User Guide

Compatibility: Prestashop V1.5.3.1 - 1.7.5
For Module Version: 2.0.0

Intended Audience

The content of this document is designed to facilitate the users - managers, supervisors and others of **SEO Optimizer** PrestaShop Module. A step by step instruction has been added to this document to help users to install the module on PrestaShop.

This extension will only work on PrestaShop version 1.5.x to 1.7.x. As a safe practice always, backup your files and database before installing any module on PrestaShop. If you are looking for someone to install the module, we can do it for you as well. Just go to the support section share the order id to expedite the installation process.

Once you have installed please see the User Guide to help you understand on how to use the module to its full capacity. If you still have questions feel free to contact us on the support platform where you bought this module.

If you have any custom requirements feel free to touch base with us.

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Getting Started!

Overview

Achieve your sales targets with Prestashop SEO Module, as it enhances search engine visibility of your online store by allowing you to automatically setup sitemap, robots.txt & Metas for home, products & other pages.

Features

What this PrestaShop Advance SEO Module does for you?

PrestaShop SEO Module automatically configures the vital components of On-Page SEO. This plugin automatically creates Meta titles and keywords for CMS, Category and product pages based on its intelligent formula. It is a great helping aid for increasing website traffic and SERP rankings. It also offers URL redirects, Generate/Edit Robots.txt and Generation of Sitemaps.

Some of the prominent features are:

- Automatically **Set Meta Title & description** of your product, Categories & CMS pages in **Multilingual**
- Generate **Sitemap & Robots.txt**
- Configure & Enable **Google Social Profiles**
- Add **301, 302 & 303 Redirect**
- **Automatically find keyword** and optimize your store SEO
- Option to add **Product Cards** for **Facebook** and **Twitter**
- Manage **follow and indexing** for **CMS**, **Categories** and **Catalogue** pages
- Enable search engine **ping** after new **sitemap** generation
- Add product images from **CDN** for **sitemap** generation
- **Multi-Store** sitemap generation
- Product **URL rewrite** options

Powerful Features of PrestaShop SEO Optimizer Module

The SEO module for PrestaShop store contains the following features:

- It allows configuration of title, description, and keywords all from one page
- The add-on dynamically uses the following formula to configure Meta title: 'product name' – 'product category' – 'shop title' for category & product pages of a website. 'Page title' – 'Shop Title' for CMS pages
- You can specify word limit as 1, 2, 3 or 4 to pick the keywords
- You can specify the number of occurrences for each word to pick the right keyword
- Increases SEO rankings and CTR
- Enable Google Search Box for your website
- Configure Google site name box for the store
- Allow the addition of Google profiles to your website
- Generate Robots.txt also edit Robots.txt option available.
- Generate Sitemaps in multiple languages also set a Cron job to auto generate it in future.
- Unlimited URL redirects option.
- Auto or manual Meta generator available.
- Sitemap generator
- Meta generator added for both auto and manual
- Meta generation through Cron job
- Back-office redesigned gave a nice look
- Multi-byte generator updated and improved
- Google site name option
- Option to add Product Facebook cards for SEO
- Option to add Product Twitter cards for SEO
- Option to manage follow and indexing options for CMS pages
- Option to manage follow and indexing options for CMS Categories
- Option to manage follow and indexing options for Categories
- Option to ping search engines for new sitemap
- Option to add product images from CDN for sitemap generation
- Multi-Store sitemap generation
- Product URL rewrite options
- Multi-Language Meta titles and description for Categories
- Multi-Language Meta titles and description for CMS Pages
- Multi-Language Meta titles and description for Products

Installation Instructions

1. Go to Modules → Modules → Click Add a new module → Browse for Downloaded Module ZIP file and click Upload this module.

2. Make sure Cache is disabled in Advance Parameters → Performance.

3. Go to Modules → Modules → Click SEO on left Tab group, Scroll down and find FME Advance SEO and click Install.

User Guide

Module Configuration

Home Page SEO

1. Go to Modules → Modules and Service → Installed Modules → Advance SEO → Configure

2. Expand "Home Page SEO Options"

3. Use default or add new meta titles, meta description and meta keywords

Make sure your metas are properly setup and are related to the niche of your website. To understand further please visit following link.

Note: As Homepage is usually a single entity so automatic meta generator is not available.

Product Page SEO

How to use default metas

1. Go to Modules → Modules and Service → Installed Modules → Advance SEO → Configure

2. Expand "Home Page SEO Options"

3. Select "Yes" to use default metas

How to use automatic meta generators

It is a very tiresome job to write metas for all the product pages. Especially if you have hundreds of products. SEO Optimizer takes care of this problem by using variables. You can use these variables to generate very effective metas. You can also select the desired language for each of the metas.

Auto Meta titles for product page:

1. Go to Modules → Modules and Service → Installed Modules → Advance SEO → Configure

2. Expand "Product Page SEO Options"

3. Select "No" to use automatic meta generator

4. Write the Meta Title and in place of product name use one of the variables mentioned

Example 1:

Buy (variable product name) By (variable product manufacture) For Only (variable retail price) at (Shoptitle)

This will set the meta titles as:

Buy Black T-Shirt By Addidas For Only $20.00 at Amazon

Example 2:

Amazing Onetime Sale on (variable product name). Get(productreduction) Discount

This will set the meta titles as

Amazing Onetime Sale on Black T-Shirt. Get $5.00 Discount

Auto Meta Description for product page:

1. Go to Modules → Modules and Service → Installed Modules → Advance SEO → Configure

2. Expand "Product Page SEO Options"

3. Select "No" to use automatic meta generator

4. Write the Meta Description and in place of product name use one of the variables mentioned

Example 1:

Now you can get hold of our latest (variable product name) By (variable product manufacture) only at (Shoptitle)

This will set the meta titles as

Now you can get hold of our latest Black T-Shirt By Addidas only at Amazon

URL rewrite for product pages:

1. Go to Modules → Modules and Service → Installed Modules → Advance SEO → Configure

2. Expand "Product Page SEO Options"

3. Drag below to "Product URL Rule"

4. Here you can rewrite the product URLs using variables. See example below

Example 1:

{category:/}{id}{-:id_product_attribute}-{rewrite}-{supplier}.html

This will set the meta titles as

https://advseo.bestprestashopmodules.net/en/home/10-laptop-skin-addidas.html

Example 2:

{category:/}{id}{-:id_product_attribute}-{rewrite}-{supplier}-{price}.html

This will set the meta titles as

https://advseo.bestprestashopmodules.net/en/home/10-laptop-skin-addidas-20.html

Note:

{**id**}, {**id_product_attribute**}, {**rewrite**} are required parameters.

if you wish to remove ID than please use this module:
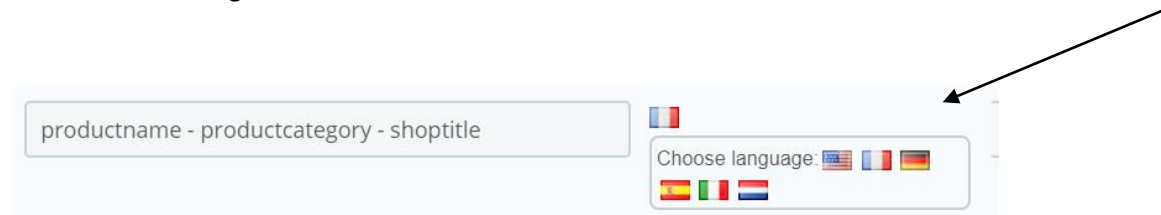
 Pretty URLs

Category Page SEO

How to use default metas

1. Go to Modules → Modules and Service → Installed Modules → Advance SEO → Configure

2. Expand "Category Page SEO Options"

3. Select "Yes" to all to use default metas

How to use automatic meta generators

As for the product pages, you can also automate the process of generating metas for category pages as well. There are three variables that you can use i.e. Category Name, Parent Category and Shop Titles. All metas are multilingual.

Auto Meta Title for Category Pages:

1. Go to Modules → Modules and Service → Installed Modules → Advance SEO → Configure

2. Expand "Category Page SEO Options"

3. Select "No" to use automatic meta generator

4. Write the Meta Titles using variables mentioned. see examples below.

Example 1:

Best Seasonal (categoryname) For (parentcategory) Brought to You by (shoptitle)

This will set the meta titles as

Best Seasonal Blouses For Women Brought to You by Armani

Auto Meta Descriptions for Category Pages:

1. Go to Modules → Modules and Service → Installed Modules → Advance SEO → Configure

2. Expand "Category Page SEO Options"

3. Select "No" to use automatic meta generator

4. Write the Meta Descriptions using variables mentioned. See examples below.

Example 1:

Latest and Greatest Styles (categoryname) from (shoptitle). Get an amazing discount using special promo.

This will set the meta description for category pages as:

Latest and Greatest Styles For Women from Amazon. Get an amazing discount using special promo.

CMS Page SEO

How to use default metas

1. Go to Modules → Modules and Service → Installed Modules → Advance SEO → Configure

2. Expand "CMS Page SEO Options"

3. Select "Yes" to all to use default metas

How to use automatic meta generators

As for the product pages, you can also automate the process of generating metas for CMS pages as well. There are two variables that you can use i.e. Page Title and Shop Titles. All metas are multilingual.

Auto Meta Title for CMS Pages:

1. Go to Modules → Modules and Service → Installed Modules → Advance SEO → Configure

2. Expand "CMS Page SEO Options"

3. Select "No" to use automatic meta generator

4. Write the CMS Meta Titles using variables mentioned. see examples below.

Example 1:

 (pagetitle) Page For (shoptitle)

This will set the meta titles as

Contact Us Page for Amazon

Auto Meta Descriptions for CMS Pages:

1. Go to Modules → Modules and Service → Installed Modules → Advance SEO → Configure

2. Expand "CMS Page SEO Options"

3. Select "No" to use automatic meta generator

4. Write the Meta Descriptions using variables mentioned. See examples below.

Example 1:

 This is a (pagetitle) Page For (shoptitle).

This will set the meta titles as

This is a Contact Us Page for Amazon

How to Use Multibyte Keyword Generator

Our advance multibyte keyword generator will automatically generate keywords from the content of the specific page. It used advance algorithm to generate and insert related meta keywords.

Note: Make sure you have selected "NO" for "Default Meta Keywords" on SEO Options.

1. Go to Modules → Modules and Service → Installed Modules → Advance SEO → Configure

2. Expand "Multibyte Keyword Generator"

3. Fill in the options with the number of words for each word as well as the repetition. Each option has brief explanation.

Example:

Single Word Minimum Length

> 2

Minimum length of single words

Single Word Minimum Occurance

> 1

Minimum occurance of single words

2 Words Minimum Length

> 3

Minimum length of words for 2 word phrases; value 0 will DISABLE !!!

2 Words Minimum Phrases Length

> 3

Minimum length of 2 words phrases

2 Words Phrase Minimum Occurance

> 1

Minimum occurance of 2 words phrase

3 Words Minimum Length

> 5

Minimum length of words for 3 word phrases; value 0 will DISABLE !!!

3 Words Minimum Phrases Length

> 7

Minimum length of 3 words phrases

3 Words Phrase Minimum Occurance

> 2

Minimum occurance of 3 words phrase

How to Configure Google Social Profiles

You can also configure Google Social Profiles using SEO Optimizer. You can enhance the appearance and coverage of your official website and presence in Search results by first establishing it with Google. By adding structured data markup to your site, you can enable more of your site's functional and visual elements to appear directly in results and in Knowledge Graph cards. This makes it easier for users to recognize your official site and reach information you provide more easily when they search.
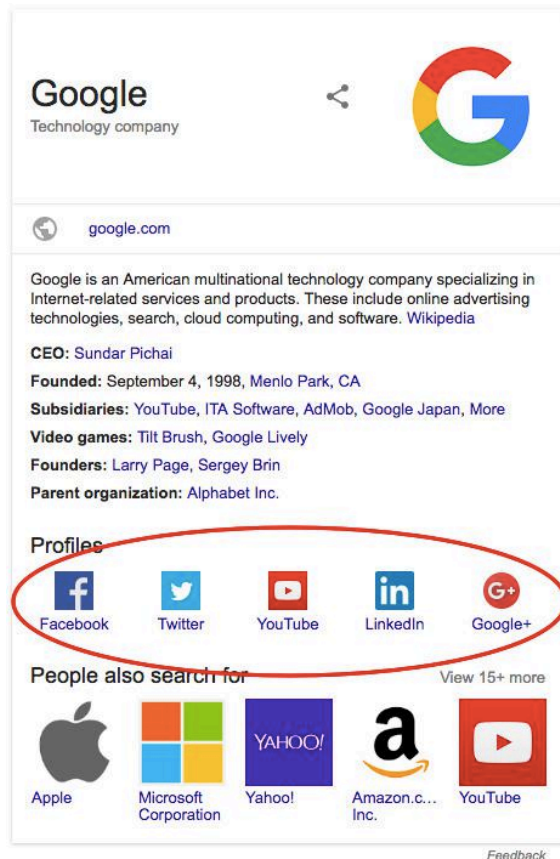
1. Go to Modules → Modules and Service → Installed Modules → Advance SEO → Configure

2. Expand "Google Social Profiles"

3. Fill in all the details for your site i.e. URL, Phone Number, Social media profile links

How to Configure Google Search Bar

SEO Optimizer lets you configure the search bar in google rich snippets. This enables the searcher to search within your site from the search engine results page and can be found underneath the meta description. Searching for content will be easier because the searcher reaches their goal with one less step.

1. Go to Modules → Modules and Service → Installed Modules → Advance SEO → Configure

2. Expand "Google Search Bar / Site Name"

3. Enable Search Bar and Site Name

4. Enter your website name and alternate site name

How to use Sitemap Generator

A sitemap is a file where you provide information about the pages, videos, and other files on your site, and the relationships between them. Search engines like Google read this file to more intelligently crawl your site. A sitemap tells the crawler which files you think are important in your site, and also provides valuable information about these files: for example, for pages, when the page was last updated, how often the page is changed, and any alternate language versions of a page.

Using SEO Optimizer, you can automate the process of sitemap generation. You can generate sitemaps in multiple language and for multiple sites.

1. Go to Backend → Advance SEO → Sitemap Generator

2. Select the update frequency from hourly, daily, weekly, monthly or yearly

3. Select the shop incase you have multiple shops

4. Check/ Uncheck to include images

5. If you are using CDN(Content delivery network) for images and want to include those in the sitemap as well, check CDN option

6. Checking "Ping Search Engine for new sitemap" will automatically ping google each time new sitemap is generated

7. If you want to exclude page from sitemap you can select them by checking on them

8. Generate

How to use Sitemap Generator

A robots.txt file tells search engine crawlers which pages or files the crawler can or can't request from your site. This is used mainly to avoid overloading your site with requests.

Using SEO Optimizer, you can generate and edit Robot.txt.

1. Go to Backend → Advance SEO → Robot Generator

2. Disallow/ allow the pages that you want google to crawl or not to crawl.

3. Save

⚙ EDIT ROBOTS.TXT

```
# robots.txt automaticaly generated by PrestaShop e-commerce open-source solution
# http://www.prestashop.com - http://www.prestashop.com/forums
# This file is to prevent the crawling and indexing of certain parts
# of your site by web crawlers and spiders run by sites like Yahoo!
# and Google. By telling these "robots" where not to go on your site,
# you save bandwidth and server resources.
# For more information about the robots.txt standard, see:
# http://www.robotstxt.org/robotstxt.html
User-agent: *
# Private pages
Disallow: /*?orderby=
Disallow: /*?orderway=
Disallow: /*?tag=
```

💾
Save

How to use Redirects

A redirect is a way to send both users and search engines to a different URL from the one they originally requested. The three most commonly used redirects are 301, 302, and 303.

301, "Moved Permanently"—recommended for SEO

302, "Found" or "Moved Temporarily"

303, "See Other" Not generally used

If you want to learn more about redirects follow this <u>link</u>.

1. Go to Backend → Advance SEO → Manage Redirects

2. Click on "Add" to add a new redirect

3. Select the type of redirect

4. Enter Target URL

5. Enter Point to URL

6. Save

⚙ MANAGE REDIRECTS

* Redirect Type   [301 Moved Permanently ▾]

* Target URI   [|]
       Use only URI like /aboutus OR /help-us

* Point to URL   [ ]

✖ Cancel   💾 Save

How to use Index-Follow

Using SEO Optimizer, you can also mange index and follow management for CMS and Category pages. The noindex directive is an often-used value in a meta tag that can be added to the HTML source code of a webpage to suggest to search engines (most notably Google) to not include that particular page in its list of search results.

The nofollow directive is an often-used value in a meta tag that can be added to the HTML source code of a webpage to suggest to search engines (most notably Google) not to pass link equity through any links on a given webpage.

1. Go to Backend → Advance SEO → Manage Index-Follow

2. Go to CMS Category page and allow/disallow Index and Follow

3. Go to CMS pages and allow/disallow Index and Follow

4. Go to Catalog Category page and allow/disallow Index and Follow for your desired categories.

5. Save

How to use Social Media Tags

The point of using social meta tags is to control the way your content is displayed in feeds rather than letting Facebook and Twitter generate the headline, description and image for you. You can easily manage social media tags for Facebook and twitter by SEO optimizer. Use variables to generate creative meta titles and description which will be automatically displayed whenever the link is placed on facebook or twitter.

Meta Tags for Twitter:

1. Go to backend → Advance SEO → Manage Social Media Tags

2. Enable Twitter Card Tags

3. Enter your site twitter username

4. Using variable below create a Title tag

5. Using variable create meta description

6. Save

Example
Setting these options for twitter:

Will show on twitter as:

Meta Tags for Facebook:

1. Go to backend → Advance SEO → Manage Social Media Tags

2. Enable Facebook Tags

3. Enter your facebook admin ID

4. Using variable below create a Title tag

5. Using variable create meta description

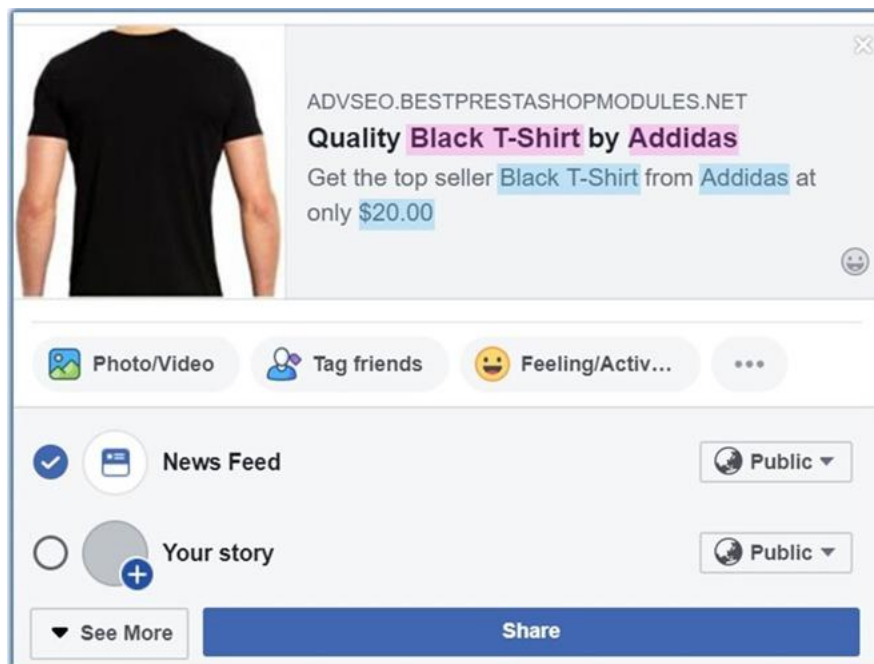6. Save

Example:

Setting these options for facebook:

Enable Facebook Tags	**YES** NO
Facebook Admin ID	
	Please use numeric Facebook Admin ID
Title	Quality productname by productmanufacturer
Description	Get the top seller productname from productmanufacturer at only productspecificpricewithtax

Will show on Factbook as:

ADVSEO.BESTPRESTASHOPMODULES.NET
Quality Black T-Shirt by Addidas
Get the top seller Black T-Shirt from Addidas at only $20.00

Photo/Video   Tag friends   Feeling/Activ...

News Feed   Public ▾

Your story   Public ▾

▼ See More   **Share**

Disclaimer

It is highly recommended to backup your server files and database before installing this module.

No responsibility will be taken for any adverse effects occurring during installation.

It is recommended you install on a test server initially to carry out your own testing.

Support

If you need more information or have any questions or problems, please refer to our support helpdesk:

You can log a ticket and a support technician can assist you further.

Customization

If you have requirements that are not covered by our module and you need to have our module customized, feel free to contact us through support helpdesk.