

amasty

For more details see how the [SEO Toolkit for Magento 2](#) extension works.

Guide for SEO Toolkit for Magento 2

The extension is a collection of seven efficient SEO tools. It significantly simplifies the process of specifying the meta tags, short and full SEO descriptions, and rich snippets as well as making product URLs unique. Furthermore, you can quickly generate XML and HTML sitemaps for better interaction with Google and customers.

Pager Optimization for Magento 2

General Settings

To enable redirect option, go to **Stores→Configuration→ SEO Toolkit**

301 Redirects to Home Page - Enable redirect option to avoid duplicating content and make store URLs SEO-friendly.

Enable Redirect from 404 to Search Results - The feature redirects customers to a search result page instead of 404 page not found. For instance, when customers navigate to *example.com/shorts* page, which does not exist (404 not found), the extension redirects them to a page with *shorts* search results.

Custom URL Key for Default Search Results Page - set to *Yes* if you want to use the neat and easy-to-read URL to display in search results. URL will look '*search/yellow*' instead of '*catalogsearch/results/q=yellow*'

Search Results Page URL Key - specify the URL key that will indicate that this URL is a search result.

General Settings

301 Redirects to Home Page

[store view]

Requests to /index.php, /cms/index, /home will be redirected to Home Page

Enable Redirect from 404 to Search Results

[store view]

If option is enabled, customer will be redirected to the store search results of the broken URL text instead of the '404 Not Found' page

Custom URL Key for Default Search Results Page

[store view]

URL will look 'search/yellow' instead of 'catalogsearch/results/q=yellow'.

Search Result Page URL Key

[store view]

Please do not use 'catalogsearch' as URL Key value

Pagination Settings

Add Link Rel="next/prev" - This option is visible only if the **Use Canonical to 'View All' for Paginated Pages** is set to 'No'. The feature provides precise pagination: the links are grouped with the sequences and not dispersed between pages. Customers receive the first page of the series: e.g. *example.com/extensions.html* instead of *example.com/extensions.html?p=1*). If you are interested in more details, see [Googleblog](#)

Add Page Number to Meta Title/Description - The feature adds page numbers to meta titles/descriptions to fasten the work of search crawlers and the index building process.

- Adds the Page Number at the end of the Meta Title, for instance, *Apparel | Page 5*
- Adds the Page Number at the end of the Meta Description, e.g. *Apparel Description | Page 5*

Pagination Settings

Use Canonical to 'View All' for Paginated Pages

[store view]

 ▼

If enabled, the canonical for the first category's page will be its URL, while the rest paginated pages will have 'View all' page as canonical. If you are enabling this setting, please firstly make sure that 'View All' option is enabled under Stores-Catalog-Storefront-Allow All Products per Page.

Add Link Rel="next/prev"

[store view]

 ▼

Google stopped treating rel=next/prev as an indexing signal, however it's not recommended to change anything if these links have already been implemented on your website.

Add Page Number to Meta Title

[store view]

 ▼

Adds the Page Number at the end of the Meta Title, e.g. 'Apparel | Page 5'; and 'Apparel | All' (for View All page).

Add Page Number to Meta Description

[store view]

 ▼

Adds the Page Number at the end of the Meta Description, e.g. 'Apparel Description | Page 5'

SEO Toolbar

Enable SEO Toolbar - The feature helps quickly make the SEO analysis of any page.

Show Only for IP - Enable display the SEO statistics only for the page with the entered IP.

SEO Toolbar

Enable Toolbar
[store view]

Show only for IP
[store view]

The SEO Toolbar provides the following page statistics on the front-end: robots meta header, canonical URL compliance, number of H1 tags, meta title, description and keywords, images alt tag, in-page links, iframes, microformats tags, schema.org tags, page content state and applied meta tags template.

Seo Toolbar

Page Analysis

Robots Meta	INDEX,FOLLOW												
Canonical	✓ A canonical tag is set for this page												
Title	✓ 34 characters — optimal. Buy Joust Duffle Bag for only 34!												
Meta Description	✓ 37 characters — optimal. Buy Joust Duffle Bag of for only 34!												
Headings	✓ <table><tr><td><H1></td><td><H2></td><td><H3></td><td><H4></td><td><H5></td><td><H6></td></tr><tr><td>1</td><td>0</td><td>0</td><td>0</td><td>0</td><td>0</td></tr></table> Joust Duffle Bag at the lowest price in NY!	<H1>	<H2>	<H3>	<H4>	<H5>	<H6>	1	0	0	0	0	0
<H1>	<H2>	<H3>	<H4>	<H5>	<H6>								
1	0	0	0	0	0								
Images	! 2 image(s) without ALT tag https://mc.yandex.ru/watch/55411426 https://seo-toolkit-m2.magento-demo.amasty.com/static/version1597321281/frontend/Magento/luma/en_US/images/logo.svg												

In-Page Links	<ul style="list-style-type: none">NoFollow Links 0DoFollow Links 13Internal Links 13External Links 0
Schema.org Tags	Great. We have found several schema.org types
Iframes	No IFrames found on this page

Page Content

State	Product View Page
Applied Meta Tags Template	Template (Category) #2

Add Advanced Reviews - Install the Advanced Product Reviews for Magento 2 extension to get higher search ranking positions, engage customers, and build up trust in your business.

Products' SEO

The extension also adds several extra configs for Products Search Engine Optimization. To access them, please go to **Catalog → Products → (any product name) → Edit → Search Engine Optimization tab in Products' configs.**

Search Engine Optimization

URL Key <small>[store view]</small>	<input type="text" value="joust-duffle-bag"/>												
	<input checked="" type="checkbox"/> Create Permanent Redirect for old URL												
Meta Title <small>[store view]</small>	<input type="text" value="Joust Duffle Bag at the lowest price in NY!"/>												
Meta Keywords <small>[store view]</small>	<input type="text" value="Bag, Joust Luma Bag, sport bag,"/>												
Meta Description <small>[store view]</small>	<input type="text" value="Purchase the Joust Duffle Bag for only \$34! Enjoy the perfect combination of style and comfort. A great choice for one-day trips, climbs, runs, or bike rides."/>												
	Maximum 255 chars. Meta Description should optimally be between 150-160 characters												
Canonical Link <small>[store view]</small>	<input type="text" value="https://www.seo-toolkit-m2.magento-demo.amasty.com/joust-duffle-"/>												
Robots <small>[store view]</small>	<table border="1"><tr><td>Default</td><td>▼</td></tr><tr><td>Default</td><td></td></tr><tr><td>index, follow</td><td></td></tr><tr><td>index, nofollow</td><td></td></tr><tr><td>noindex, follow</td><td></td></tr><tr><td>noindex, nofollow</td><td></td></tr></table>	Default	▼	Default		index, follow		index, nofollow		noindex, follow		noindex, nofollow	
Default	▼												
Default													
index, follow													
index, nofollow													
noindex, follow													
noindex, nofollow													

URL Key, Meta Title, Meta Keywords, Meta Description - the default Magento's SEO options.

Canonical Link - set the URL that will be used as a canonical link for a specific product.

Robots - choose the appropriate options on what directions will be given to Google crawlers via Robots file.

CMS Pages SEO

With the extension, it is also possible to add **Canonical Links** and adjust **Robots** settings for CMS pages. To do this, please go to **Content → Pages → (choose any cms page) → Edit → Search Engine Optimization tab' configs**. These settings can be configured the same way, as it was described before in the 'Products' SEO' section.

Search Engine Optimization

URL Key	<input type="text" value="about-us"/>
Meta Title	<input type="text" value="About Us Page"/>
Meta Keywords	<input type="text" value="company info, about us"/>
Meta Description	<input type="text" value="Here you can explore our company information and know more about our goals and plans."/>
Canonical Link	<input type="text" value="https://seo-toolkit-m2.magento-demo.amasty.com/about-us"/>
Robots	<input type="text" value="Default"/>
Amasty Xml Sitemap UUID for Hreflangs	<input type="text"/>

Default ▼

- Default
- index,follow
- index,nofollow
- noindex,follow
- noindex,nofollow

Redirects

The module allows you to configure custom redirects to meet your business demands. To do that, please go to **Marketing → Amasty SEO Toolkit → Manage Redirects**. The Redirects functionality allows you to create various redirect types, use wildcards redirects, create redirects for 404 error pages, and assign redirects for various store views.

On the **Redirects** grid, you can see all redirects that are created for this store.

Redirects

[Add New Redirect](#)

Filters Default View ▾ Columns ▾

Actions ▾ 2 records found 20 ▾ per page < 1 of 1 >

	ID	Status	Store Views	Request	Target	Redirect Type	Used for 404 Pages	Description	Action
<input type="checkbox"/>	1	Enabled	All Store Views	*	/	301 Moved Permanently	Yes	Redirect for all 404 pages	Select ▾
<input type="checkbox"/>	2	Disabled	All Store Views	/index.php/catalogsearch/result?q=shorts	/lono-yoga-short.html	302 Found	No	Show certain product when looking for shorts	Select ▾

To add a redirect, please click the **Add New Redirect** button.

General

Status  Enabled

Request Path *

Note! Insert URL with suffix which is configured under Configuration-Catalog-Search Engine Optimization.
It is possible to use wildcard to indicate 'any path' option. Use * to activate it.
Example:
use Request Path *men/tops-men/** and Target Path *men/tops/**
to redirect all URLs which start with *men/tops-men/* to URLs which start with *men/tops/*

Target Path *

Note! Insert URL with suffix which is configured under Configuration-Catalog-Search Engine Optimization.
You can use wildcard here if needed.

Redirect Type ▼

Status - turn the switch to *Enabled*, to apply redirect.

Request Path - here, insert the URL of origin page that should be redirected.

Target Path - enter the URL of the end page, to which the user will be redirected.

You can use wildcards to indicate the 'any path' option. Use the wildcard symbol * to activate it. For example, you need to create the redirect for all URLs that start with '*men/tops-men/*' to URLs that start with '*men/tops/*'.

To do that, fill the settings as follows:

Request Path:

Target Path:

Redirect Type - choose if you want the URL to be moved permanently as 301 redirect, or temporary as 302 found redirect.

Use for 404 Pages Only Yes

If set to 'Yes', the redirect will be performed only if request path is returning Page 404.

Example:

set this setting to 'Yes',
use Request Path * and Target Path *contact*
to redirect all 404 Pages to Contact Us page.

Description

Store Views *

- All Store Views
- Main Website**
- Main Website Store**
- Default Store View

Priority

If there are several redirects with identical Request Path, the redirect with the highest priority will be executed. Here 1 is the highest priority.

Use for 404 Pages Only - set to Yes if this redirect applies only to pages with 404 error.

Description - write an explanation for the redirect. This is handy if you need to maintain a large number of redirects. A clear description that states the redirect's purpose saves lots of time on redirects maintenance.

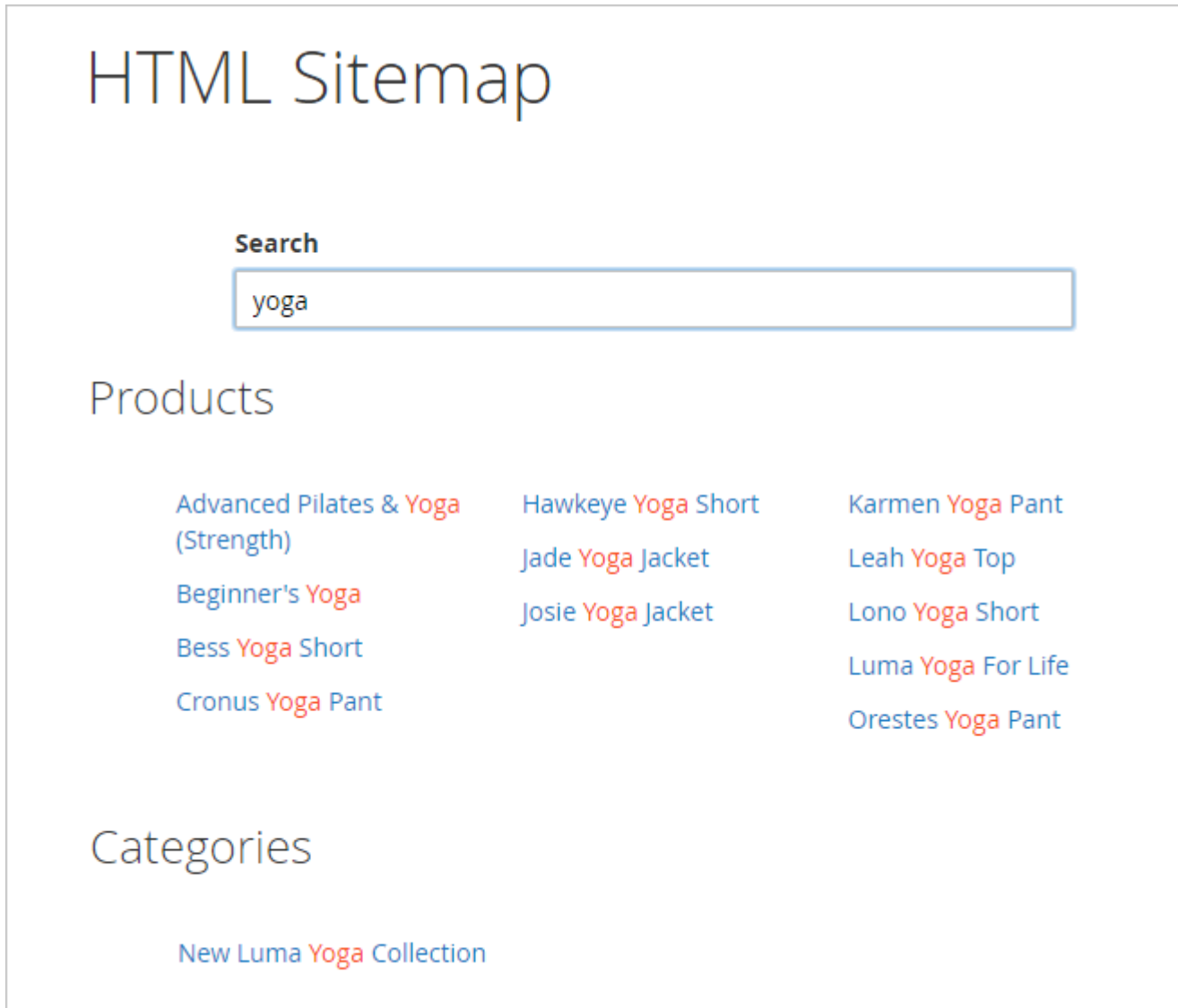
Store Views - select, on what store view level the redirect will be applied. You can create a custom redirect for a specific store view if needed.

Priority - in case of several redirects that have an identical Request Path, the redirect with the highest priority will be executed. 1 is the highest priority.

HTML Sitemap for Magento 2

Go to the [HTML Sitemap for Magento 2](#) guide page to configure the plugin.

- Add various products and categories to a sitemap;
- Add CMS-pages and additional links to a sitemap;
- Add a search box to a sitemap;
- Specify a sitemap layout;

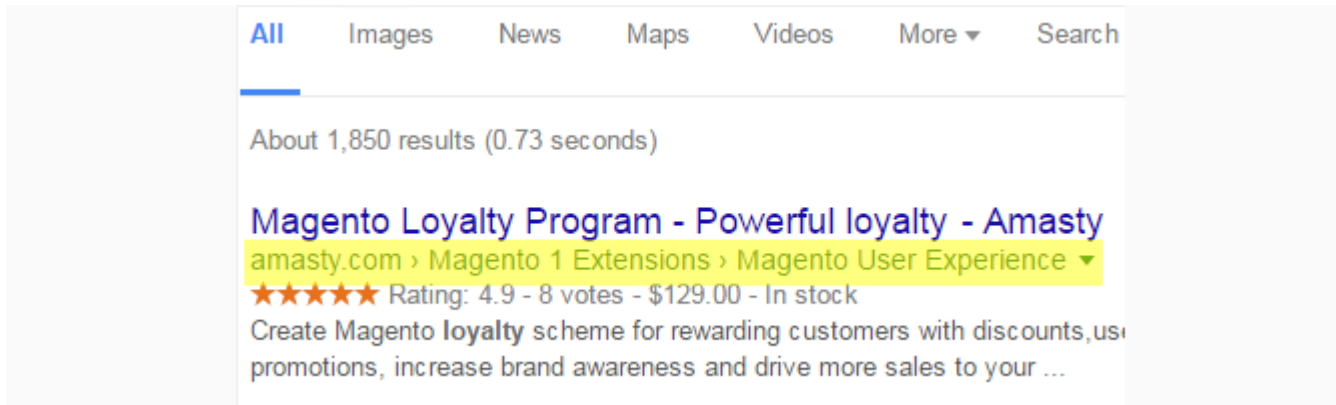


Google Rich Snippets for Magento 2

Go to the [Google Rich Snippets for Magento 2](#) guide page to configure the plugin.

- Enrich site presentation in organic search;
- Include breadcrumbs, company name, logo in snippets;

- Include rating, minimal price, and stock status in snippets;
- Add a search box;



Meta Tags Templates for Magento 2

Go to the [Meta Tags Templates for Magento 2](#) guide page to configure the plugin.

- Specify meta info, keywords and H1 tag for products & categories;
- Use handy templates with variables;
- Set short and full product descriptions;
- Set unique meta data for any page by URL;

> Driven Backpack



Driven Backpack



2 Reviews

[Add Your Re](#)

\$36.00

Qty

[Add to Cart](#)

[WISH LIST](#)

[COMPARE](#)

[EMAI](#)

Purchase the Driven Backpack for only 36!

Details

More Information

Reviews (2)

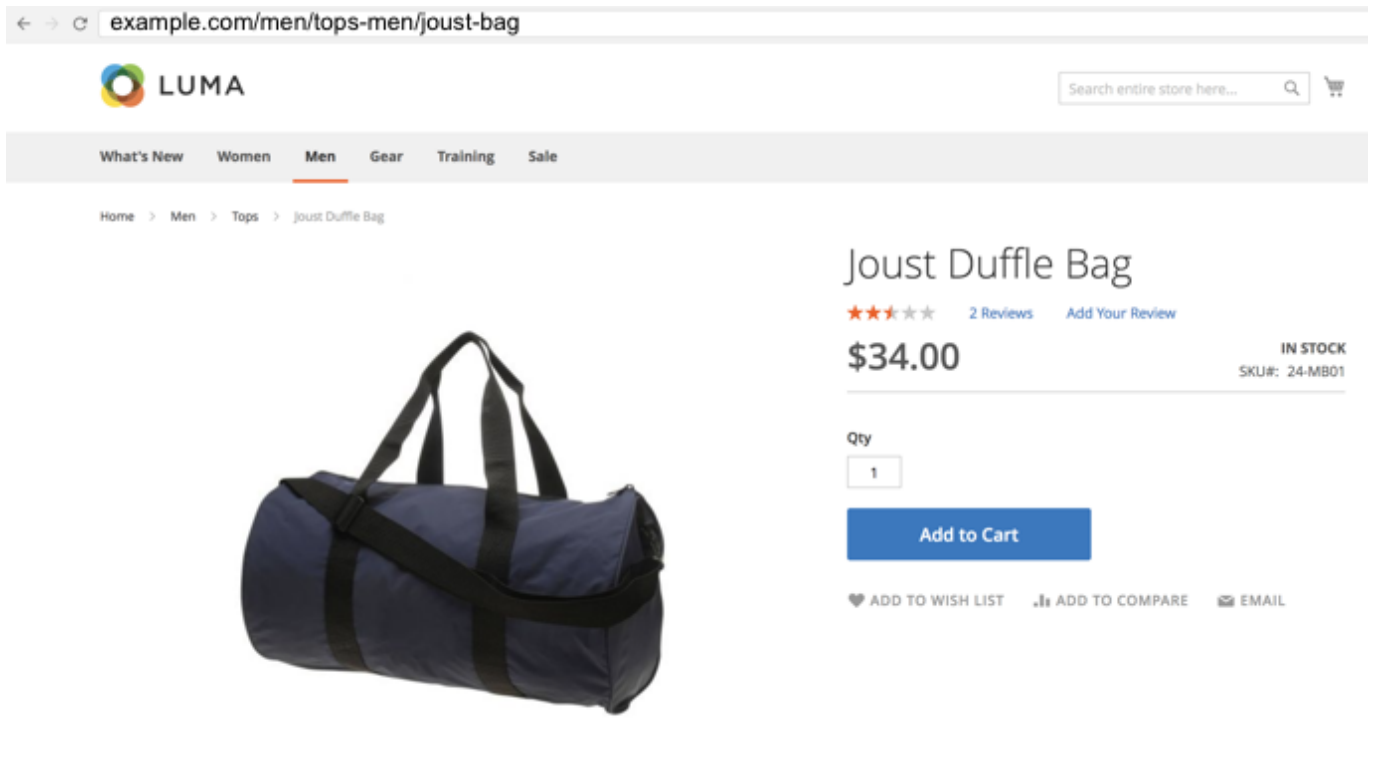
Purchase the Driven Backpack for only 36! Take advantage of the best offers!

Unique Product URL

Go to the [Unique Product URL for Magento 2](#) guide page to configure the plugin.

- Set the desired length of product URLs
- Specify the criteria to choose the product path
- Avoid multiple secondary links with canonical URL
- Improve breadcrumbs on product pages

Please note that the extension doesn't enable full breadcrumbs if they are not available on your site. It just changes their formation logic. For this configuration to work, full breadcrumbs should be displayed by default.



XML Google Sitemap for Magento 2

Go to the [XML Google Sitemap for Magento 2](#) guide page to configure the plugin.

- add or remove group of pages
- set frequency of updates for each group of pages
- specify priority of importance for group of links
- add images with titles and templates



```

▼<urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9"
  xmlns:image="http://www.google.com/schemas/sitemap-image/1.1">
▼<url>
  ▼<loc>
    http://example.com/electronics/computers/acer-ferrari-pc.html
  </loc>
  <priority>1.0</priority>
  <changefreq>weekly</changefreq>
  ▼<image:image>
  ▼<image:title>
    Enjoy your life with Acer Ferrari 3200 Notebook Computer PC !
  </image:title>
  ▼<image:loc>
    http://example.com/electronics/computers/acer-ferrari-pc.html
  </image:loc>

```

Cross Linking for Magento 2

Go to the [Cross Linking for Magento 2](#) guide page to configure the plugin.

- automatically generate the internal links to the product and category pages
- automatically generate the external links to any site
- limit the number of links per page (product, category, CMS)
- specify variations of keywords
- auto replace the modified keywords with links

Reference

Reference Resource *

Search [Reset Filter](#) 187 records found

per page

ID	Sku	Product
<input type="text" value="From"/>	<input type="text"/>	<input type="text"/>
<input type="text" value="To"/>		
1	24-MB01	Joust Duffle Bag
2	24-MB04	Strive Shoulder Pack
3	24-MB03	Crown Summit Backpack
4	24-MB05	Wayfarer Messenger Bag

Cron Tasks List

Magento 2 SEO Toolkit extension is preintegrated with Cron Tasks List to provide store owners with an opportunity to track and manage all cron tasks running in the website background.

To view all scheduled and executed cron tasks, go to **System → Cron Tasks List**

Run all cron tasks and generate their schedule by clicking the 'Run Cron' button. Also you can delete separate tasks in bulk, apply filtering and sorting options when it is needed.

Cron Tasks List

[Run Cron](#)

i Last Cron Activity: 20 seconds ago

Filters
👁 Default View ▾
⚙ Columns ▾

20 per page
 <
1 of 33
 >

Actions ▾

652 records found

<input type="checkbox"/>	ID	Job Code	Status	Created At	Scheduled At	Executed At	Finished At
<input type="checkbox"/>	1038	sales_grid_order_shipment	SUCCESS	Mar 18, 2019 5:47:11 AM	Mar 18, 2019 5:47:00 AM	Mar 18, 2019 5:47:20 AM	Mar 18, 2019 5:47:20 AM
<input type="checkbox"/>	1058	sales_grid_creditmemo_async	SUCCESS	Mar 18, 2019 5:47:11 AM	Mar 18, 2019 5:47:00 AM	Mar 18, 2019 5:47:20 AM	Mar 18, 2019 5:47:20 AM
<input type="checkbox"/>	1078	sales_send_order_emails	SUCCESS	Mar 18, 2019 5:47:11 AM	Mar 18, 2019 5:47:00 AM	Mar 18, 2019 5:47:20 AM	Mar 18, 2019 5:47:20 AM
<input type="checkbox"/>	1098	sales_order_invoice_emails	SUCCESS	Mar 18, 2019 5:47:11 AM	Mar 18, 2019 5:47:00 AM	Mar 18, 2019 5:47:20 AM	Mar 18, 2019 5:47:20 AM
<input type="checkbox"/>	1118	sales_send_order_shipment	SUCCESS	Mar 18, 2019 5:47:11 AM	Mar 18, 2019 5:47:00 AM	Mar 18, 2019 5:47:20 AM	Mar 18, 2019 5:47:20 AM
<input type="checkbox"/>	1196	indexer_reindex_all_invalid	SUCCESS	Mar 18, 2019 5:47:13 AM	Mar 18, 2019 5:47:00 AM	Mar 18, 2019 5:47:21 AM	Mar 18, 2019 5:47:21 AM
<input type="checkbox"/>	1200	indexer_update_all_views	MISSED	Mar 18, 2019 5:47:13 AM	Mar 18, 2019 5:47:00 AM	Mar 18, 2019 5:47:21 AM	Mar 18, 2019 5:47:21 AM
<input type="checkbox"/>	1018	sales_grid_order_invoice_async	SUCCESS	Mar 18, 2019 5:47:11 AM	Mar 18, 2019 5:47:00 AM	Mar 18, 2019 5:47:20 AM	Mar 18, 2019 5:47:20 AM
<input type="checkbox"/>	1024	sales_grid_order_invoice_async	PENDING	Mar 18, 2019 5:47:11 AM	Mar 18, 2019 5:53:00 AM		
<input type="checkbox"/>	1025	sales_grid_order_invoice_async	PENDING	Mar 18, 2019 5:47:11 AM	Mar 18, 2019 5:54:00 AM		

Alt Tags Generator

Please note, that this functionality is available only for the **Pro and Premium** pricing plans of the SEO Solution.

Alt tags provide context to what an image is displaying, informing search engine crawlers and allowing them to index an image correctly.

With our Alt Tags Generator, you can automatically generate Alt Tags for product and category images in bulk. This way your images (and hence your products) will be more visible and understandable for search engines.

Alt Tag Rules Grid

To start Alt Tags generation you need to create Alt Tags rules. Please, navigate to **Marketing → Amasty AltTagGenerator → Alt Tag Rules (Products)**.

Alt Tag Rules (Products)

demouser

Add New

Filters

Default View

Columns

Actions

3 records found

20 per page 1 of 1

<input type="checkbox"/>	ID	Title	Store	Status	Action
<input type="checkbox"/>	1	Bags and Watches	All Store Views	ENABLED	Edit
<input type="checkbox"/>	2	Summer Collection	All Store Views	ENABLED	Edit
<input type="checkbox"/>	3	Black Friday Sale	All Store Views	ENABLED	Edit

From this grid, you can manage the Alt Tag rules and create new ones. Please note, that when you open this page for the first time the grid will be empty.

Create an Alt Tag Rule

To create a rule, please click the **Add New Rule** button above the grid.

Edit Rule

demouser

← Back Delete Reset Save and Continue Edit Save

General

Enabled Yes

Title *

Priority *

If a product meets conditions in several templates, the alt tag template with the highest priority will be applied. 0 is the highest priority.

Stores *

- All Store Views
- Main Website
- Main Website Store
- Default Store View

Alt Tag Replacement Logic

Alt Tag Template *

- Example: Buy {name} [by {manufacturer | brand}] [of {color} color] [for only {price}] [in {categories}] at [{store},] {website}. Available variables:
- Image Number Increment (for products with several images) - {N}
 - Name - {name}
 - Category - {category}
 - All Categories - {categories}
 - Store View - {store_view}
 - Store - {store}
 - Website - {website}
 - Price - {price}
 - Special Price - {special_price}
 - Final Price - {final_price}
 - Final Price with Tax - {final_price_incl_tax}
 - Price From (bundle) - {startingfrom_price}
 - Price To (bundle) - {startingto_price}
 - Brand - {brand}
 - Color - {color}
 - You can use any product code as a variable {attribute_code} to display its value. Please make sure that the attribute is used in the [product listing](#).

Enabled - Set to 'Yes' to enable the functionality.

Title - Specify the title for the rule.

Priority - Set the rule priority. If a product meets conditions in several templates, the alt tag template with the highest priority will be applied. 0 is the highest priority.

Stores - In this tab, you can specify the store view to apply the rule.

Alt Tag Replacement Logic - Here you can choose the logic for the automatic Alt texts adding to

the images. Three options are available:

- Only Replace Empty Alt Text - the Alt text will be added if the image doesn't have the alt tag.
- Replace Filled Alt Text - the new Alt text will replace the existing Alt Text.
- Append to Existing Alt Text - the new Alt text will be added to the existing Alt text.

Alt Tag Template - In this tab, you can specify the Alt tag template using variables


Example: Buy {name} [by {manufacturer|brand}] [of {color} color] [for only {price}] [in {categories}] at [{store},] {website}. Available variables:

- Image Number Increment (for products with several images) - {N}
- Name - {name}
- Category - {category}
- All Categories - {categories}
- Store View - {store_view}
- Store - {store}
- Website - {website}
- Price - {price}
- Special Price - {special_price}
- Final Price - {final_price}
- Final Price with Tax - {final_price_incl_tax}
- Price From (bundle) - {startingfrom_price}
- Price To (bundle) - {startingto_price}
- Brand - {brand}
- Color - {color}

You can use any product code as a variable {attribute_code} to display its value. Please make sure that the attribute is used in the product listing.


Products Subselection 



Product Conditions If ALL of these conditions are TRUE :
Category is one of 4,6 








Preview Products **Hide Products**

Please click here to preview the product list.

 Filters

23 records found

20 per page  1 of 2 

ID ↓	Thumbnail	Name	Type	Attribute Set	SKU	Price	Visibility	Status
1		Joust Duffle Bag	Simple Product	Bag	24-MB01	\$34.00	Catalog, Search	Enabled
2		Strive Shoulder Pack	Simple Product	Bag	24-MB04	\$32.00	Catalog, Search	Enabled
3		Crown Summit Backpack	Simple Product	Bag	24-MB03	\$38.00	Catalog, Search	Enabled
4		Wayfarer Messenger Bag	Simple Product	Bag	24-MB05	\$45.00	Catalog, Search	Enabled
5		Rival Field Messenger	Simple Product	Bag	24-MB06	\$45.00	Catalog, Search	Enabled
6		Fusion Backpack	Simple Product	Bag	24-MB02	\$59.00	Catalog, Search	Enabled

Products Subselection - In this tab, you can specify the conditions to select the products to which the Alt Tag template will be applied.

Click the **Preview Products** or **Hide Products** buttons to preview or hide the products list to which the Alt Tag rule will be applied.

If everything is correct - **Save** the rule.

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

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

Permanent link: https://stg.amasty.net/docs/doku.php?id=magento_2:seo_toolkit 

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