pager Var” Parameter**.

**Enable Redirects from SEO LN URLs to Default URLs** provides the possibility to set up the 301 redirects from SEO-friendly Layered Navigation URLs to Magento default URLs. It might be useful if you decide to disable our LN URLs to avoid 404 errors.

## SEO Cross Links

SEO crosslinks are the links that connect related site pages, or pages with similar content. Also, these links can connect related subdomains as well as different websites. Such links are used to raise customers' interest in certain products or categories, enhance navigation between related and cross-sell products and increase sales.

## SEO Cross Links

SEO crosslinks connect related site pages or pages with similar content by some keyword

**Enable** [store view]  ▼  
If *Enabled*, the created crosslinks will be inserted on the fly on all the relevant pages. These crosslinks can be [individually disabled](#) for any Product/Category page.

**Total Max Replacement Count for Product Page** [store view]   
Cross Links are displayed in the description fields.

**Total Max Replacement Count for Category Page** [store view]   
Cross Links are displayed in the description fields.

**Total Max Replacement Count for CMS Page** [store view]   
Cross Links can be displayed in the content field (with the exception of the widget contents).  
NOTE: Cross Links cannot be created on the homepage.

**Use Product/Category Name in the Cross Link's Alt Tag** [store view]  ▼  
The crosslinks HTML code can include the [alt section](#) with the Product/Category name. Select *Don't Use* to disable this feature. *For Blank* limits this to the URLs with the `_blank` value (URLs opened in the new window or tab). Use *For All* for any link.

**Replace on Product Page In** [store view]

**Enable** - this setting enables the Cross Link functionality. The Cross Links will be inserted on the fly on all the relevant pages. Also, Cross Links can be individually disabled for any Product or Category page.

**Total Max Replacement Count for Product Page** - this number specifies a maximum number of links added by the extension per each product page.

**Total Max Replacement Count for Category Page** - this number specifies a maximum number of links added by the extension per each category page.

**Total Max Replacement Count for CMS Page** - this number specifies a maximum number of links added by the extension per each CMS page.

These settings allow you to limit the number of links, added by our extensions, per page. They help to avoid overloading with the links on a single page because the cross links are added automatically and if a page has many keywords, that are added as the cross links in the extension, it can add too many links per one page.

**Use Product/Category Name in the Cross Link's Alt Tag** - this setting allows to add a product/category name as the "Alt" tag for the cross links:

- *Don't Use* - this value disables this setting.
- *Blank* - this value will add the alt tag to the links with link target = "blank".
- *All* - the alt tag will be added to all cross-links.

**Replace on Product Page In** - this setting allows you to choose a product short and/or long description to add the links on.

**Default Link Target** [global]    
 Default target link for the created crosslinks. *\_self* links opened in the same window, *\_blank* links opened in a new window/tab.

**Default Link Reference** [global]    
 Default link reference for the created crosslinks

**Default Replacement Count** [global]    
 Default maximum # of time one created keyword is equipped with a crosslink per one page.

**Default Priority** [global]    
 100 is the highest priority.

**Enable by Default** [global]    
 If set to Yes, the created crosslinks will be enabled automatically.

**Default Values for 'Destination' Tab** [website]   
   
   
   
 Handles the default values for these settings.

**Default Link Target** - this setting defines the default link target attribute:

- *self* - this value will open the cross link in the same browser tab.
- *blank* - this value will open the cross link in a new browser tab.

**Default Link Reference** - this setting just sets the default value for the "Link Reference" setting, when adding new cross links in the back-end. The "Link Reference" can be changed per each cross link separately.

**Default Replacement Count** - this setting specifies a default number of how many keywords can be replaced as the links per one page. You can set the max replacement count for each cross link separately.

**Default Priority** - this setting just sets the default value for the "Priority" setting, when adding new

cross links in the back-end. You can set the Priority for each cross link separately.

**Enable by Default** - this setting just sets the default value for the “Is Active” setting, when adding new cross links in the back-end.

**Default Values for 'Destination' Tab** - this setting just sets the default values for the “Destination” tab, when adding new cross links in the back-end.

## Manage Cross Links

To view, edit and add the custom redirects, go to **Marketing → MageWorx SEO Cross Links → Cross Links**.

### MageWorx SEO Cross Links

demouser

Add New Crosslink

Search by keyword

Filters

Default View

Columns

Actions 3 records found

20 per page

1 of 1

	ID ↓	Keyword	Link Title	Link Target	Custom URL	Product	Category	Replacement Count	Priority	Use in Product	Use in Category	Use in CMS Page	Nofollow	Action
<input type="checkbox"/>	1	jacket	Men Jackets	_blank			--/-- -/Jackets (ID#14)	1	50	Yes	Yes	Yes	No	Select
<input type="checkbox"/>	2	bag+	Bags	_blank	/gear/bags.html			1	50	Yes	Yes	Yes	No	Select
<input type="checkbox"/>	3	watch	Watches	_self			--/-- -/Watches (ID#6)	1	40	Yes	Yes	Yes	No	Select

The columns can be sorted alphabetically by clicking the column title.

The grid supports mass actions. For this, click the checkboxes near the cross links that you wish to modify and click the **Edit** link on the Actions dropdown. When the edits are done, click the **Save Edits** button to proceed.

To create a new cross link, click the Add New Crosslink button.

The configuration of the new cross link consists of 2 tabs: **Cross Link** and **Destination**.

## Cross Link Tab

Cross Link 

Destination

**Keyword \***

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 .

**Link Alt/Title**

**Link Target \***

**Store View \***

All Store Views   
**Main Website**  
 Main Website Sto  
 Default Store V  
 UK

NOTE: Cross Link will be build in the chosen store views.

**Reference**

NOTE: Cross link will not be shown on the page if this page is specified as target page for this keyword.

**Select Category... \***

**Max Replacement Count per Page \***

Max # of this keyword per page. 100 is the max value.

**Priority \***

100 is the highest priority.

**Nofollow**

**Is Active \***

**Keyword** - you can enter a keyword or a list of keywords that should be replaced with links. Only one keyword or keyword phrase should be set per one line.

**Link Alt/Title** - this setting allows you to specify the title attribute for the links.

**Link Target** - this setting defines the link target attribute:

- self - this value will open the cross link in the same browser tab.
- blank - this value will open the cross link in a new browser tab.

**Store View** - this multi-select allows you to choose the store views, where the current keyword(s)

should be replaced.

**Reference** - in this drop-down you can specify the pages your cross links will be connected to. That can be specified by the 4 options: Custom URL, Product, Category, and Landing Pages.

- *The Custom URL* supports both absolute (<https://www.site.com/custom/url>) and relative (/custom/url) URL values.
- *Product*. To select the desired product, click the *Choose* button.

### Choose...

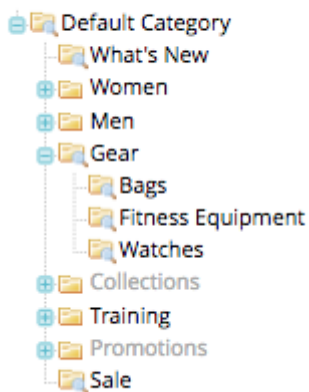
The screenshot shows a 'Choose...' interface. On the left is a category tree with 'Pants' selected. On the right is a product grid with 9 records. The grid has columns for ID, Product, SKU, Visibility, and Status. The first row is a header, and the following 9 rows list products like 'Caesar Warm-Up Pant', 'Viktor LumaTech™ Pant', etc.

ID	Product	SKU	Visibility	Status
		MP0	Catalog, Search	Enable
742	Caesar Warm-Up Pant	MP01	Catalog, Search	Enabled
755	Viktor LumaTech™ Pant	MP02	Catalog, Search	Enabled
768	Geo Insulated Jogging Pant	MP03	Catalog, Search	Enabled
781	Supernova Sport Pant	MP04	Catalog, Search	Enabled
794	Kratos Gym Pant	MP05	Catalog, Search	Enabled
807	Mithra Warmup Pant	MP06	Catalog, Search	Enabled
820	Thorpe Track Pant	MP07	Catalog, Search	Enabled
833	Zeppelin Yoga Pant	MP08	Catalog, Search	Enabled
846	Livingston All-Purpose Tight	MP09	Catalog, Search	Enabled

Once the store owner clicks the Choose button, the products grid appears. You can filter the products by selecting the category from the category tree.

- *Category*. To select the desired category, click the *Choose* button.

## Choose...



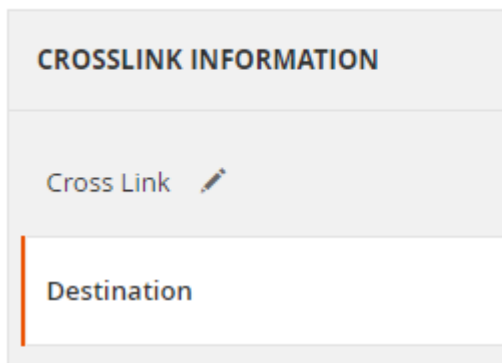
**Max Replacement Count per Page** - this setting specifies a max number of how many keyword can be replaced as the links per one page.

**Priority** - it defines the order in which the keywords will be replaced; 100 is the highest priority.

**Nofollow** - this setting allows to add the NOFOLLOW attribute to a cross link.

**Is Active** - this setting enables/disables a cross link. You can temporarily disable the cross link by putting this setting to No.

### Destination Tab



### Destination

Use in Product *	Yes	▼
Use in Category *	Yes	▼
Use in CMS Page *	Yes	▼

This is the place where you can specify which pages your cross links should appear on. The extension lets you add this type of link on the **product, category** and **CMS pages**.

## Individual Settings

Additionally, you can exclude any pages from the cross-linking schemes.

- **Categories**

For the categories settings, go to **Catalog → Categories**, select the desired Category and open the **Search Engine Optimization** tab. **Use in Cross Linking** - if is disabled, the crosslinks won't appear in the category's description. This can be done on the Category Grid as well.

- **Products**

For the products settings, go to **Catalog → Products**, select the desired Product and open the **Search Engine Optimization** tab. If the **Use in Cross Linking** is disabled, the crosslinks won't appear in the product's description.

- **CMS Pages**

For the CMS pages settings, go to **Content → Elements → Pages**, select the desired CMS page and open the **Search Engine Optimization** tab. If the **Use in Cross Linking** is disabled, the crosslinks won't appear on the CMS pages.

## SEO Redirects

Under these settings, you can find the initial setup of the extension configuration. It consists of 2 tabs.

## SEO Redirects

Adds 301 and 302 [redirects](#).

### ⊖ Custom Redirects

Manual redirects from any page of your store to any other one (including the URL on other websites).

Enable ▾ [store view] Yes ▾

Keep URLs For Removed Entities [global] Yes ▾

---

### ⊖ For Deleted Products

Enable ▾ [store view] Yes ▾

Redirect Type [store view] 301 Moved Permanently ▾

Default Redirect To [store view] Product Category ▾

[Check here](#) to distinguish these options.

Days to Keep Redirects on the Website [global] 30

A number of days to keep the redirects active. Can be set between 30 and 365 days.

## Custom Redirects

### ⊖ Custom Redirects

Manual redirects from any page of your store to any other one (including the URL on other websites).

Enable ▾ [store view] Yes ▾

Keep URLs For Removed Entities [global] Yes ▾

Here, the store owner can enable/disable all custom redirects at once.

**Keep URLs For Removed Entities** needs some clarification. For instance, you've redirected a category to a product page. If you decide to delete this category, the extension will use the previous category URL to keep this redirect. Thus, the category-product redirect will be transformed into the

custom URL-product, where the custom URL is a deleted category URL. If this setting is off, such redirect will be broken, because the extension won't be able to find the deleted category to build a correct redirect.

## Redirects For Deleted Pages

### ⊖ For Deleted Products

Enable ▾ <small>[store view]</small>	Yes ▾
Redirect Type <small>[store view]</small>	301 Moved Permanently ▾
Default Redirect To <small>[store view]</small>	Product Category ▾
<a href="#">Check here</a> to distinguish these options.	
Days to Keep Redirects on the Website <small>[global]</small>	30
A number of days to keep the redirects active. Can be set between 30 and 365 days.	

From here, the store owner can enable or disable redirects. Also, under these settings, the store owner can set:

- **Redirect Type** — either 301 Moved Permanently or 302 Found pages redirect can be selected here.
- **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.
- **Default Redirect To** allows selecting the destination of the redirect: *product category* or *priority category*.

The difference between *product category* and *priority category* can be explained and best understood through an example:

1. If a product was assigned to a single *category A - subcategory A1* and the setting is set to redirect to a product category, the redirect will be created to subcategory A1.
2. If a product was assigned to both *category A - subcategory A1* AND to *category B - subcategory B1*, and the setting is set to redirect to a *product category*, the redirects will be created to both subcategory A1 AND to the subcategory B1. The URL such as [www.site.com/categoryA/subcategoryA1/product.html](http://www.site.com/categoryA/subcategoryA1/product.html) will be redirected to [www.site.com/categoryA/subcategoryA1/](http://www.site.com/categoryA/subcategoryA1/). The URL such as [www.site.com/categoryB/subcategoryB1/product.html](http://www.site.com/categoryB/subcategoryB1/product.html) will be redirected to [www.site.com/categoryB/subcategoryB1/](http://www.site.com/categoryB/subcategoryB1/).

In this case, if the setting is set to redirect to the *priority category*, the redirects will always be set to the one with the higher priority. The priority of the category can be set up in the Category Configuration. For this go to **Catalog → Categories**, select the desired Category, and open the **Search Engine Optimization** tab.

The category with the higher **Product Redirect Priority** number will be used if the priority category setting is selected. This can be done on the Category Grid as well.

### Manage Custom Redirects

To observe, edit and add the custom redirects, go to **Marketing → MageWorx SEO Redirects → Custom Redirects**.

#### MageWorx SEO Redirects

demouser ▾

[Add New Redirect](#)

Filters | Export ▾ | Default View ▾ | Columns ▾

Actions ▾ 3 records found 20 ▾ per page < 1 of 1 >

<input type="checkbox"/>	ID	Request Entity Type	Request Entity Identifier	Target Entity Type	Target Entity Identifier	Redirect Type	Created	Updated	Is Imported	Is Autogenerated	Active From	Active To ↑	Enable	Action
<input type="checkbox"/>	1	Product	Fusion Backpack (ID#6)	Page	Home Page (ID#2)	301 Moved Permanently	Mar 3, 2021 1:48:51 PM	Mar 9, 2021 12:29:36 PM	No	No	Mar 7, 2021 2:11:44 PM	Mar 12, 2025 2:11:44 PM	Enabled	Select ▲ Edit Delete Select ▼
<input type="checkbox"/>	2	Page	About us (ID#5)	Page	Home Page (ID#2)	301 Moved Permanently	Mar 3, 2021 2:11:31 PM	Mar 3, 2021 2:11:31 PM	No	No	Mar 17, 2021 2:09:49 PM	Apr 21, 2021 2:09:49 PM	Enabled	Select ▼
<input type="checkbox"/>	3	Category	--/--/Fitness Equipment (ID#5)	Category	--/Gear (ID#3)	302 Found	Mar 3, 2021 2:13:57 PM	Mar 3, 2021 2:13:57 PM	No	No	Mar 15, 2021 2:09:49 PM	Mar 31, 2021 2:12:24 PM	Enabled	Select ▼

Please note that during the initial setup this grid will be empty.

The columns can be sorted alphabetically by clicking the column title. You can select several redirects and click the **Edit** button on the Actions dropdown. To create a new redirect, click the **Add New Redirect** button.

**CUSTOM REDIRECT**

Custom Redirect Properties

### SEO Redirect Settings for Default Store View

Status

Redirect Code

Redirect From:

Type

Select Product... \*

Redirect To:

Type

Select Page... \*

Active From

Active To

The **Status** provides the ability to enable the redirects. After that, the store owner should select the desired **Redirect Code** (either 301 or 302) and adjust **Active From** and **Active To** settings.

The **Redirect From** and **Redirect To** settings provide similar functionality. It allows selecting the option from the dropdown field. The values can be:

1. *Custom URL*

**Redirect From:**

Type  ▼

URL \*

Store URL part will be added automatically:  
'my/custom/url' will be converted to  
'http[s]://(store\_URL\_here)/my/custom/url'

**Redirect To:**

Type  ▼

URL \*

Link without 'http[s]://' as 'my/custom/url' will be converted to  
'http[s]://(store\_URL\_here)/my/custom/url'  
Link with 'http[s]://' will be added as it is.

The **Redirect From** field supports only the relative URLs */custom/url* while the **Redirect To** field supports both absolute <https://www.site.com/custom/url> and relative */custom/url* URL values.

**1. Product**

Type  ▼

Select Product... \*

To select the desired product, click the *Choose* button.

### Choose...

- None
- Default Category
  - What's New
  - Women
  - Men
    - Tops
    - Bottoms
      - Pants
      - Shorts
  - Gear
  - Collections
  - Training
  - Promotions
  - Sale

**Search** [Reset Filter](#) 9 records found

20 per page 1 of 1

ID	Product	SKU	Visibility	Status
		MP0	Catalog, Search	Enable
742	Caesar Warm-Up Pant	MP01	Catalog, Search	Enabled
755	Viktor LumaTech™ Pant	MP02	Catalog, Search	Enabled
768	Geo Insulated Jogging Pant	MP03	Catalog, Search	Enabled
781	Supernova Sport Pant	MP04	Catalog, Search	Enabled
794	Kratos Gym Pant	MP05	Catalog, Search	Enabled
807	Mithra Warmup Pant	MP06	Catalog, Search	Enabled
820	Thorpe Track Pant	MP07	Catalog, Search	Enabled
833	Zeppelin Yoga Pant	MP08	Catalog, Search	Enabled
846	Livingston All-Purpose Tight	MP09	Catalog, Search	Enabled

Once the store owner clicks the Choose button, the products grid appears. You can filter the products by selecting the category from the category tree and using the search boxes in the column headers.

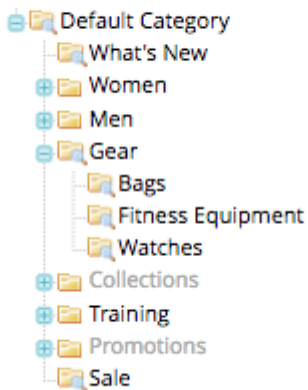
## 2. Category

Type

Select Category... \* Not Selected

To select the desired category, click the *Choose* button.

### Choose...



Once the store owner clicks the *Choose* button, the category tree appears.

### 3. CMS Page

Type

Select Page... \* Not Selected

To select the desired page, click the *Choose* button.

### Choose...

Search [Reset Filter](#) 6 records found 20 per page 1 of 1

ID	Title	URL Key	Layout	Status
<input type="text"/>	<input type="text"/>	<input type="text"/>	<ul style="list-style-type: none"><li>✓ Empty</li><li>1 column</li><li>2 columns with left bar</li><li>2 columns with right bar</li><li>3 columns</li></ul>	Enabled
1	404 Not Found	no-route		Enabled
2	Home Page	home		Enabled
3	Enable Cookies	enable-cookies	1 column	Enabled
4	Privacy Policy	privacy-policy-cookie-restriction-mode	1 column	Enabled
5	About us	about-us	1 column	Enabled
6	Customer Service	customer-service	1 column	Enabled

Once the store owner clicks the *Choose* button, the page grid appears. You can filter the pages using the search boxes in the column headers.

## Redirects For Deleted Pages

To view and edit the redirects for deleted pages, go to **Marketing** → **MageWorx SEO Redirects** → **Redirects For Deleted Pages**

### MageWorx SEO Redirects

demouser

Filters Default View Columns

Actions 24 records found (1 selected) 20 per page 1 of 2

ID	Product ID	Product Name	Request Path	Priority Category ID (Name)	Product Category ID (Name)	Store View	Hits ↓	Enable
<input checked="" type="checkbox"/>	1	Typhon F	typhon-performance-fleece-lined-ji	--/--/	--/--/	Main Website Store Default Store View	0	Enable
<input type="checkbox"/>	2	Typhon Performance Fleece-lined Jacket	catalog/product/view/id/388	--/--/jackets (ID#14)	--/--/jackets (ID#14)	Main Website Store Default Store View	0	Enabled
<input type="checkbox"/>	3	Typhon Performance Fleece-lined Jacket	men/tops-men/jackets-men/typhon-performance-fleece-lined-jacket.html	--/--/jackets (ID#14)	--/--/jackets (ID#14)	Main Website Store Default Store View	0	Enabled

Please note that if the website doesn't have the deleted pages, this grid will be empty.

The columns can be sorted alphabetically by clicking the column title. You can select several redirects and click the Edit button on the Actions dropdown.

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 (clicks) for each redirect;
- Temporarily disable the redirects using the Edit button on the Actions dropdown.
- Permanently delete an unneeded product from the 'Redirects' grid using the Edit button on the Actions dropdown.

## Import/Export SEO Redirects

The extension has the possibility to export the Custom SEO Redirects and import them. Log in to the Magento Admin panel and go to **SYSTEM** → **Data Transfer** → **Import/Export SEO Redirects**.

# Import and Export Custom SEO Redirects

**i** Make sure your file isn't more than 2M.

## Simple Format

Import SEO Redirects  Файл не выбран

Download example CSV file [Download](#)

---

## Full Format

Import SEO Redirects  Файл не выбран

Export SEO Redirects

Download example CSV file [Download](#)

This workspace has 2 separate import/export formats: the simple one and the full format.

### Simple Import/Export Format

The simple format supports redirects set from a custom site URL to another URL of the current website or any other one. If added manually without the simple format import, this stands for such configurations combination:

**Redirect Code**

**Redirect From:**

**Type**

**URL \***

Store URL part will be added automatically:  
'my/custom/url' will be converted to  
'http[s]://(store\_URL\_here)/my/custom/url'

**Redirect To:**

**Type**

**URL \***

Link without 'http[s]://' as 'my/custom/url' will be converted to  
'http[s]://(store\_URL\_here)/my/custom/url'  
Link with 'http[s]://' will be added as it is.

To check the **simple format** structure of the SEO Redirects CSV file, click the **Download example CSV file**. The CSV structure is as follows:

```
"Request Identifier","Target URL","Redirect Code","Store View Code"  
"test","http://site.com/test.html","301","default"  
"iphone_8","http://site.com/iphone_x","302","second"  
"tablets","http://site.com/smartphones","301","all"
```

**I** The *Request Identifier* is the relative URL that is located on the store owner's website that should have the redirect, same as the **Redirect From URL** field on the previous screenshot.

**II** The *Target URL* is the URL that can be located anywhere (it supports absolute URLs) same as the **Redirect To URL field** on the previous screenshot.

**III** The *Redirect Code* supports both 301 and 302 values.

**IV** The *Store View Code* can be checked on the **Store View Information** page. To check this code, go to **Stores** → **Settings** → **All Stores**. Select the desired store view and check the **Code**:

## Store View Information

Store \*

Name \*

Code \*

Status \*

Sort Order

To create the redirects for all store views on your Magento installation, use the “all” store view code.

### Full Import/Export Format

The **full format** supports all the possible Custom Redirect Types formats: Custom URLs, Products, Categories, and Pages.

To check the full format structure of the SEO Redirects CSV file, click the **Download example CSV file** or **Export SEO Redirects (Full Format)**. The CSV structure is as follows:

```
"Request Entity Type","Request Entity Identifier","Target Entity Type","Target Entity Identifier","Redirect Type","Store ID"
"product_id","1","category_id","5","301","0"
"category_id","2","category_id","6","301","1"
"product_id","3","page_id","6","301","1"
"custom_url",'test.html','product_id','7','302','2'
"page_id","3","custom_url","http://blog.site.com","301","0"
```

I The *Request Entity Type* is the Custom Redirect Type and it can be *custom\_url*, *product\_id*, *category\_id* or *page\_id*.

II The *Request Entity Identifier* can have different values depending on the Request Entity Type:

- For the *custom\_url* this is the relative URL that is located on the store owner's website that should have the redirect
- For the *product\_id* it is the product ID that is visible on the products grid in **Catalog** → **Products**:

# Products



Add Product

Filters Default View Columns

Actions 2047 records found 20 per page 1 of 103

ID	Thumbnail	Name	Type	Attribute Set	SKU	Price	Quantity	Visibility	Status	Websites	Action
1		Joust Duffle Bag	Simple Product	Bag	24-MB01	\$34.00	99.0000	Catalog, Search	Enabled	Main Website	Edit
2		Strive Shoulder Pack	Simple Product	Bag	24-MB04	\$32.00	100.0000	Catalog, Search	Enabled	Main Website	Edit
3		Crown Summit Backpack	Simple Product	Bag	24-MB03	\$38.00	100.0000	Catalog, Search	Enabled	Main Website	Edit
4		Wayfarer Messenger Bag	Simple Product	Bag	24-MB05	\$45.00	100.0000	Catalog, Search	Enabled	Main Website	Edit
5		Rival Field Messenger	Simple Product	Bag	24-MB06	\$45.00	100.0000	Catalog, Search	Enabled	Main Website	Edit

- For the *category\_id* it is the category ID that is shown near the category name when the category is selected on the category workspace in **Catalog** → **Categories**:

# Women (ID: 20)



Store View: All Store Views ▾ ?

Add Root Category  
Add Subcategory

Collapse All | Expand All  
Default Category (1181)  
What's New (0)  
Women (0)  
Tops (784)  
Bottoms (228)  
Men (0)  
Gear (46)  
Collections (13)  
Training (6)  
Promotions (0)  
Sale (0)

Enable Category [store view]  Yes

Include in Menu [store view]  Yes

Category Name \* [store view]

## Content

## Display Settings

- For the *page\_id* it is the ID of the page that is visible on the pages grid in **Content** → **Elements** → **Pages**:

# Pages



Add New Page

Search by keyword

Filters

Default View

Columns

Actions

6 records found

20 per page

1 of 1

<input type="checkbox"/>	ID ↓	Title	URL Key	Layout	Store View	Status	Created	Modified	Action
<input type="checkbox"/>	1	404 Not Found	no-route	2 columns with right bar	All Store Views	Enabled	Jul 16, 2018 9:36:28 AM	Jul 16, 2018 9:36:28 AM	Select
<input type="checkbox"/>	2	Home Page	home	1 column	All Store Views	Enabled	Jul 16, 2018 9:36:28 AM	Jul 16, 2018 10:36:45 AM	Select
<input type="checkbox"/>	3	Enable Cookies	enable-cookies	1 column	All Store Views	Enabled	Jul 16, 2018 9:36:28 AM	Jul 16, 2018 9:36:28 AM	Select
<input type="checkbox"/>	4	Privacy Policy	privacy-policy-cookie-restriction-mode	1 column	All Store Views	Enabled	Jul 16, 2018 9:36:28 AM	Jul 16, 2018 10:36:45 AM	Select
<input type="checkbox"/>	5	About us	about-us	1 column	All Store Views	Enabled	Jul 16, 2018 10:36:45 AM	Jul 16, 2018 10:36:45 AM	Select
<input type="checkbox"/>	6	Customer Service	customer-service	1 column	All Store Views	Enabled	Jul 16, 2018 10:36:45 AM	Jul 16, 2018 10:36:45 AM	Select

III The Target Entity Type has the same values as the Request Entity Type (I).


IV The Target Entity Identifier has the same values as the Request Entity Identifier (II).

V The Redirect Code supports both 301 and 302 values.

VI The Store ID can be checked on the **Store View Information** page. To check this code, go to **Stores → Settings → All Stores**. Select the desired store view and check the URL:

# Stores

[← Back](#)   [Reset](#)   [Save Store View](#)

 Before modifying the store view code please make sure it is not used in index.php.

## Store View Information

Store \*  ▾

Name \*

Code \*

Status \*  ▾

Sort Order

## SEO Extended Templates

With the extension, the store owner can create templates for any product/category meta information and other important SEO elements, such as product name, product URL key, etc. On top of that, the extension is capable of optimizing the meta information and description for any filtered page, on any store view.

## SEO Extended Templates

Use Product SEO Name for Product Pages  
[store view]

We add the special **SEO Name** attribute that can be used instead of the real Product name (populates the H1 tag). Choose the desired Product on the [Products Grid](#) and click the Search Engine Optimization tab. SEO Name allows you keeping the product names short and relevant but optimize the H1 tag on the product pages at the same time.

Use Category SEO Name for Category Pages  
[store view]

We add the special **SEO Name** attribute that can be used instead of the real Category name (populates the H1 tag). Choose the desired category on the Categories tree and click the Search Engine Optimization tab.

Crop Root Category from Category Template Variable [categories]  
[store view]

If *enabled*, eliminates the possible problem with the incorrect output from the [categories] variable.

Crop Meta Title ▾  
[store view]

If *enabled*, allows specifying the length of the meta title. The words that exceed the max length will be cropped.

Max Length for Meta Title  
[store view]

Recommended length is up to 70 characters.

Crop Meta Description ▾  
[store view]

If *enabled*, allows specifying the length of the meta description. The words that exceed the max length will be cropped.

Max Length for Meta Description  
[store view]

Recommended length is up to 150 characters.

Enable E-mail Error Notification ▾  
[store view]

If *enabled*, sends the error reports regarding the problems with the templates to the store owner

Error Email Recipient  
[store view]

Put the valid e-mail here

Error Email Sender  
[store view]

**Use Product SEO Name for Product Pages** and **Use Category SEO Name for Category Pages** are the settings that allow using the **SEO name** of the categories and products instead of the real name. SEO Meta Templates uses the SEO name for both categories and products. They can be populated individually as well: for the products, go to Catalog → Products, select the desired Product

and open the Search Engine Optimization tab; for the categories, go to Catalog → Categories, select the desired Category and open the Search Engine Optimization tab.

**Crop Root Category from Category Template Variable [categories]** setting eliminates the possible problem with the [categories] variable. It provides the full path to the product and occasionally includes the technical category (Root Category) as the first one.

**Crop Meta Title** and **Crop Meta Description** if enabled, provide the possibility to limit the lengths of the titles and descriptions. This metadata is shown on the search engine results page.

**Enable E-mail Error Notification** setting allows sending the reports regarding the problems with the templates to the store owner. If enabled, the **Error Email Recipient** configuration appears with the possibility to add the store owner's email address.

### Product Templates

To view, edit and add the product templates, go to **Marketing → MageWorx SEO Templates → Product Templates**.

## SEO Product Templates

demouser ▾

[Add New Product Template](#)

Filters Default View ▾ Columns ▾

Actions ▾ 4 records found 20 ▾ per page < 1 of 1 >

<input type="checkbox"/>	ID ↓	Name	Code	Type	Assign For	Priority	Write for	Date Apply Start	Date Apply Finish	Use Cron	Action
<input type="checkbox"/>	1	Product Meta Title	[name][ - only for {special_price   price}]	Product Meta Title	All Products	1	All	2021-03-05 09:55:28	2021-03-05 09:55:29	No	Select ▲
<input type="checkbox"/>	2	Product Meta Description	Buy [material] [name] for [special_price   price]. [Features: {features}]	Product Meta Description	Specific Products	3	All	2021-03-03 11:49:15	2021-03-03 11:49:16	No	<div style="border: 1px solid #ccc; padding: 5px; width: fit-content;">           Test Apply            Apply            Edit            Delete         </div>
<input type="checkbox"/>	3	Product SEO Name	Purchase the [name] for only [price]!	Product SEO Name	Specific Products	3	All	2021-03-05 10:08:41	2021-03-05 10:08:41	No	Select ▾
<input type="checkbox"/>	4	Product Description	Purchase the [name] for only [price]! Hurry up, the offer is limited!	Product Description	Specific Products	3	All	2021-03-16 12:40:06	2021-03-16 12:40:07	No	Select ▾

To create a new product template, click the **Add New Product Template** button.

# MageWorx SEO Templates

demouser ▾

← Back

Continue

## PRODUCT TEMPLATE INFORMATION

Product Templates

### Product Template Info

Reference *	<input type="text" value="Product SEO Name"/>
Store View *	<input type="text" value="Product URL Key"/>

Product URL Key is available at the store view level.

The **Reference** provides the possibility to generate the template for:

- Product SEO Name (H1)
- Product URL Key
- Product Short Description
- Product Description
- Product Meta Title
- Product Meta Description
- Product Meta Keywords
- Product Image Titles

Also, from here, the store owner can choose the **Store View** this template will be applied to.

Hit the **Continue** button to continue.

# MageWorx SEO Templates

demouser

← Back Delete Reset **Save Product Template**

PRODUCT TEMPLATE INFORMATION

Product Templates

## Edit "Product Meta Title" Template for All Store Views

- Assign Type
- All Products
  - By Attribute Set
  - Specific Products

See the changed tab in the tab list

Name \*

Template Rule \*

Apply For \*

Apply By Cron \*

Check the name of the template as it provides quick information regarding the conditions selected on the previous step.

Depending on the value of the **Assign Type** setting, the configuration of the product template may have the second tab or not.

In case the *All Products* is selected, the tab is hidden.

If the store owner wishes to specify the products and select the *Attribute Set* value, the **Attribute Sets** tab appears.

PRODUCT TEMPLATE INFORMATION

Product Templates ✎

Attribute Sets

### Edit "Product Meta Title" Template for All Store Views

Assign Type

- All Products
- By Attribute Set
- Specific Products

See the changed tab in the tab list

## MageWorx SEO Templates

← Back   Reset   **Save Product Template**

PRODUCT TEMPLATE INFORMATION

Product Templates ✎

Attribute Sets

Attribute Set \* ✓ --Please Select--

- Default
- Top
- Bottom
- Gear
- Sprite Stasis Ball
- Sprite Yoga Strap
- Downloadable
- Bag

The store owner can select the desired Products attribute set.

In case the store owners wish to specify the exact products to be matched, they can select the *Specific Products* value. If selected, the **Products** tab appears.

# MageWorx SEO Templates

demouser

[← Back](#)   [Delete](#)   [Reset](#)   [Save Product Template](#)

**PRODUCT TEMPLATE INFORMATION**

Product Templates

**Products**

  [Reset Filter](#)   265 records found (0 selected)

20 per page   < 1 of 14 >

<input type="checkbox"/>	ID ↑	Name	Type	Attribute Set	Status	Visibility	SKU	Price
<input type="checkbox"/>	From To	<input type="text" value="jacket"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	From To
<input type="checkbox"/>	1402	Olivia 1/4 Zip Light Jacket	Configurable Product	Top	Enabled	Catalog, Search	WJ12	\$77.00
<input type="checkbox"/>	1401	Olivia 1/4 Zip Light Jacket-XL-Purple	Simple Product	Top	Enabled	Not Visible Individually	WJ12-XL-Purple	\$77.00
<input type="checkbox"/>	1400	Olivia 1/4 Zip Light Jacket-XL-Blue	Simple Product	Top	Enabled	Not Visible Individually	WJ12-XL-Blue	\$77.00
<input type="checkbox"/>	1399	Olivia 1/4 Zip Light Jacket-XL-Black	Simple Product	Top	Enabled	Not Visible Individually	WJ12-XL-Black	\$77.00

Here, one can see the default products grid with the possibility to use the standard Magento filters functionality to easily find the necessary products.

The templates settings are the same regardless of the **Assign Type** value.

- Assign Type**
- All Products
  - By Attribute Set
  - Specific Products

See the changed tab in the tab list

**Name \***

**Template Rule \***

**Apply For \***

**Apply By Cron \***

The **Name** settings is the merely informative meaning as it is shown only in the templates grid.

The **Template Rule** is the main mechanism to specify the desired template pattern.

**1.** The *SEO Name* and *URL key* support the product attributes. The basic structure is *[attribute]* like

*Purchase [color] [year] [make] [model] [engine] for only [price].*

This will be transformed into

*Purchase grey 2018 Subaru Outback 2.5-liter for only \$24,999.*

In case some attribute is not populated for all the products, a structure like *[attribute1|attribute2|attribute3|...]* is used. For instance, a structure like *[manufacturer|brand]* is logically parsed as “if the first attribute value is not available for the product, the second will be used and so on until it finds a value”.

If the store owner needs to populate some word structure **only in case the product has some attribute**, the structure *[prefix {attribute} suffix]* can be used.

*Purchase [this wonderful {color}] [make] [model] for only [price]*

means that this structure will be transformed into

*Purchase Subaru Outback*

or

*Purchase this wonderful grey Subaru Outback for only \$24999*

in case the product has the *[color]* attribute.

**Randomizer** feature is available. The construction like *[Buy||Order||Purchase]* will use a randomly picked word for each next item when applying a template. Also, randomizers can be used within other template variables like *[for only||for {price}]*. The number of randomizer blocks is not limited within the template.

**2.** The *Description* and *Meta data* support the above-mentioned variables and variables like:

- *[category]* - outputs a current category name;
- *[categories]* - outputs a current categories chain starting from the first parent category and ending a current category like *Electronics - Cell Phones*;
- *[website\_name]* - outputs a current website name;
- *[store\_name]* - outputs a current store name.

Note that *[category]* and *[categories]* variables get populated only in case the category path is added to the product URL. To check this setting, go to **Stores → Configuration → CATALOG → Catalog → Search Engine Optimization**.

### Search Engine Optimization

Popular Search Terms <small>[store view]</small>	Enable	<input checked="" type="checkbox"/> Use system value
Product URL Suffix <small>[store view]</small>	.html <small>You need to refresh the cache.</small>	<input checked="" type="checkbox"/> Use system value
Category URL Suffix <small>[store view]</small>	.html <small>You need to refresh the cache.</small>	<input checked="" type="checkbox"/> Use system value
Use Categories Path for Product URLs <small>[store view]</small>	Yes	<input type="checkbox"/> Use system value

**Use Categories Path for Product URLs** is enabled in this example.

`[categories]` variable outputs a current categories chain starting from the first parent category and ending a current category like *Electronics - Cell Phones*.

Note that `[description]` and `[short_description]` are the product attributes as well and can be used in the templates.

Apply For *	All
Apply By Cron *	No

From here, the store owner can choose the values whether to apply the template to *All* products or to the ones with the *Empty* values.

The **Apply By Cron** setting schedules its auto-apply using Magento Cron.

After a template is created, click the **Save** button.

# SEO Product Templates

demouser ▾

Add New Product Template

Filters | Default View ▾ | Columns ▾

Actions ▾ 4 records found 20 ▾ per page < 1 of 1 >

<input type="checkbox"/>	ID ↓	Name	Code	Type	Assign For	Priority	Write for	Date Apply Start	Date Apply Finish	Use Cron	Action
<input type="checkbox"/>	1	Product Meta Title	[name][ - only for {special_price   price}]	Product Meta Title	All Products	1	All	2021-03-05 09:55:28	2021-03-05 09:55:29	No	Select ▲ Test Apply Apply Edit Delete
<input type="checkbox"/>	2	Product Meta Description	Buy [material] [name] for [special_price   price]. [Features: {features}]	Product Meta Description	Specific Products	3	All	2021-03-03 11:49:15	2021-03-03 11:49:16	No	Select ▼
<input type="checkbox"/>	3	Product SEO Name	Purchase the [name] for only [price]!	Product SEO Name	Specific Products	3	All	2021-03-05 10:08:41	2021-03-05 10:08:41	No	Select ▼
<input type="checkbox"/>	4	Product Description	Purchase the [name] for only [price]! Hurry up, the offer is limited!	Product Description	Specific Products	3	All	2021-03-16 12:40:06	2021-03-16 12:40:07	No	Select ▼

Select the created template and hit the *Test Apply* button in the dropdown. Thus, you will test the template before it gets applied.

To apply the template, click the *Apply* button.

## Category Templates

To view, edit and add the category templates, go to **Marketing → MageWorx SEO Templates → Category Templates**.

# SEO Category Templates

demouser

Add New Category Template

Filters Default View Columns

Actions 2 records found 20 per page 1 of 1

ID	Name	Code	Type	Assign For	Store View	Priority	Write for	Date Modified	Date Apply Start	Date Apply Finish	Use Cron	Action
1	Category Description	[category] category description generated by SEO Suite Ultimate. Apply any filters to see how they are added here. [Applied filters: {filter_all}]	Category Description	Specific Categories	For each store	2	All	2021-03-05 10:21:15	2021-03-05 10:21:54	2021-03-05 10:21:54	No	Select
2	Category SEO Name	Best [category] in New York!	Category SEO Name	Specific Categories	For each store	2	All	2021-03-05 10:17:01	2021-03-05 10:19:13	2021-03-05 10:19:13	No	Test Apply Apply Edit Delete

Please note that during the initial setup this grid will be empty.

The columns can be sorted alphabetically by clicking the column title.

The grid supports mass actions. For this, click the checkboxes near the templates that you wish to modify and click the *Edit* link on the Actions dropdown. When the edits are done, click the **Save Edits** button to proceed.

To create a new category template, click the **Add New Category Template** button.

# MageWorx SEO Templates

demouser

Back Continue

CATEGORY TEMPLATE INFORMATION

Category Templates

## Category Template Info

Reference \*

Store View \*

The **Reference** provides the possibility to automatically optimize *Category SEO Name* (same as H1 tag), *category description* (will appear in the frontend) and *category meta data*.

Also, from here, the store owner can choose the **Store View** this template will be applied to.

Hit the Continue button.

## Edit "Category Description" Template for All Store Views

**Assign Type**  All Categories  
 Specific Categories

See the changed tab in the tab list

**Name \***

**Template Rule \***

**Apply For \***

**Apply By Cron \***

Check the name of the template as it provides quick information regarding the conditions selected in the previous step.

Depending on the value of the **Assign Type** setting, the configuration of the category template may have the second tab or not.

In case the *All Categories* is selected, the tab is hidden.

If the store owner wishes to specify the categories and select the *Specific Categories* value, the **Categories** tab appears.

**CATEGORY TEMPLATE INFORMATION**

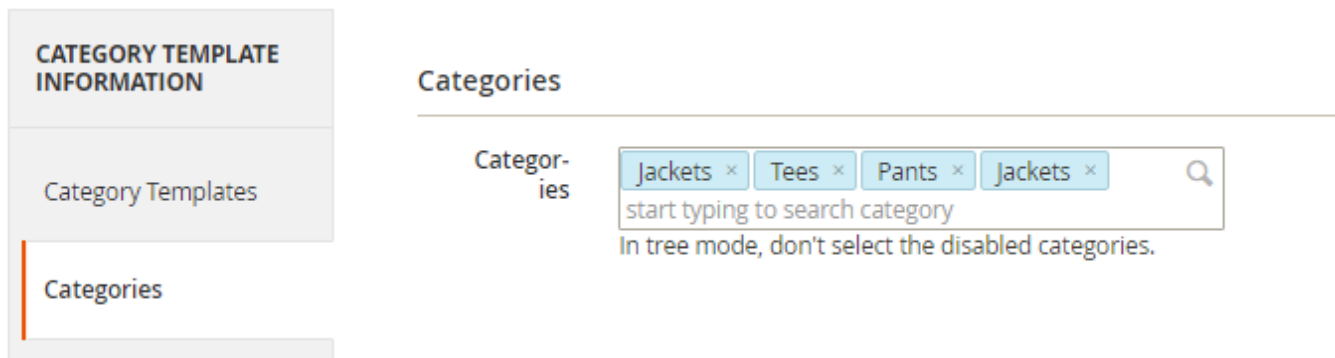
- Category Templates
- Categories

### Edit "Category Description" Template for All Store Views

**Assign Type**  All Categories  
 Specific Categories

See the changed tab in the tab list

**Name \***



The store owner can type the desired categories in the categories field and then select one of the suggested options.

The templates settings are the same regardless of the **Assign Type** value.

**Name \***

**Template Rule \***

**Apply For \***

**Apply By Cron \***

The **Name** setting is merely informative meaning as it is shown only on the templates grid.

The **Template Rule** is the main mechanism to specify the desired template pattern.

**1.** The *Category SEO Name* and *Category Meta Keywords* support these attributes:

- *[category]* - outputs a current category name;
- *[categories]* - outputs a current categories chain starting from the first parent category and ending a current category like *Electronics - Cell Phones*;
- *[website\_name]* - outputs a current website name;
- *[store\_name]* - outputs a current store name;
- *[store\_view\_name]* - outputs a current store view name;

**Randomizer** feature is available. The construction like *[Buy||Order||Purchase]* will use a randomly picked word for each next item when applying a template. The number of randomizer blocks is not limited within the template.

**2.** The *Category Description*, *Category Meta Title* and *Category Meta Description* support the above-mentioned variables and variables like:

- *[parent\_category]* - outputs a parent category name;

- `[parent_category_1]` - outputs the first parent category name. It equals to `[parent_category]`.
- `[parent_category_2]` - outputs the second parent category name, etc.
- `[filter_all]` - inserts all chosen filter attributes on the category page. For instance:
- `[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]` inserts attribute value if exists. For instance:
- `[category]` in `[filter_color]` will translate to "Shoes in Red" on the frontend.
- `[filter_attribute_code_label]` - inserts mentioned product attribute label on the frontend. For instance:
- `[category]` filtered by `[filter_color_label]` will be parsed as "Shoes filtered by color" on the frontend.
- `[filter_attribute_code_value]` - inserts mentioned product attribute value on the frontend. For instance:
- `[filter_color_value] [category]` will be parsed as "Red Shoes".

Apply For \* All ▼

Apply By Cron \* No ▲

From here, the store owner can choose the values whether to apply the template to *All* categories or to the ones with the *Empty* values.

The **Apply By Cron** setting schedules its auto-apply using Magento Cron.

After a template is created, click the **Save** button.

Select the created template in the grid of category templates. Hit the Test *Apply* button in the dropdown. Thus, you will test the template before it gets applied.

To apply the template, click the *Apply* button.

## Category Filter Templates

With SEO Meta Templates, the store owner can turn pages filtered by Layered Navigation into regular store pages with SEO value.

To view, edit and add the category filter templates, go to **Marketing → MageWorx SEO Templates → Category Templates**.

# SEO Category Filter Templates

demouser

Add New Category Filter Template

Filters Default View Columns

Actions 2 records found 20 per page 1 of 1

ID	Name	Code	Attribute Name	Attribute Value Label	Type	Assign For	Store View	Priority	Write for	Date Modified	Date Apply Start	Date Apply Finish	Use Cron	Action
1	Men - Hoodies & Sweatshirts - Meta Title	Buy [filter_material] [categories]	Material	All	Category Filter Meta Title	Specific Categories	For each store	2	All	2021-03-03 12:21:45	2021-03-03 12:21:57	2021-03-03 12:21:57	No	Select
2	Category Filter Meta Title	Buy [parent_category], best quality in NY!	Style Bags	All	Category Filter Meta Description	Specific Categories	For each store	2	Empty	2021-03-22 07:53:48			No	Edit

Please note that during the initial setup this grid will be empty.

The columns can be sorted alphabetically by clicking the column title.

The grid supports mass actions. For this, click the checkboxes near the templates that you wish to modify and click the Edit link on the Actions dropdown. When the edits are done, click the **Save Edits** button to proceed.

To create a new category filter template, click the **Add New Category Filter Template** button.

**CATEGORY FILTER TEMPLATE INFORMATION**

Category Filter Template

## Category Filter Template Info

Reference \*  Category Description  
 Category Meta Title  
 Category Meta Description  
 Category Meta Keywords

Attribute \* Material

Store View \* All Store Views

NOTE: Template will be write on store view le

The **Reference** provides the possibility to automatically optimize category description (will appear in the frontend) and category metadata.

Then, it is possible to select the desired filter (**Attribute**) that will work as the condition for the template to be applied. On the frontend, once the user selects this filter (*Material* filter on the screenshot), the template will be applied and shown.

Also, from here, the store owner can choose the **Store View** this template will be applied to.

Hit the **Continue** button.

**Attribute Value \***  All Values  
 Men  
 Women  
 Boys  
 Girls  
 Unisex

**Name \***

**Template Rule \***

**Apply For \***  ▼

**Apply By Cron \***  ▼

Check the name of the template as it provides quick information regarding the conditions selected on the previous step.

Depending on the value of the **Assign Type** setting, the configuration of the category filter template may have the second tab or not.

In case the *All Categories* is selected, the tab is hidden.

If the store owner wishes to specify the categories and select the *Specific Categories* value, the **Categories** tab appears.

**CATEGORY TEMPLATE INFORMATION**

Category Templates

**Categories**

**Categories**

Categories

start typing to search category

In tree mode, don't select the disabled categories.

The store owner can type the desired categories in the categories field and then select one of the suggested options.

The templates settings are the same regardless of the **Assign Type** value.

**Attribute Value \***  All Values  
Men  
Women  
Boys  
Girls  
Unisex

**Name \***

**Template Rule \***

**Apply For \***  ▼

**Apply By Cron \***  ▼

You can select the desired **Attribute Value** for the corresponding attribute.

The **Name** setting is merely informative meaning as it is shown only on the templates grid.

The **Template Rule** is the main mechanism to specify the desired template pattern.

Category Filter Meta Keywords support the same attributes, as those, supported by Category templates and described previously.

After a template is created, click the **Save** button. The template can be **Test Applied** or **Applied** the same way as it was described previously.

Please note that it's generally advised to create 1 type of category filter template (e.g. a template for Category Meta Title) for one layered navigation attribute filter at a time. If you have a page with multiple filter attributes, like /color/size/shape.html, you should create an appropriate type of SEO meta template only for the main attribute.

The store owner may specify the priority for different layered navigation attributes for the same template type. Thus, if the same template type gets associated with a number of different attributes,

the extension will pick up the one that has the biggest priority.

The priority is based on the position of the product attribute. To check the position of the product attribute, go to **Stores → Attributes → Product**, select the desired attribute and click the Storefront Properties tab. The lower the number here, the higher the priority.

## Generating the Templates Via Console

It is possible to generate the templates via console. Currently, both category templates and product templates can be executed.

For this, via SSH, navigate to the root Magento folder and perform the command:

```
php bin/magento xtemplate:category:apply {id}
```

or

```
php bin/magento xtemplate:product:apply {id}
```

Here the {id} variable is the ID of the product or category templates. It can be found on the product and category template grid. Alternatively, to obtain the sitemap's ID it is possible to execute the commands without the {id} variable like:

```
php bin/magento xtemplate:category:apply
```

or

```
php bin/magento xtemplate:product:apply
```

The list of the corresponding product/category templates will be shown with their appropriate IDs.

## HTML Sitemap

By means of this extension, the store owner can create separate HTML sitemaps for different Store Views, split all store links by categories, include CMS pages and any extra links, set the product sorting order, etc.

To tweak the general HTML Sitemap settings, go to **Stores → Configuration → MageWorx → SEO → HTML Sitemap**.

<b>Show Stores</b> <small>[store view]</small>	Yes
<b>Show Categories</b> ▾ <small>[store view]</small>	Yes
<b>Maximum category depth level</b> <small>[store view]</small>	2 <small>Leave empty for default (all categories).</small>
<b>Show Products</b> ▾ <small>[store view]</small>	Yes <small>Keep it disabled if you have a big number of products.</small>
<b>According to the category display mode</b> <small>[store view]</small>	Yes

To include Store Views links into the main HTML sitemap, enable the **Show Stores** setting.

### Stores

- British Store View
- French Store View**
- US Store View

### Catalog

- What's New**

### Pages

- Home Page**

The Store Views showing on the Sitemap page. The French Store View is the current one.

**Show Categories** option switches on/off links display of the catalog categories.

If the categories are enabled, the setting **Maximum category depth level** appears. It manages the maximum depth of the categories to show. This setting may be important for websites with a difficult category structure. The default (empty) value shows all subcategories.

**Show Products** option switches on/off links display of the catalog products in a hierarchical structure so that every product is being displayed under the appropriate category.

If the products are enabled, the setting **According to the category display mode** appears. It handles the situation when the category has the display mode *Static Block Only*.

## Women

The screenshot shows the configuration page for the 'Women' category. At the top, there is a 'Store View' dropdown set to 'All Store Views'. Below this are two buttons: 'Add Root Category' and 'Add Subcategory'. On the left, a category tree is visible with 'Women (0)' selected. To the right, the 'Enable Category' and 'Include in Menu' settings are both turned on. The 'Category Name' field contains 'Women'. Below these settings are sections for 'Content' and 'Display Settings'. In the 'Display Settings' section, 'Display Mode' is set to 'Static block only' and 'Anchor' is turned off.

In this case, the products that are assigned to this category won't be shown on the Sitemap page.

**Product URLs**  
[store view]

**Categories/Products Sort Order**  
[store view]

**Show CMS Pages**  
[store view]   
You can exclude any CMS page from the CMS pages grid.

**Show Additional Links** ▾  
[store view]

**Additional Links**  
[store view]

**Product URL** setting handles the URL structure of the product pages. If Use Categories Path is selected, then the URL will be formed like <http://www.site.com/category1/subcategoryA1/product.html>. Otherwise, the URLs will be like <http://www.site.com/product.html>.

**Categories/Products Sort Order** specifies the way how the products are handled in the Sitemap. It can be either by *Name* (alphabetically) or by *Position*. The Position of the products is defined in the category settings. Go to **Catalog** → **Categories**, select the desired category, and proceed to the **Products in Category** tab.

# Bags (ID: 4)

demouser

Scope: All Store Views ? Delete Save

Add Root Category  
Add Subcategory

- Collapse All | Expand All
- Default Category (ID: 2) (1180)
    - What's New (ID: 38) (0)
    - Women (ID: 20) (0)
    - Men (ID: 11) (0)
    - Gear (ID: 3) (46)
      - Bags (ID: 4) (14)**
        - Fitness Equipment (ID: 5) (23)
        - Watches (ID: 6) (9)
    - Collections (ID: 7) (13)
    - Training (ID: 9) (6)
    - Promotions (ID: 29) (0)
    - Sale (ID: 37) (0)

Enable Category  Yes

Include in Menu  Yes

Category Name \*

Content ⌵

Display Settings ⌵

Search Engine Optimization ⌵

Products in Category ⌵

Search Reset Filter 14 records found  per page <  of 1 >

<input checked="" type="checkbox"/>	ID ↑	Name	SKU	Visibility	Status	Price	Position
<input type="checkbox"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	From <input type="text"/> To <input type="text"/>	From <input type="text"/> To <input type="text"/>
<input checked="" type="checkbox"/>	14	Push It Messenger Bag	24-WB04	Catalog, Search	Enabled	\$45.00	<input type="text" value="0"/>
<input checked="" type="checkbox"/>	13	Overnight Duffle	24-WB07	Catalog, Search	Enabled	\$45.00	<input type="text" value="0"/>
<input checked="" type="checkbox"/>	12	Driven Backpack	24-WB03	Catalog, Search	Enabled	\$36.00	<input type="text" value="0"/>

If the **Show CMS Pages** setting is enabled, the sitemap will include the CMS pages on the Sitemap page.

# Sitemap

## Catalog

- **Gear**
  - Bags
  - Fitness Equipment
  - Watches
- **Men**
  - Bottoms
    - Pants
    - Shorts

## Pages

- Home Page
- Privacy Policy
- About us
- Customer Service

The view of the CMS pages on the Sitemap page.

If the **Show Additional Links** setting is enabled, the extra field **Additional Links** appear below this setting. This field supports the comma-delimited list of links and link labels like <http://www.mageworx.com>, MageWorx.

# Sitemap

## Catalog

- **Gear**
  - Bags
  - Fitness Equipment
  - Watches
- **Men**
  - Bottoms
    - Pants
    - Shorts

[www.mageworx.com](http://www.mageworx.com)

## Pages

- Home Page
- Privacy Policy
- About us
- Customer Service

## Links

- [MageWorx](#)

The way how the extra links are shown on the Sitemap page.

<b>Allow Thirdparty Links</b> ▾ <small>[store view]</small>	Yes
<b>Title</b> <small>[store view]</small>	Sitemap
<b>Meta Description</b> <small>[store view]</small>	Sitemap Tree: Categories - Products
<b>Meta Keywords</b> <small>[store view]</small>	sitemap, categories, products, pages

If **Allow Thirdparty Links** setting is enabled, then the third-party extensions that **are compatible to our extension** will be able to add their pages (like blogs, etc.) to the Mageworx Sitemap.

Next, the store owner can specify the **Meta Title**, **Meta Description** and **Meta Keywords**. This may be useful in case you have separate store views as the setting allows to provide different meta information per different store.

Additionally, the store owner can tweak both HTML sitemap settings for each product and category **individually** in the required product or category settings.

## XML Sitemap

To tweak the general XML Sitemap settings, go to Stores → Configuration → Mageworx → SEO → XML Sitemap.

## XML Sitemap



XML Sitemap helps the search bot index the pages including those that might have been ignored otherwise. An XML sitemap is written for the search bots (as opposed to the HTML Sitemap that is created for the real clients).

NOTE: To specify frequency, priority, file limitations and another settings please use [the standard Magento XML sitemap settings](#).

<b>Homepage Optimization</b> <small>[store view]</small>	Yes	▼
	Crops the identifier (like /home/) from the homepage URL and sends its priority to the highest (1.0).	
<b>Source for Product Images Links</b> <small>[store view]</small>	Cache	▼
	Depends on "Add Images into Sitemap" Magento setting	
<b>Add Product Videos</b> <small>[store view]</small>	No	▼
<b>Add Category Images</b> <small>[store view]</small>	No	▼
<b>Enable Additional Links</b> <small>[store view]</small>	No	▼
	List of links to append to the XML Sitemap. Link without 'http[s]://' will be treated as relative to this domain. <b>NOTE!</b> http:// is required in case the page is on some other website.	
<b>Exclude "Out of Stock" Products</b> <small>[store view]</small>	No	▼

- **Homepage Optimization** - this feature allows to crop the identifier (like /home/) from the homepage URL and send its priority to the highest (1.0).
- **Source for Product Images Links** - this setting defines the image source in an XML sitemap. The images can be taken either from Magento cache or added in the original sizes.
- **Add Product Videos** - this setting allows adding the product videos to XML sitemap.
- **Add Category Images** - this setting allows adding the category's image to XML sitemap.
- **Enable Additional Links** - if this setting is enabled, the extra field Additional Links appear below this setting, where you can add any custom links that should be added to the XML sitemap. This section is essential for the third-party extensions that generate some links (i.e. blog extensions, Store Locators, or such)
- **Frequency and Priority** - these settings set the frequency and priority for the additional links.
- **Exclude "Out of Stock"** - this setting excludes the products that are currently out of stock.

**Meta Robots Exclusion** [store view]

INDEX, FOLLOW

INDEX, NOFOLLOW

NOINDEX, FOLLOW

NOINDEX, NOFOLLOW

INDEX, FOLLOW, NOARCHIVE

INDEX, NOFOLLOW, NOARCHIVE

NOINDEX, NOFOLLOW, NOARCHIVE

The pages with chosen meta robots tag won't be added to Mageworx XML sitemap. The following types of pages are supported: products, categories, CMS pages, MageWorx Landing pages, MageWorx Brands pages, Blog pages (Mirasvit and Mageplaza).

**Enable Validate URLs** [store view]

Select *No* if you are using the [specific literal characters](#) in the URLs.

**Enable Checking URLs Availability** [global]

A check of the sitemap URLs and sitemap index URL availability will take place. If a check hasn't passed or disabled, then the standard Magento sitemap URL will be used for the sitemap link and sitemap index file.

**Alternate Hreflang URLs** [store view]

If SEO Suite Ultimate is installed and active, alternate hreflang URLs will be added. See the detailed settings in the SEO Base section above.

**Enable a user-friendly XML Sitemap Preview** [store view]

- **Meta Robots Exclusion** - it allows you to hide the products with specific meta robots tag in XML sitemap.
- **Enable Validate URL** - it should be disabled in case the URLs have specific literal characters. This setting enables the URLs in XML sitemap validation.
- **Enable Checking URLs Availability** - this setting enables the XML sitemap validation before generating it. If this validation fails, the native Magento XML sitemap will be used.
- **Alternate Hreflang URLs** - this setting adds the alternate URLs to XML sitemap.
- **Enable a user-friendly XML Sitemap Preview** - this setting enables the user-friendly preview of XML sitemap in the browser if the alternate URLs are added.

Magento 2 provides the built-in basic settings for the XML Sitemaps. They can be found in Stores → Configuration → Catalog → XML Sitemap. The settings are described in [this document](#). The Sitemaps generated by means of Seo Suite share the same settings.

Additionally, the store owner can tweak both XML sitemap settings for each product and category **individually** in the required product or category settings.

## Common Settings For Sitemaps

The Common Section for Sitemaps allows tweaking the links in the sitemaps. To edit them, please go to **Stores → Configuration → MAGEWORX → SEO → Common Section for Sitemaps**.

### Common Settings For Sitemaps

Trailing Slash For Home Page <small>[store view]</small>	<input type="text" value="Crop"/>	▼
	Note: the trailing slash can be added to pages without suffix .html or .htm	
Trailing Slash For URLs <small>[store view]</small>	<input type="text" value="Add"/>	▼
	Note: the trailing slash can be added to pages without suffix .html or .htm	

These settings provide the possibility to *crop* or *add* the **Trailing slash** for home page and for other URLs.

The trailing slash can be added only in case the page doesn't have the .htm or .html setting.

## Individual Settings

Additionally, the store owner can tweak SEO parameters for each product, category, and CMS page individually.

### Categories

For the categories settings, go to **Catalog → Categories**, select the desired Category and open the **Search Engine Optimization** tab.

### Search Engine Optimization

<b>SEO Name</b> <small>[store view]</small>	<input type="text"/>	Note: Switch to a store view level to see the "category_seo_name" attribute generated by MageWorx templates.
<b>URL Key</b> <small>[store view]</small>	<input type="text" value="women"/>	<input checked="" type="checkbox"/> Create Permanent Redirect for old URL
<b>Meta Title</b> <small>[store view]</small>	<input type="text"/>	Note: Switch to a store view level to see the "meta_title" attribute generated by MageWorx templates.
<b>Meta Keywords</b> <small>[store view]</small>	<input type="text"/>	Note: Switch to a store view level to see the "meta_keywords" attribute generated by MageWorx templates.
<b>Meta Description</b> <small>[store view]</small>	<input type="text"/>	Note: Switch to a store view level to see the "meta_description" attribute generated by MageWorx templates.
<b>Meta Robots</b> <small>[store view]</small>	<input type="text" value="Use Config"/>	This setting was added by MageWorx SEO Suite
<b>Use in Cross Linking</b> <small>[store view]</small>	<input type="text" value="Yes"/>	This setting was added by MageWorx SEO Cross Links
<b>Include in HTML Sitemap</b> <small>[store view]</small>	<input type="text" value="Yes"/>	This setting was added by MageWorx HTML Sitemap
<b>Include in XML sitemap</b> <small>[store view]</small>	<input type="text" value="Yes"/>	This setting was added by MageWorx XML Sitemap
<b>Canonical Url</b>	<input type="text" value="Use Default"/>	
<b>Product Redirect Priority</b> <small>[store view]</small>	<input type="text" value="0"/>	100 is the highest priority.
<b>Breadcrumbs Priority</b> <small>[global]</small>	<input type="text" value="0"/>	100 is the highest priority. This setting defines the priority of each category to be selected for the product breadcrumbs.

- **SEO Name** - the value field is shown in H1 tag on a category page on the front-end.
- **URL Key** - the URL key of a category page. The selected "Create Permanent Redirect for old URL" option will create 301 redirects each time you change the URL key.
- **Meta title** - the title of a category page, shown in search engine results.
- **Meta description** - the meta description of a category page, shown in search engine results.
- **Meta keywords** - the meta keywords of a category page.
- **Meta robots** - this setting allows you to set the meta robots for a certain category.
- **Use in cross linking** - this setting allows you to either use a category in the cross linking scheme or not. If disabled, the found keywords on the category page won't be replaced with the links, added in our Cross Links part.

- **Include in HTML sitemap** - this setting allows you to either display or hide a certain category in HTML sitemap by MageWorx.
- **Include in XML sitemap** - this setting allows you to either add or hide a certain category in XML sitemap by MageWorx.
- **Canonical URL** - this setting allows you to use the canonical tag for a certain category, generated by SEO Suite extension or set a custom canonical tag.
- **Product Redirect Priority** - this setting specifies a category's priority, which is used for creating redirects for deleted products if the setting "Default Redirect To" (Configuration → MAGEWORX → SEO → SEO Redirects) is set to "Product Priority".
- **Breadcrumbs Priority** - this setting specifies a category's priority, which is used to create correct SEO breadcrumbs if the setting "Use Category Priority" (Configuration → MAGEWORX → SEO → SEO Breadcrumbs) is set to "Yes".

## Products

For the products settings, go to **Catalog → Products**, select the desired Product and open the **Search Engine Optimization tab**.

# Joust Duffle Bag ←

## Search Engine Optimization

<https://seo-suite-ultimate-m2.magento-demo.amasty.com/joust-duffle-bag>

<b>URL Key</b> <small>[store view]</small>	<input type="text" value="joust-duffle-bag"/>
	<small>Note: Switch to a store view level to see the "url_key" attribute generated by MageWorx templates.</small>
	<input checked="" type="checkbox"/> Create Permanent Redirect for old URL
<b>Meta Title</b> <small>[store view]</small>	<input type="text"/>
	<small>Note: Switch to a store view level to see the "meta_title" attribute generated by MageWorx templates.</small>
<b>Meta Keywords</b> <small>[store view]</small>	<input type="text"/>
	<small>Note: Switch to a store view level to see the "meta_keyword" attribute generated by MageWorx templates.</small>
<b>Meta Description</b> <small>[store view]</small>	<input type="text"/>
	<small>Note: Switch to a store view level to see the "meta_description" attribute generated by MageWorx templates.</small>
<b>Include in HTML Sitemap</b> <small>[store view]</small>	<input type="button" value="Yes"/> ▼
	<small>This setting was added by MageWorx HTML Sitemap</small>
<b>Meta Robots</b> <small>[store view]</small>	<input type="button" value="Use Config"/> ▼
	<small>This setting was added by MageWorx SEO Suite</small>
<b>Cross Domain Store</b> <small>[store view]</small>	<input type="button" value="Default Store URL"/> ▼
	<small>This setting was added by MageWorx SEO Suite</small>
<b>Cross Domain URL</b> <small>[store view]</small>	<input type="text"/>
	<small>This setting was added by MageWorx SEO Suite</small>
<b>Use in Cross Linking</b> <small>[store view]</small>	<input type="button" value="Yes"/> ▼
	<small>This setting was added by MageWorx SEO Cross Links</small>
<b>SEO Name</b> <small>[store view]</small>	<input type="text"/>
	<small>Note: Switch to a store view level to see the "product_seo_name" attribute generated by MageWorx templates.</small>
<b>Include in XML Sitemap</b> <small>[store view]</small>	<input type="button" value="Yes"/> ▼
	<small>This setting was added by MageWorx XML Sitemap</small>
<b>Canonical Url</b>	<input type="button" value="Use Default"/> ▼

- **URL Key** - the URL key of a product page. The selected “Create Permanent Redirect for old URL” option will create 301 redirects each time you change the URL key.
- **SEO Name** - the value field is shown in H1 tag on a product page on the front-end.
- **Meta title** - the title of a product page, shown in search engine results.
- **Meta description** - the meta description of a product page, shown in search engine results.

- **Meta keywords** - the meta keywords of a product page.
- **Meta robots** - this setting allows you to set the meta robots for a certain product.
- **Use in cross linking** - this setting allows you to either use a product in the cross linking scheme or not. If disabled, the found keywords on the product page won't be replaced with the links, added in our Cross Links part.
- **Include in HTML sitemap** - this setting allows you to either display or hide a certain product in HTML sitemap by MageWorx.
- **Include in XML sitemap** - this setting allows you to either add or hide a certain product in XML sitemap by MageWorx.
- **Canonical URL** - this setting allows you to use the canonical tag for a product, generated by SEO Suite extension or set a custom canonical tag.

The **Cross Domain Store** and **Cross Domain URL** are added to define the main website using a Cross Domain Canonical Tag. It can be either selected from the dropdown that contains the list of the Store URLs or by adding the custom URL. If you select e.g. domain1, the canonical tags for other websites will be domain1/product.html.

## CMS Pages

For the CMS pages settings, go to **Content → Elements → Pages**, select the desired CMS page and open the **Search Engine Optimization** tab.

### Search Engine Optimization

URL Key	<input type="text" value="no-route"/>
Meta Title	<input type="text"/>
Meta Keywords	<input type="text" value="Page keywords"/>
Meta Description	<input type="text" value="Page description"/>
Use in Crosslinking	<input checked="" type="checkbox"/> Yes
Meta Robots	<input type="text" value="Use Config"/>
Use in HTML Sitemap	<input checked="" type="checkbox"/> Yes
Use in XML Sitemap	<input checked="" type="checkbox"/> Yes
Hreflang Identifier	<input type="text"/>
Canonical Url	<input type="text" value="Use Default"/>

- **URL Key** - the URL key of a CMS page.

- **Meta title** - the title of a CMS page, shown in search engine results.
- **Meta description** - the meta description of a CMS page, shown in search engine results.
- **Meta keywords** - the meta keywords of a CMS page.
- **Meta robots** - this setting allows you to set the meta robots for a certain CMS page.
- **Use in cross linking** - this setting allows you to either use a CMS page in the cross linking scheme or not. If disabled, the found keywords on the CMS page won't be replaced with the links, added in our Cross Links part.
- **Include in HTML sitemap** - this setting allows you to either display or hide a certain CMS page in HTML sitemap by MageWorx.
- **Include in XML sitemap** - this setting allows you to either add or hide a certain CMS page in XML sitemap by MageWorx.
- **Canonical URL** - this setting allows you to use the canonical tag for a CMS page, generated by SEO Suite extension or set a custom canonical tag.

The **Hreflang Identifier** is used if the setting Multi-stores CMS pages relation (Configuration → MageWorx → SEO → SEO Base → Hreflang URLs Settings) is set to "By Hreflang Identifier". The pages with identical hreflang identifiers will be used as the alternate URLs for each other.

## Custom Canonical URLs

To observe, edit and add the custom canonical URLs, go to **Marketing → MageWorx Canonical URLs → Custom Canonical URLs**.

### Custom Canonical URLs

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Add New Custom Canonical URL

Filters Default View Columns

Actions 3 records found 20 per page 1 of 1

ID	Source Entity Type	Source Entity Id	Source Store View	Target Entity Type	Target Entity Id	Target Store View	Action
3	Product	Hyperion Elements Jacket (ID#292)	All Store Views	Category	--/--/Jackets (ID#14)	Same as Source Entity	Select ▾
2	Product	Fusion Backpack (ID#6)	All Store Views	CMS Page	About us (ID#5)	Same as Source Entity	Select ▾
1	Category	--/--/Hoodies & Sweatshirts (ID#15)	All Store Views	Custom URL	https://seo-toolkit-m2.magento-demo.amasty.com/men/tops-men/hoodies-and-sweatshirts-men.html	Same as Source Entity	Select ▾

Please note that during the initial setup this grid will be empty.

This grid shows all the canonicals that have been created here or individually for products, categories

or CMS pages. To create a new canonical, click the **Add New Custom Canonical URL** button.

### Canonical Information

---

Canonical From:

Store View \*   
Main Website  
Main Website Store  
Default Store View

Type \*

Select Product... \* Joust Duffle Bag

Canonical To:

Store View \*

Type \*

Select Page... \* About us

The *Canonical Form* workspace is the initial page that should have the custom canonical. You can create custom canonicals for products, categories, and CMS pages. The *Canonical To* handles the page that should be used as the canonical URL.

First, the store owner should select the **Store View**. Then, the **Type** should be specified.

- **Custom URL**

- **Custom URL**

Type \*

URL \*

The **URL** field supports both absolute <http://www.site.com/custom/url> and relative /custom/url URL values.

- **Product**

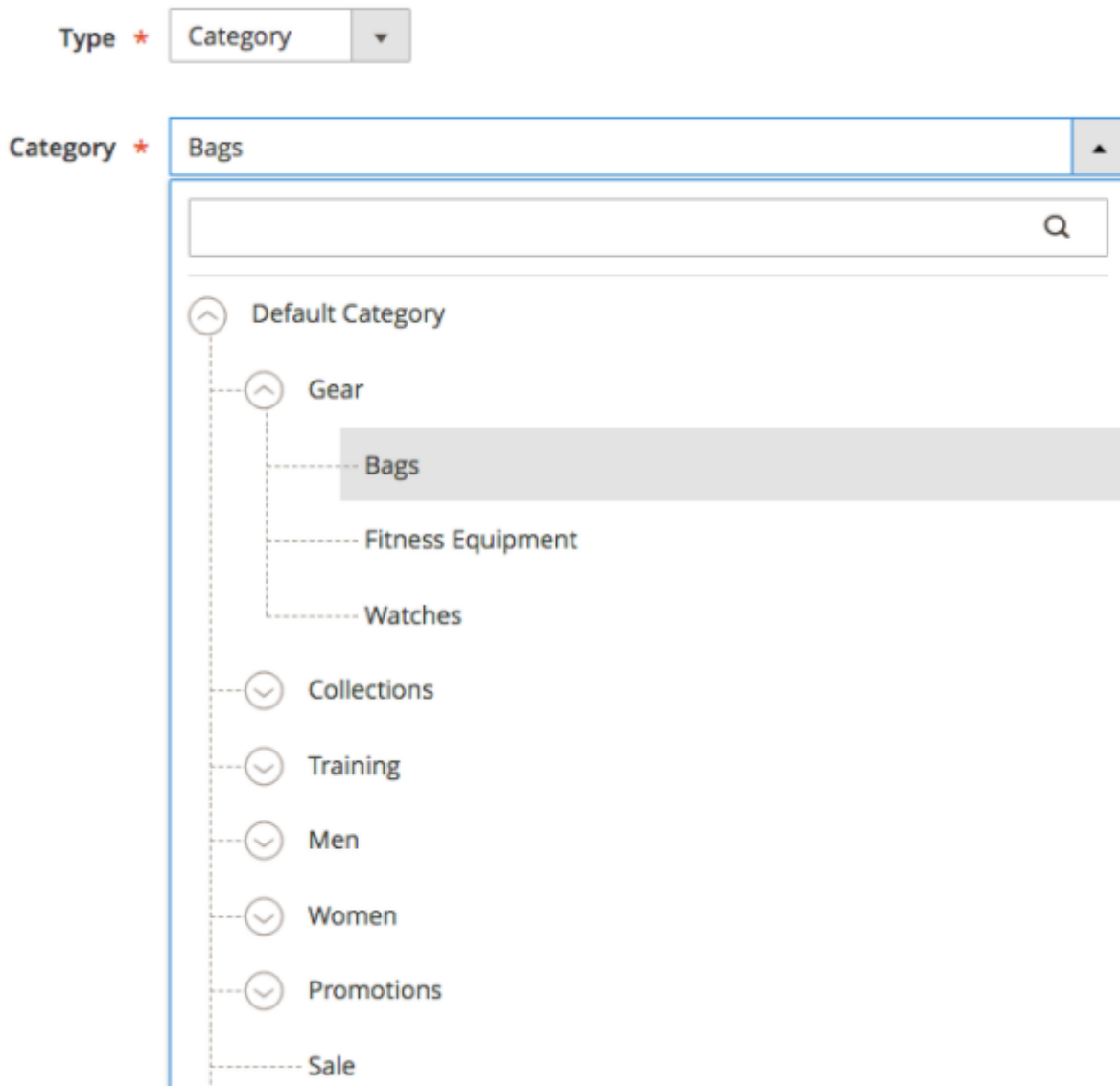
- **Product**

Type \*

Product \* Fusion Backpack

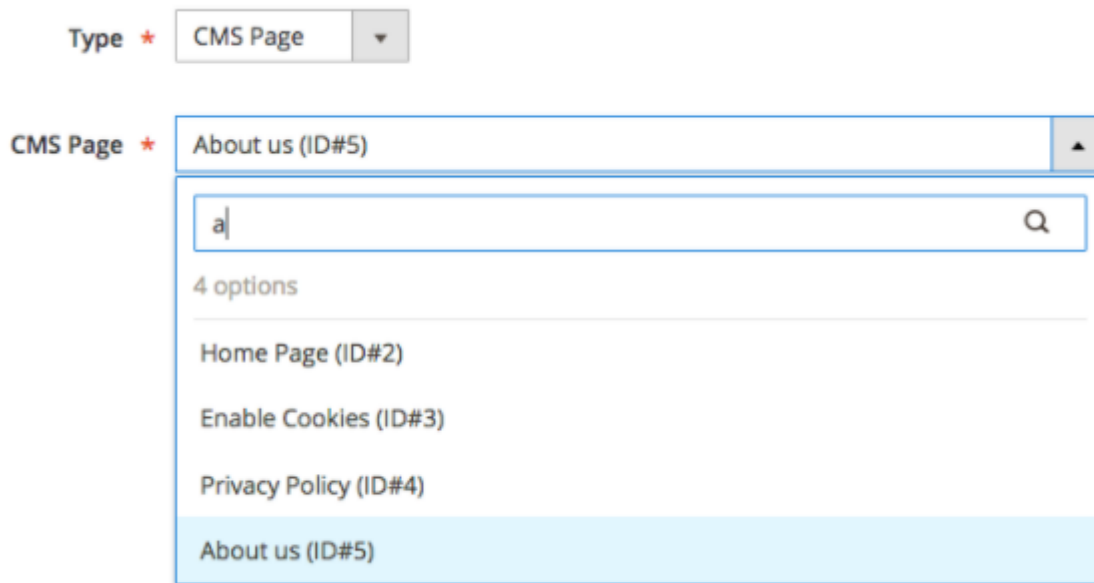
To select the desired product, click the **Choose** button and select the desired product.

- **Category**



This type shows the category tree. You can filter the products by using the search box.

- CMS



This type shows the list of the CMS pages. You can filter the pages by using the search box.

When the edits are done, click the **Save Custom Canonical URL** button.

## SEO Category Filters

The SEO Suite Ultimate extension allows turning the pages filtered by Layered Navigation into regular store pages with SEO value. That can be beneficial in various ways:

1. If there are no sub-categories in the store, such pages can successfully perform their role.
2. These pages can be fully optimized for any specific search queries; thus, shoppers who are searching for brand new red Ferrari will land on a page with highly relevant results.
3. The optimized pages of this type can extend and strengthen your website architecture.

To check or modify SEO Category Filters, go to **Marketing → MageWorx SEO Extended → Manage SEO Category Filters**.

# SEO Category Filters

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Add New SEO for Category Filter

Filters Default View Columns

Actions 1 records found 20 per page 1 of 1

ID	Attribute Name	Attribute Value Label	Category ID (Name)	Meta Title	Meta Keywords	Meta Description	Store View	Action
1	Material	All	--/-- -Hoodies & Sweatshirts (ID#24)	Buy [filter_material] Hoodies & Sweatshirts - Tops - Women	Buy [filter_material] Hoodies & Sweatshirts - Tops - Women	Buy [filter_material] Hoodies & Sweatshirts - Tops - Women in our new store!	Main Website Main Website Store Default Store View	Select

Please note that during the initial setup this grid will be empty. The columns can be sorted alphabetically by clicking the column title. To create a new category Filter, click the **Add New SEO Category Filter** button.

# Category Filter

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Back Reset Continue Edit

## SEO Category Filter Info

Attribute Material

Store View \* Default Store View

Here, the store owner can select the appropriate **Product Attribute** and the **Store View** (so actually, it is possible to make different pages for different store views).

# Category Filter

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← Back   Reset   Save SEO Category Filter

## SEO Category Filter Info

Attribute	Material
Attribute Value	All Values
Category Name	Default Category/Women/Tops/Hoodies & Sweatshirts
Store View Name	Default Store View
Meta Title	<input type="text" value="Buy [filter_material] Hoodies &amp; Sweatshirts - Tops - Women"/> <p><small>Dynamic variables and randomizer are available. See the description on the SEO XTemplates Category Filter Edit Page (<a href="#">Marketing &gt; MageWorx SEO Templates &gt; Category Filter Templates</a>)</small></p>
Meta Description	<input type="text" value="Buy [filter_material] Hoodies &amp; Sweatshirts - Tops - Women in our new s"/> <p><small>Dynamic variables and randomizer are available. See the description on the SEO XTemplates Category Filter Edit Page (<a href="#">Marketing &gt; MageWorx SEO Templates &gt; Category Filter Templates</a>)</small></p>
Meta Keywords	<input type="text" value="Buy [filter_material] Hoodies &amp; Sweatshirts - Tops - Women"/> <p><small>Dynamic variables and randomizer are available. See the description on the SEO XTemplates Category Filter Edit Page (<a href="#">Marketing &gt; MageWorx SEO Templates &gt; Category Filter Templates</a>)</small></p>
SEO Name	<input type="text" value="Buy [filter_material] Hoodies &amp; Sweatshirts - Tops - Women"/> <p><small>Dynamic variables and randomizer are available. See the description on the SEO XTemplates Category Filter Edit Page (<a href="#">Marketing &gt; MageWorx SEO Templates &gt; Category Filter Templates</a>)</small></p>
Description	<input type="button" value="Show / Hide Editor"/> <div style="border: 1px solid #ccc; padding: 5px; margin-top: 5px;"> <p>Paragraph   <b>B</b>   <i>I</i>   <u>U</u>                     </p> <p>Check the new collection of hoodies and sweatshirts in our store!</p> <p style="text-align: right; font-size: small;">POWERED BY TINY</p> </div>

The merchant can choose the desired attribute value and the category where this filter should be applied.

From here, the store owner can specify the **Meta Title**, **Meta Description**, **Meta Keywords**, and Description. The **Description** is the text visible on the frontend.

**SEO Name** setting, if populated, will be displayed instead of the default name on the frontend.

The dynamic variables and randomizers are supported.

## Variables and Randomizers

Here is the list of the variables that can be used:

- [category] - Outputs a current category name.
- [categories] - Outputs a current categories chain starting from the first parent category and ending a current category.
- [parent\_category] - Outputs a parent category name only.
- [parent\_category\_N] - N is the number such as 1, 2, 3 etc. The orders of the parent categories is as follows: site.com/parent\_category\_3/parent\_category\_2/parent\_category\_1/category.html.
- [website\_name] - Outputs a current website name.
- [store\_name] - Outputs a current store name.
- [store\_view\_name] - Outputs a current store view name.
- [filter\_all] - Inserts all the chosen attributes names. The structure is "Label1 Value1, Label2 Value2" like "Color Red, Size M".
- [filter\_attribute\_code] - Inserts the attribute value (if exists). E.g., [category] in [filter\_color] will be parsed as "Shoes in Color Red".
- [filter\_attribute\_code\_label] - Inserts the product attribute label. E.g., [category] filtered by [filter\_color\_label] will be parsed as "Shoes filtered by color".
- [filter\_attribute\_code\_value] - Inserts the product attribute value. E.g., [filter\_color\_value] [category] will be parsed as "Red Shoes".

**Randomizer feature** allows the store owner to randomly pick the values on every page refresh. The construction like [Buy||Order||Purchase] will use a randomly picked word. Randomizers can be used within other template variables. In this case, variables should be put inside the braces { } not brackets [ ]. Only one variable can be used inside the construction.

## Category Grid (Mass Edit)

The grid provides the possibility to apply mass edits for the category pages. All the settings added by our extension for the categories individually can be assigned in bulk. To observe the category grid and apply the edits, log into the Magento Admin panel and go to **Marketing → MageWorx SEO Category Grid → SEO Category Grid**.

## SEO Category Grid

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Filters | Default View ▾ | Columns ▾

20 per page | 1 of 2

Actions ▾ 38 records found (1 selected)

ID	Name	Meta Title	Meta Description	Meta Keywords	Meta Robots	Breadcrumbs Priority	Use in Cross Linking	Product Redirect Priority	SEO Name	Include in XML Sitemap	Include in HTML Sitemap	Action	
<input type="checkbox"/>	3	--/Gear	Best gear products	In our store you can buy everything of gear category.	bags, watches, fitness		2	Yes	4	Best gear products	Yes	Yes	
<input checked="" type="checkbox"/>	4	--/Bags	<input type="text" value="Bags"/>	<input type="text" value="Hurry up"/>	<input type="text" value="bags, l"/>	<input type="text" value="Use ("/>	<input type="text" value="3"/>	<input type="text" value="Yes"/>	<input type="text" value="5"/>	<input type="text" value="Stylish"/>	<input type="text" value="Yes"/>	<input type="text" value="Yes"/>	<input type="text" value="✎"/>
<input type="checkbox"/>	5	--/Fitness Equipment	All you need for fitness	In our new store you can find all needed clothing and accessories for fitness	fitness, gym clothing, sports		4	Yes	6	Fitness equipment	Yes	Yes	

From here, you can select any category and change the corresponding values in the meta sections (meta title, meta description, meta keywords), apply the desired meta robots, handle the breadcrumbs priority, choose whether you should allow the usage of the categories in the crosslinks, specify the redirects priority, add the special SEO Name (it replaces the default Category name), and decide whether you should add the category to the XML and HTML sitemaps.

To select several categories in the grid at the same time, click the checkbox in the first column. To apply the changes, hit the **Save Edits** button.

You can mass apply some value to all the categories selected by choosing it in the yellow row above the categories. Click the **Apply** button for such an operation.

## Manage SEO Breadcrumbs

A breadcrumb is a graphical element that reveals the user’s location on a website. A breadcrumb trail shows each page viewed by a visitor of a website, either in the order the pages were viewed, or in other definitions, displaying a hierarchy of the current page in relation to the website's structure. The breadcrumbs can usually be found in websites that have a large amount of content organized in a hierarchical manner.



What's New **Women** Men Gear Training Sale

Home > Women > Tops > Jackets

# Jackets

Magento 2 default breadcrumbs are generated dynamically according to the user path to a targeted page. This is the main disadvantage of Magento 2 native breadcrumbs because the breadcrumbs are always changed.

## Breadcrumbs Priority

To manage SEO Breadcrumbs priority for categories, go to **Marketing → MageWorx SEO Breadcrumbs → Breadcrumbs Priority**

### MageWorx SEO Breadcrumbs

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Filters Default View Columns

Actions 38 records found (1 selected) 20 per page 1 of 2

ID	Path	Level	Category Name	Breadcrumbs Priority	Status	Action
<input type="checkbox"/>	3	1/2/3	2	Gear	2	Enabled
<input type="checkbox"/>	4	1/2/3/4	3	Bags	3	Enabled
<input checked="" type="checkbox"/>	5	1/2/3/5	3	Fitness Equipment	<input type="text" value="4"/>	Enabled
<input type="checkbox"/>	6	1/2/3/6	3	Watches		Enabled
<input type="checkbox"/>	7	1/2/7	2	Collections	10	Disabled
<input type="checkbox"/>	8	1/2/7/8	3	New Luma Yoga Collection	9	Enabled

Breadcrumbs priority for categories is used when a product is assigned to multiple categories. The category with a higher priority will be shown in the breadcrumbs hierarchy, while the categories with a lower or not specified priority will be excluded from the breadcrumbs chain. This page allows specifying the priority for each category. The grid supports Actions. For this, click the checkboxes near the categories that you wish to modify and click the Edit link on the Actions dropdown. Click the **Save Edits** button to proceed.

The breadcrumbs' priority of certain category can be set up when editing the Category as well. For this go to **Catalog** → **Categories**, select the desired Category and open the **Search Engine Optimization** tab. The setting is called *Breadcrumbs Priority*.

The category with the higher **Breadcrumbs Priority** number will be used to generate the breadcrumbs.

This can be done on the Category Grid as well.

## GraphQL API Support

**SeoBaseGraphQL** module extends existing Output attributes for Product, Category, CmsPage queries and includes:

- canonical\_url
- meta\_robots
- mw\_hreflangs (items, URL, code)

Other attributes are defined according to the [guide](#).

Product, Category, CmsPage queries have syntax similar to the Magento user guide.

For example, product query has the following syntax:

```
products(  
  search: String  
  filter: ProductAttributeFilterInput  
  pageSize: Int  
  currentPage: Int  
  sort: ProductAttributeSortInput  
): Products
```

### Request:

```
{  
  products(filter: {sku: {eq: "24-WG02"}}) {  
    total_count  
    items {  
      canonical_url  
      meta_robots  
      mw_hreflangs {  
        items {  
          url  
          code  
        }  
      }  
    }  
    name  
    sku
```

```
    }  
  }  
}
```

**Response:**

```
{  
  "data": {  
    "products": {  
      "items": [  
        {  
          "canonical_url":  
"https://store_url/default/didi-sport-watch.html",  
          "meta_robots": null,  
          "mw_hreflangs": {  
            "items": null  
          },  
          "name": "Didi Sport Watch",  
          "sku": "24-WG02"  
        }  
      ]  
    }  
  }  
}
```

**HTMLSitemapGraphQL** module allows displaying the HTML sitemap:

**Syntax:**

```
products(  
  search: String  
  filter: ProductAttributeFilterInput  
  pageSize: Int  
  currentPage: Int  
  sort: ProductAttributeSortInput  
): Products
```

The query includes the following attributes:

- meta\_description
- meta\_keywords
- categories
- cms\_pages
- additional\_links
- custom\_links

**Request:**

```
{mwHtmlSitemap (storeId: 1) {
```

```
categories {
  items {
    title
    url
    level
  }
}
```

### Response:

```
{
  "data": {
    "mwHtmlSitemap": {
      "categories": {
        "items": [
          {
            "title": "What's New",
            "url": "https://store_url/default/what-is-new.html",
            "level": 2
          },
          {
            "title": "test",
            "url": "https://store_url/default/test.html",
            "level": 2
          }
        ]
      }
    }
  }
}
```

The **SeoXTemplatesGraphQL** and the **SeoCrossLinksGraphQL** modify the necessary attributes of the entities of Product, categories, and CMS pages, when you call these entities using the standard GraphQL requests.

**SeoMarkupGraphQL** extends existing Output attributes for Product, Category, CmsPage queries and includes:

1) For Product

mw\_seo\_markup

- social\_markup
- rich\_snippets (website, seller, product)

2) For Category

mw\_seo\_markup

- social\_markup
- rich\_snippets (website, seller)

3) For CMS Page

mw\_seo\_markup

- social\_markup
- rich\_snippets (website, seller, webpage)

Other attributes are defined according to the [guide](#).

Product, Category, CmsPage queries have syntax similar to the Magento user guide.

For example, product query has the following syntax:

```
products(  
  search: String  
  filter: ProductAttributeFilterInput  
  pageSize: Int  
  currentPage: Int  
  sort: ProductAttributeSortInput  
): Products
```

#### Request:

```
{  
  products(filter: {sku: {eq: "24-WB04"}}) {  
    items {  
      name  
      sku  
      mw_seo_markup {  
        social_markup  
        rich_snippets {  
          website  
          seller  
          product  
        }  
      }  
    }  
  }  
}
```

#### Response:

```
{  
  "data": {
```

```
"products": {
  "items": [
    {
      "name": "Overnight Duffle",
      "sku": "24-WB07",
      "mw_seo_markup": {
        "social_markup": "\n<meta property=\"og:type\"
content=\"product.item\"/>\n<meta property=\"og:title\" content=\"Overnight
Duffle\"/>\n<meta property=\"og:description\" content=\"\"/>\n<meta
property=\"og:url\"
content=\"https://store_url/default/overnight-duffle.html\"/>\n<meta
property=\"product:price:amount\" content=\"45\"/>\n<meta
property=\"product:price:currency\" content=\"USD\"/>\n<meta
property=\"og:image\"
content=\"https://store_url/media/catalog/product/cache/c52db06da6f0de78fc16
c7b26d943b31/w/b/wb07-brown-0.jpg\"/>\n<meta property=\"og:image:width\"
content=\"265\"/>\n<meta property=\"og:image:height\"
content=\"265\"/>\n<meta property=\"product:availability\" content=\"in
stock\"/>\n<meta name=\"twitter:site\" content=\"111222333\"/>\n<meta
name=\"twitter:creator\" content=\"111222333\"/>\n<meta
name=\"twitter:card\" content=\"summary\"/>\n<meta name=\"twitter:title\"
content=\"Overnight Duffle\"/>\n<meta name=\"twitter:description\"
content=\"\"/>\n<meta name=\"twitter:image\"
content=\"https://store_url/media/catalog/product/cache/c52db06da6f0de78fc16
c7b26d943b31/w/b/wb07-brown-0.jpg\"/>\n<meta name=\"twitter:url\"
content=\"https://store_url/default/overnight-duffle.html\"/>\n<meta
name=\"twitter:label1\" content=\"Price\"/>\n<meta name=\"twitter:data1\"
content=\"45\"/>\n<meta name=\"twitter:label2\"
content=\"Availability\"/>\n<meta name=\"twitter:data2\" content=\"in
stock\"/>\n",
        "rich_snippets": {
          "website": "<script
type=\"application/ld+json\">{\n\"@context\": \"http://\\/\n/schema.org\", \n\"@type
\": \"WebSite\", \n\"url\": \"https://\\/\n/store_url\\/\n\"}</script>",
          "seller": "<script
type=\"application/ld+json\">{\n\"@context\": \"http://\\/\n/schema.org\", \n\"@type
\": \"LocalBusiness\", \n\"name\": \"Name For
Seller\", \n\"description\": \"Description For
Seller\", \n\"address\": {\n\"@type\": \"PostalAddress\", \n\"addressLocality\": \"\", \n
\"addressRegion\": \"\", \n\"streetAddress\": \"Street For
Seller\", \n\"postalCode\": \"\"}, \n\"image\": \"https://\\/\n/store_url\\/\n/media\\/\n/se
ller_image\\/\n/default\\/\n/best-seller-gold-sign-label-template-
vector-1356860.jpg\", \n\"url\": \"https://\\/\n/store_url\\/\n\"}</script>",
          "product": "<script
type=\"application/ld+json\">{\n\"@context\": \"http://\\/\n/schema.org\", \n\"@type
\": \"Product\", \n\"name\": \"Overnight
Duffle\", \n\"description\": null, \n\"image\": \"https://\\/\n/store_url\\/\n/media\\/\n/ca
talog\\/\n/product\\/\n/cache\\/\n/c52db06da6f0de78fc16c7b26d943b31\\/\n/w\\/\n/b\\/\n/wb07-
brown-0.jpg\", \n\"offers\": {\n\"@type\": \"http://\\/\n/schema.org\\/\n/Offer\", \n\"pric
```

```
e":45,"url":"https://store_url/default/overnight-duffle.html",
"priceCurrency":"USD",
"availability":{"http://schema.org/InStock"},
"aggregateRating":{"ratingValue":"60","reviewCount":"3","bestRating":100,"worstRating":0,"@type":"AggregateRating"}}</script><script
type="application/ld+json">{"@context":"http://schema.org/",
"@type":"WebPage",
"speakable":{"@type":"SpeakableSpecification",
"cssSelector":[".description"],
"xpath":["//html/head/title"]}}</script>
}
}
}
]
```

**SeoRedirectsGraphQL** module modifies the current values of the existing Output attributes for urlResolver query if there is at least 1 Mageworx redirect for the 'requested URL' entity.

This module is compatible with:

- redirects for deleted products
- custom redirects with Request Entity Type and Target Entity Type equal to Product, Category or CMS Page

For example, urlResolver query has the following syntax:

```
{urlResolver(url: String!): EntityUrl}
```

**Request:**

```
{
  urlResolver(url: "savvy-shoulder-tote.html") {
    id
    relative_url
    redirectCode
    type
  }
}
```

**Response:**

```
{
  "data": {
    "urlResolver": {
      "id": 2047,
      "relative_url": "erika-running-short.html",
      "redirectCode": 301,
      "type": "PRODUCT"
    }
  }
}
```

```
}  
}
```

Find out how to install the **SEO Suite Ultimate** extension for Magento 2 via [Composer](#).

From:

<https://stg.amasty.net/docs/> - **Amasty Extensions FAQ**

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[https://stg.amasty.net/docs/doku.php?id=magento\\_2:seo\\_suite\\_ultimate](https://stg.amasty.net/docs/doku.php?id=magento_2:seo_suite_ultimate)



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