

# ODOO SEO SUITE

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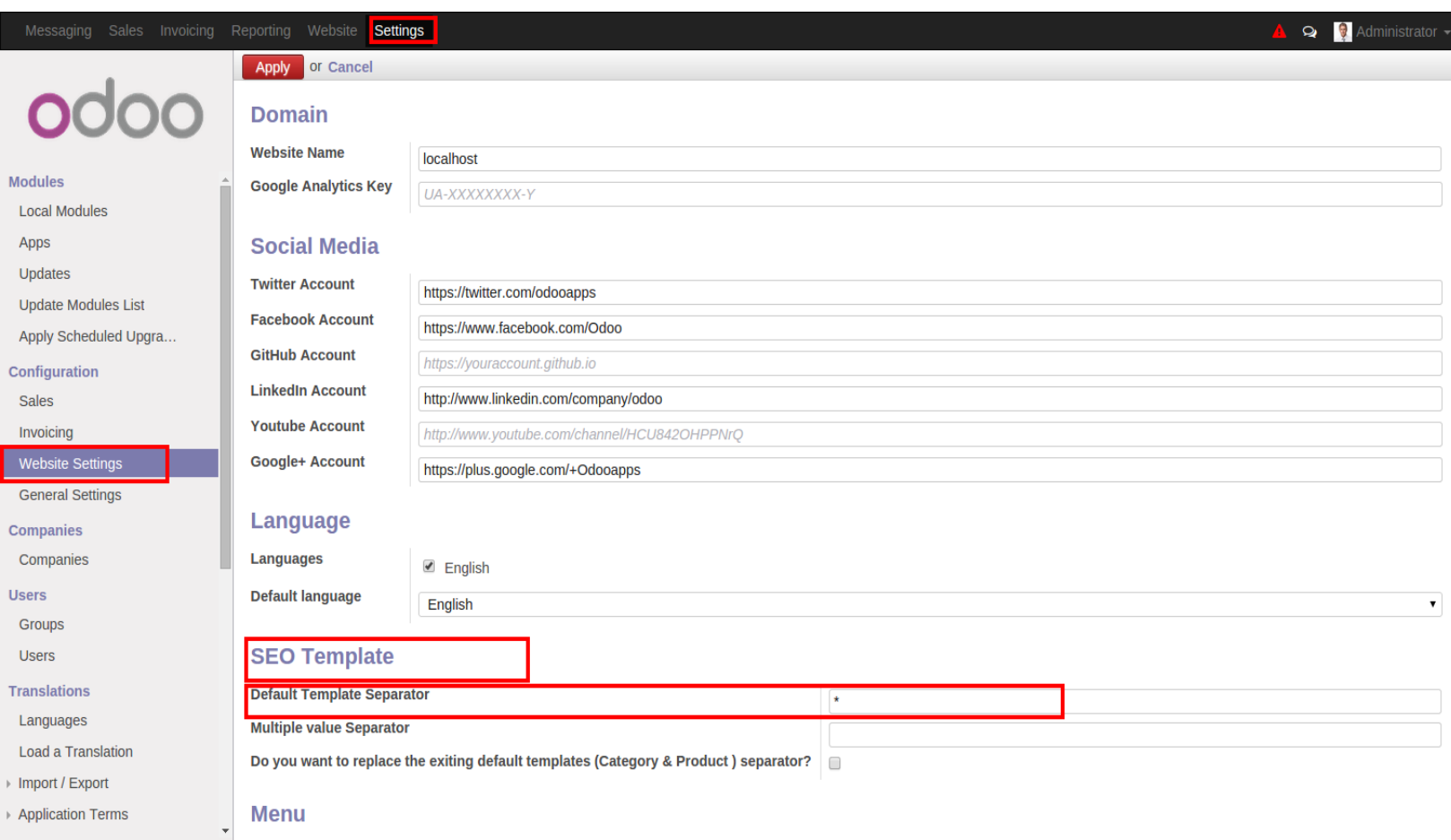
## 1. Introduction

- **Odoo SEO Suite** is an Odoo plugin that can help you promote your Odoo website by adding Meta Description and related information in your product and its category pages, which is not available on Odoo CMS by default.
- You can manage and maintain these SEO details from backend dynamically and keep your online presence SEO optimized and improve your ranking in all major search engines. It promotes all your products pages and its categories driving more traffic to your website thus increasing sales.

## 2. Configuration Settings

### ➤ Default Template Separator

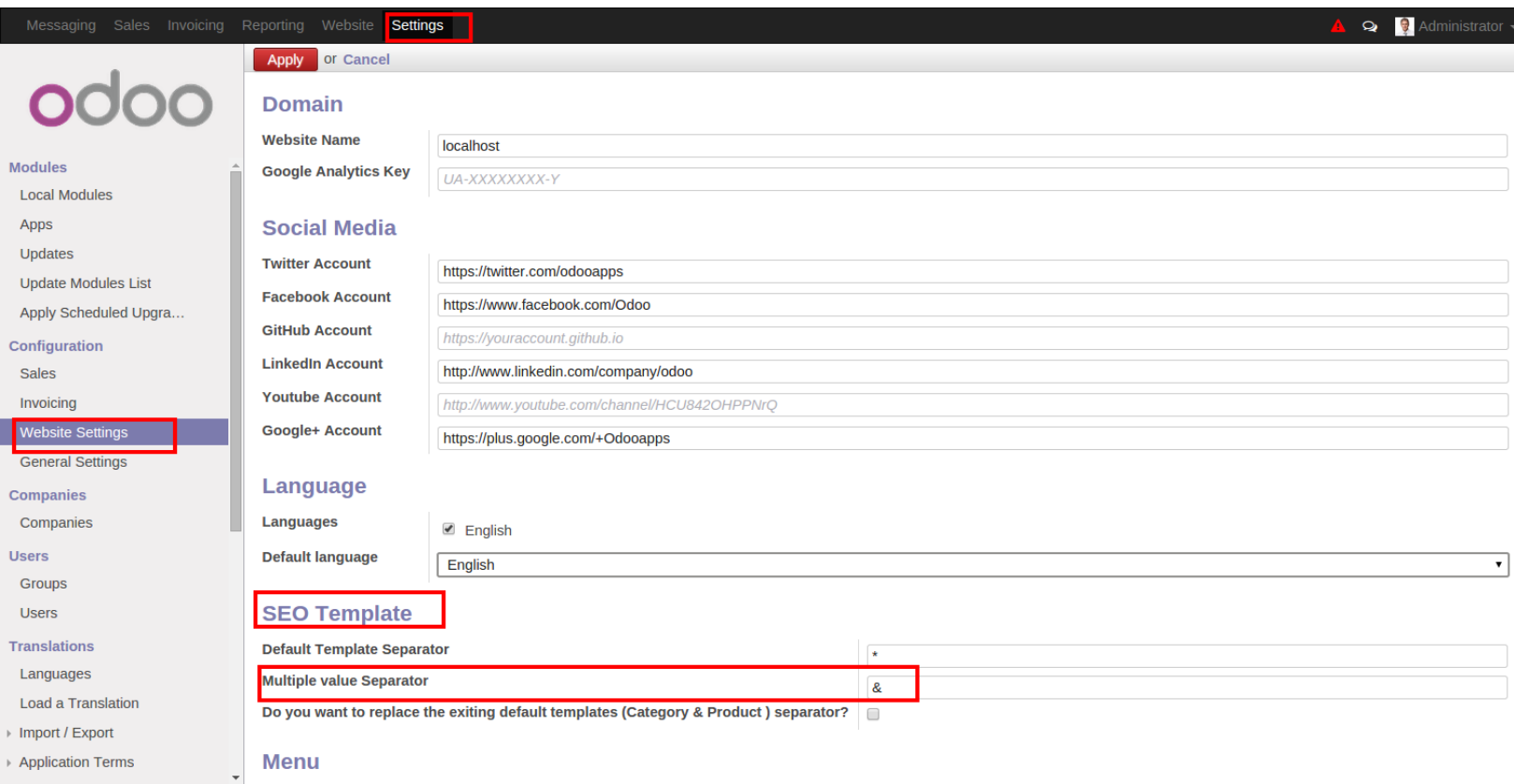
- Using this plugin you can set comma, space or bullet points as default template separator.



The screenshot displays the Odoo Settings interface. The top navigation bar includes 'Messaging', 'Sales', 'Invoicing', 'Reporting', 'Website', and 'Settings' (highlighted). The left sidebar shows the 'Website Settings' section under 'Configuration'. The main content area is divided into several sections: 'Domain' (Website Name: localhost, Google Analytics Key: UA-XXXXXXX-Y), 'Social Media' (Twitter, Facebook, GitHub, LinkedIn, YouTube, and Google+ accounts), 'Language' (Languages: English, Default language: English), 'SEO Template' (Default Template Separator: \*, Multiple value Separator: ), and 'Menu'. The 'SEO Template' section is highlighted with a red box.

➤ **Multiple Value Separators:**

- You can also set from backend the multiple value separator going to Settings/  
website **Settings > SEO Template**.



The screenshot shows the Odoo web interface. At the top, a navigation bar includes 'Messaging', 'Sales', 'Invoicing', 'Reporting', 'Website', and 'Settings' (highlighted with a red box). Below this is a sidebar with the 'odoo' logo and a menu. The 'Website Settings' option is highlighted with a red box. The main content area is titled 'Settings' and contains several sections: 'Domain' (with fields for 'Website Name' and 'Google Analytics Key'), 'Social Media' (with fields for 'Twitter Account', 'Facebook Account', 'GitHub Account', 'LinkedIn Account', 'Youtube Account', and 'Google+ Account'), 'Language' (with a 'Languages' section and a 'Default language' dropdown), and 'SEO Template' (highlighted with a red box). The 'SEO Template' section has a 'Default Template Separator' field with an asterisk, a 'Multiple value Separator' field with an ampersand (highlighted with a red box), and a checkbox for 'Do you want to replace the exiting default templates (Category & Product ) separator?'. The 'Menu' section is partially visible at the bottom.

o<sup>o</sup>oo

Modules

- Local Modules
- Apps
- Updates
- Update Modules List
- Apply Scheduled Upgra...

Configuration

- Sales
- Invoicing
- Website Settings**
- General Settings

Companies

- Companies

Users

- Groups
- Users

Translations

- Languages
- Load a Translation

Import / Export

Application Terms

Apply or Cancel

### Domain

Website Name: localhost

Google Analytics Key: UA-XXXXXXXX-Y

### Social Media

Twitter Account: https://twitter.com/odooapps

Facebook Account: https://www.facebook.com/Odoo

GitHub Account: https://youraccount.github.io

LinkedIn Account: http://www.linkedin.com/company/odoo

Youtube Account: http://www.youtube.com/channel/HCU842OHPPNiQ

Google+ Account: https://plus.google.com/+Odooapps

### Language

Languages: ☒ English

Default language: English

### SEO Template

Default Template Separator: \*

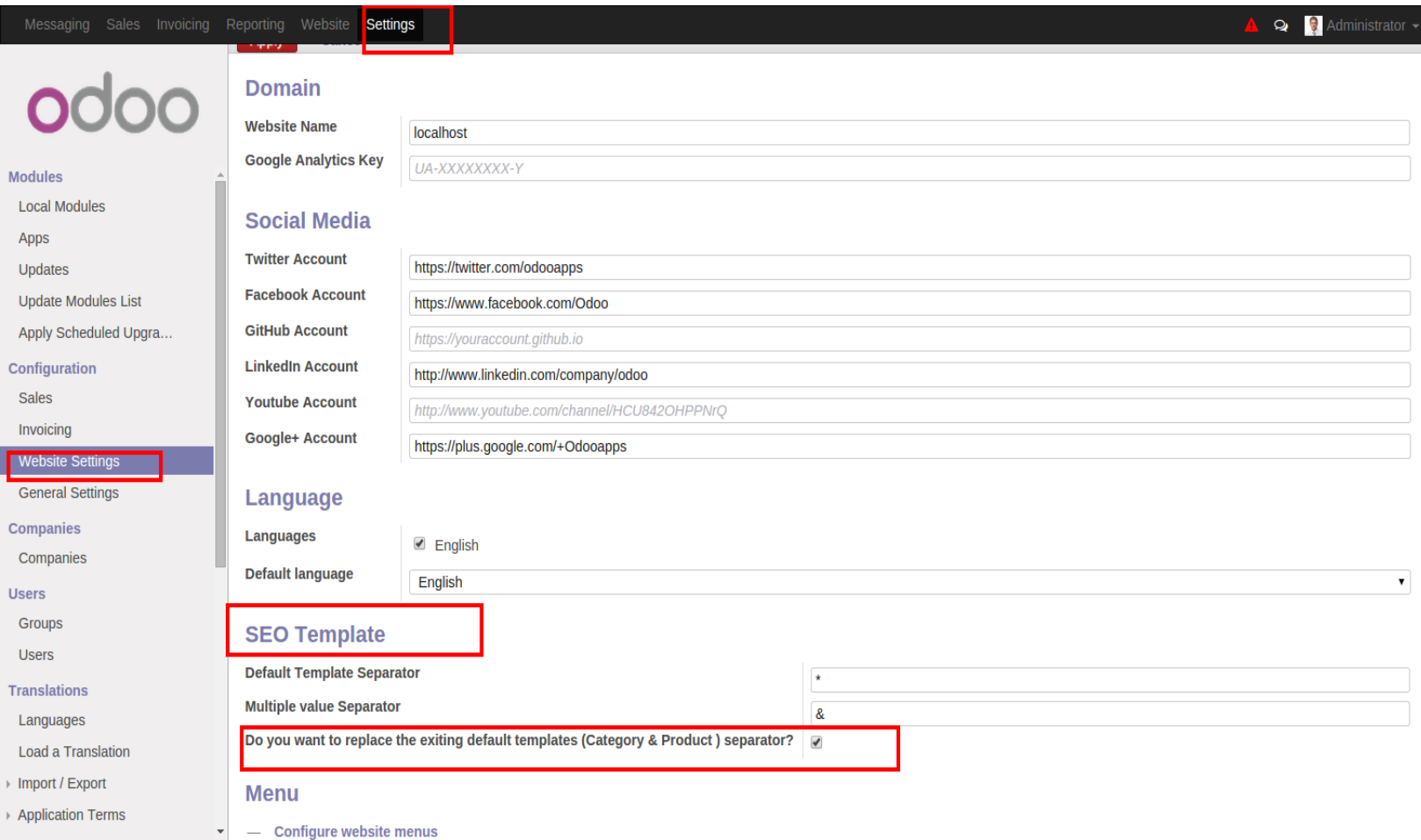
Multiple value Separator: &

Do you want to replace the exiting default templates (Category & Product ) separator? ☐

### Menu

➤ **Enable “Replace Existing Template Separator”:**

- You can also replace the existing default templates separator with new template separator.



The screenshot shows the Odoo Settings interface. The top navigation bar includes Messaging, Sales, Invoicing, Reporting, Website, and Settings (highlighted with a red box). The left sidebar lists Modules, Configuration, Companies, Users, and Translations. Under Configuration, Website Settings is highlighted with a red box. The main content area is divided into several sections: Domain, Social Media, Language, SEO Template, and Menu. The SEO Template section is highlighted with a red box and contains the following fields: Default Template Separator (with an asterisk), Multiple value Separator (with an ampersand), and a checkbox labeled "Do you want to replace the exiting default templates (Category & Product ) separator?" which is checked. The Menu section has a link to "Configure website menus".

**Domain**

Website Name: localhost

Google Analytics Key: UA-XXXXXXXX-Y

**Social Media**

Twitter Account: https://twitter.com/odooapps

Facebook Account: https://www.facebook.com/Odoo

GitHub Account: https://youraccount.github.io

LinkedIn Account: http://www.linkedin.com/company/odoo

Youtube Account: http://www.youtube.com/channel/HCu842OHPPNnQ

Google+ Account: https://plus.google.com/+Odooapps

**Language**

Languages: ☒ English

Default language: English

**SEO Template**

Default Template Separator: \*

Multiple value Separator: &

Do you want to replace the exiting default templates (Category & Product ) separator? ☒

**Menu**

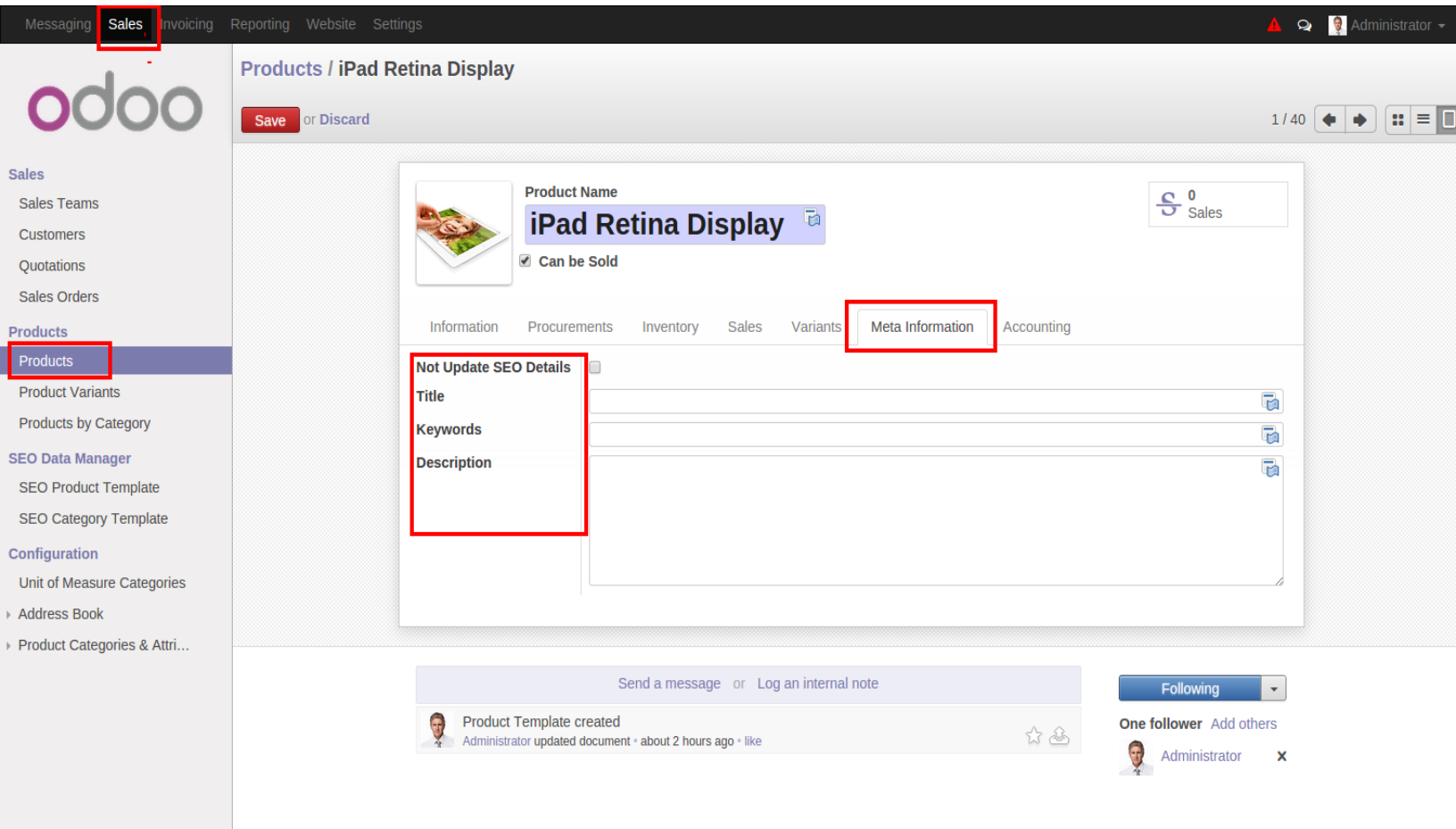
— [Configure website menus](#)

### 3. Features

#### 3.1 Products/Category

➤ **Product Meta Details:**

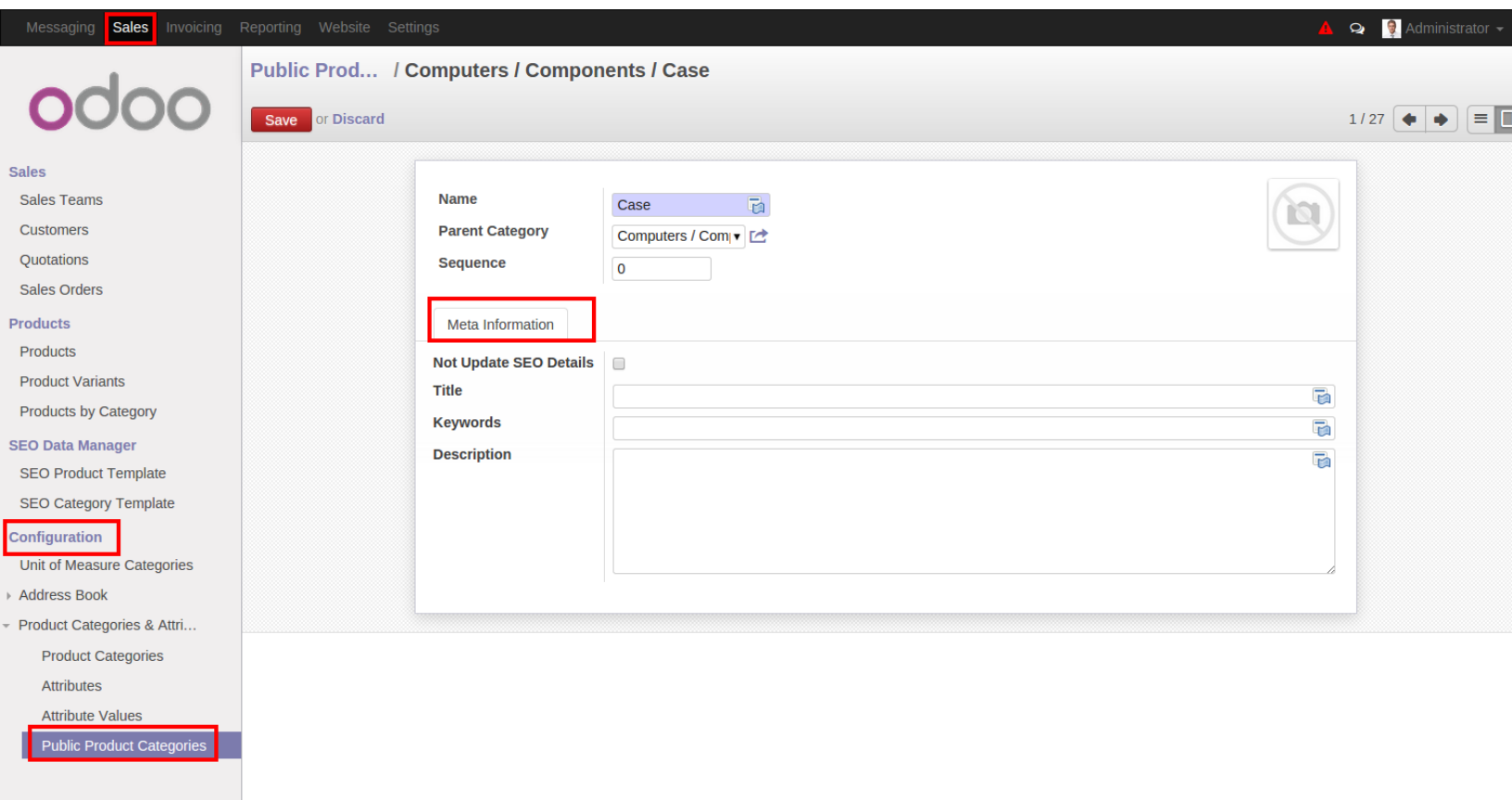
- You can define all Meta details of product in Meta Information Tab, which you would have assigned to that specific product, like title, keywords and description.



The screenshot shows the Odoo web interface for editing a product. The top navigation bar includes 'Messaging', 'Sales' (highlighted with a red box), 'Invoicing', 'Reporting', 'Website', and 'Settings'. The left sidebar lists various modules: Sales, Sales Teams, Customers, Quotations, Sales Orders, Products (highlighted with a red box), Product Variants, Products by Category, SEO Data Manager, SEO Product Template, SEO Category Template, Configuration, Unit of Measure Categories, Address Book, and Product Categories & Attributes. The main content area is titled 'Products / iPad Retina Display' and features a 'Save' or 'Discard' button. The product details section shows the product name 'iPad Retina Display', a 'Can be Sold' checkbox, and a sales count of 0. Below this, there are tabs for 'Information', 'Procurements', 'Inventory', 'Sales', 'Variants', 'Meta Information' (highlighted with a red box), and 'Accounting'. The 'Meta Information' tab is active, displaying a form with fields for 'Title', 'Keywords', and 'Description'. A red box highlights the 'Not Update SEO Details' checkbox and the 'Title', 'Keywords', and 'Description' fields. At the bottom, there is a section for 'Send a message' or 'Log an internal note', a 'Following' button, and a list of followers including 'Administrator'.

### ➤ Category Meta Information

- All the Meta information for category pages like title, keywords and description with all additional texts will be displayed, which you would have defined while creating template.



Messaging **Sales** Invoicing Reporting Website Settings

Public Prod... / Computers / Components / Case

Save or Discard

1 / 27

**Name** Case

**Parent Category** Computers / Com

**Sequence** 0

**Meta Information**

**Not Update SEO Details** ☐

**Title**

**Keywords**

**Description**

**Configuration**

Unit of Measure Categories

Address Book

Product Categories & Attri...

Product Categories

Attributes

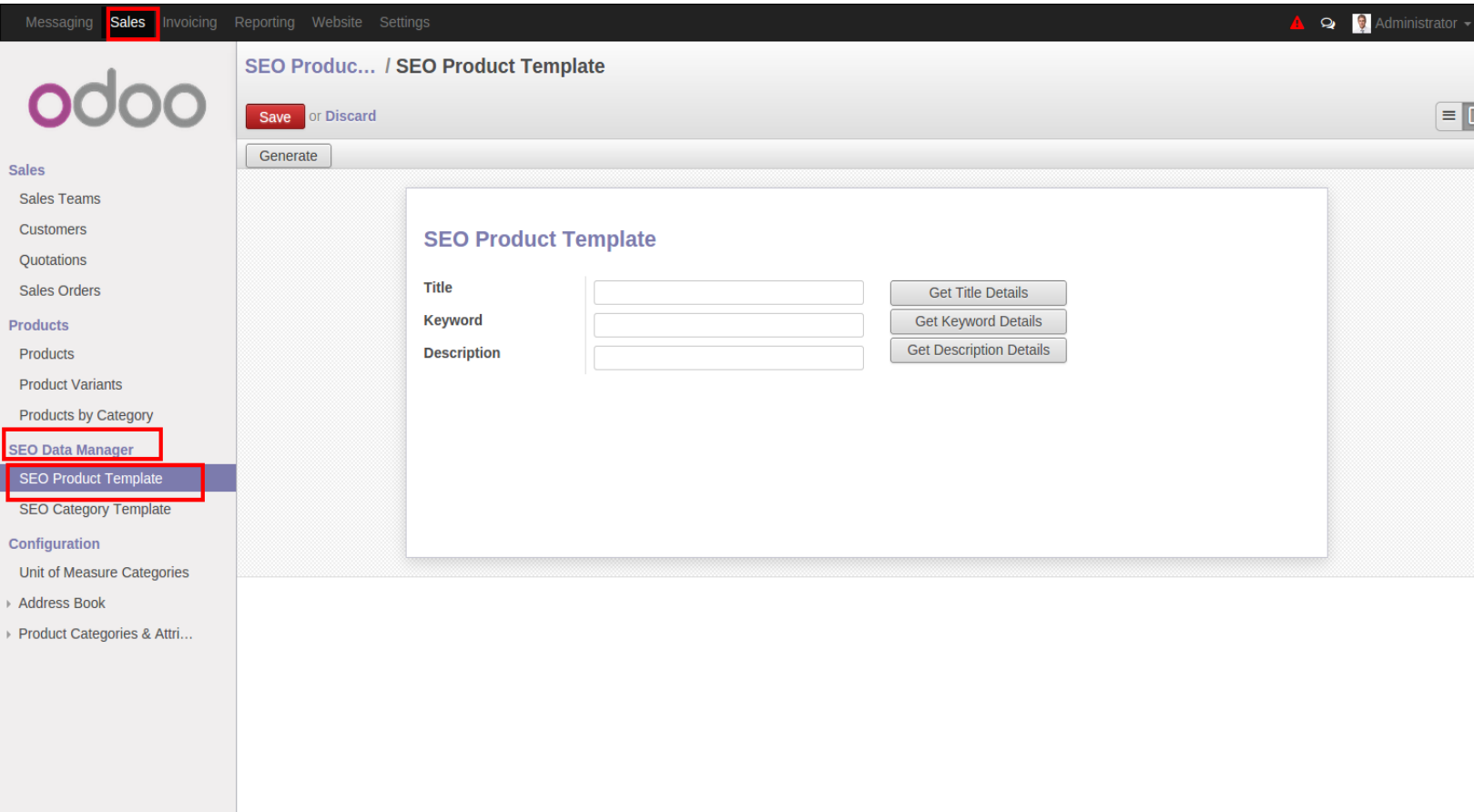
Attribute Values

**Public Product Categories**

## 3.2 SEO Data Manager

### ➤ SEO Product/Category Template

- You can manage Meta information in specific format by defining a template. You can define Meta information by using field's name like name, supplier, category and Description for Quotation as well as static text, if any.
- This information you can view going to **Menu> Sales/SEO Data Manager>SEO Product/Category Template**

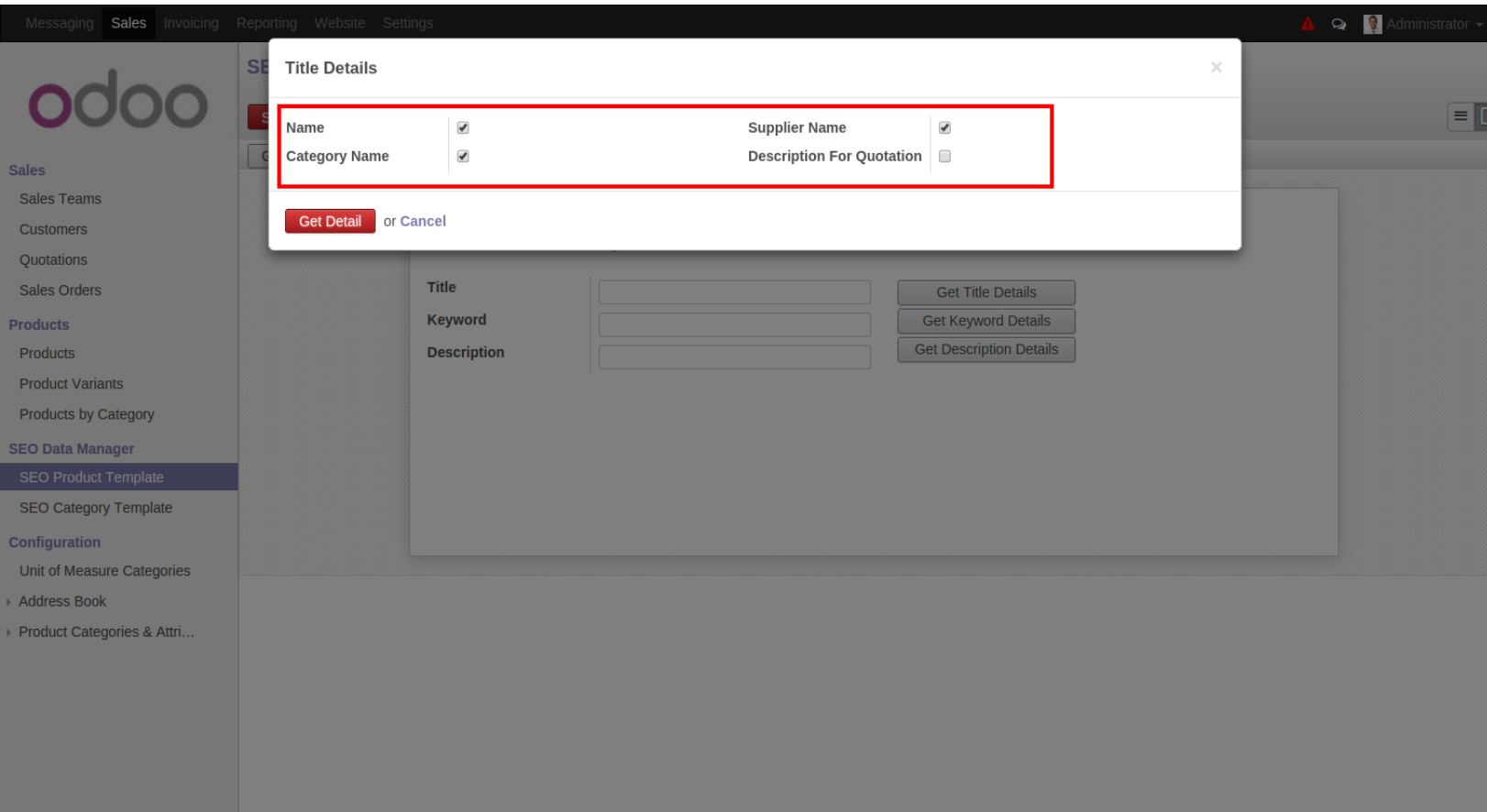


The screenshot displays the Odoo 10.0 interface for the 'SEO Product Template' configuration. The top navigation bar includes 'Messaging', 'Sales' (highlighted), 'Invoicing', 'Reporting', 'Website', and 'Settings'. The left sidebar shows the 'Sales' menu with options like 'Sales Teams', 'Customers', 'Quotations', and 'Sales Orders'. The main content area is titled 'SEO Product Template' and contains a 'Generate' button and a form with fields for 'Title', 'Keyword', and 'Description', each with a corresponding 'Get Details' button.



### ❖ Set Title, Keywords and Description

- You can also define title, keyword and description format by using 'Get Title Detail', 'Get Keyword Detail' and 'Get Description Detail' buttons. Those button pop up a dialog to add related fields like Name, Category, Supplier or Description as needed.



The screenshot shows the Odoo Sales interface. A 'Title Details' dialog box is open, allowing configuration of title fields. The dialog has a red border and contains the following fields:

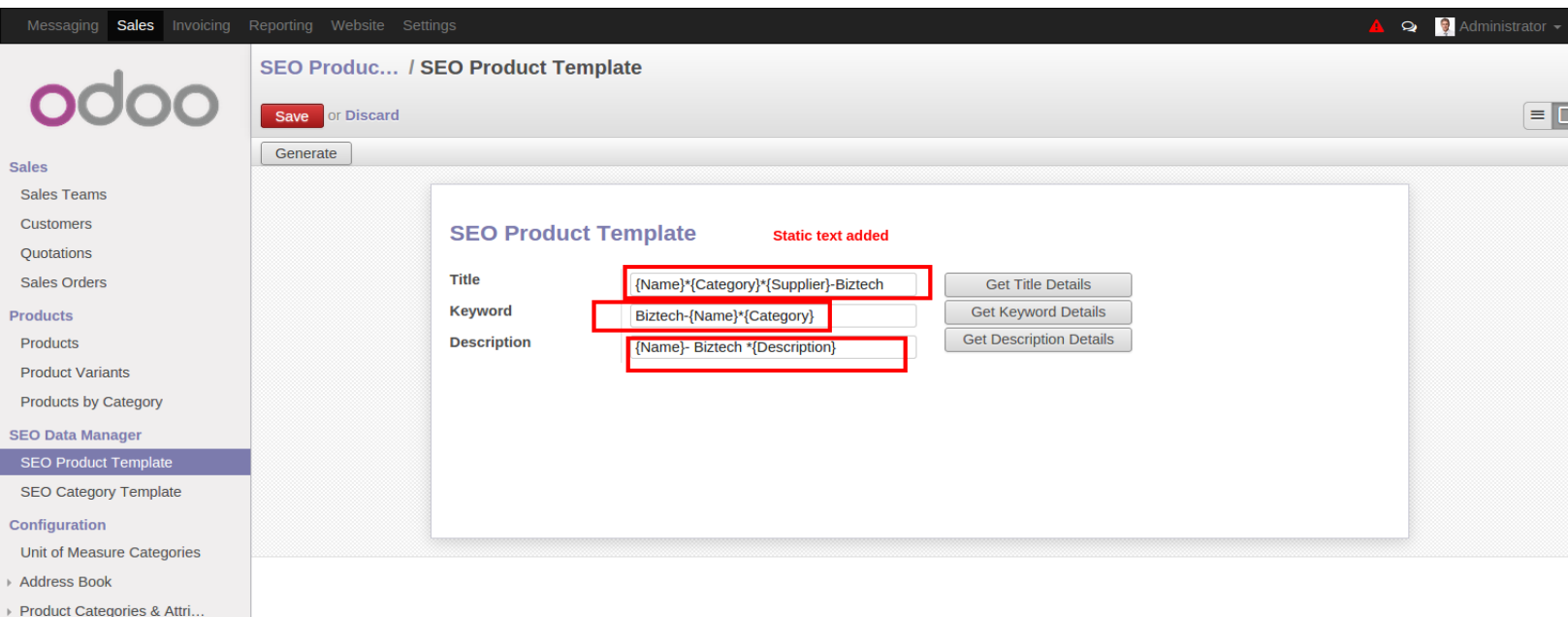
Field	Checked
Name	<input checked="" type="checkbox"/>
Category Name	<input checked="" type="checkbox"/>
Supplier Name	<input checked="" type="checkbox"/>
Description For Quotation	<input type="checkbox"/>

At the bottom of the dialog, there are two buttons: 'Get Detail' (in red) and 'or Cancel'.

In the background, the main interface shows the 'Sales' menu on the left and a form for creating a new sales order. The form has fields for 'Title', 'Keyword', and 'Description', each with a corresponding 'Get [Field] Details' button.

## ❖ SEO Product Template View & Creation

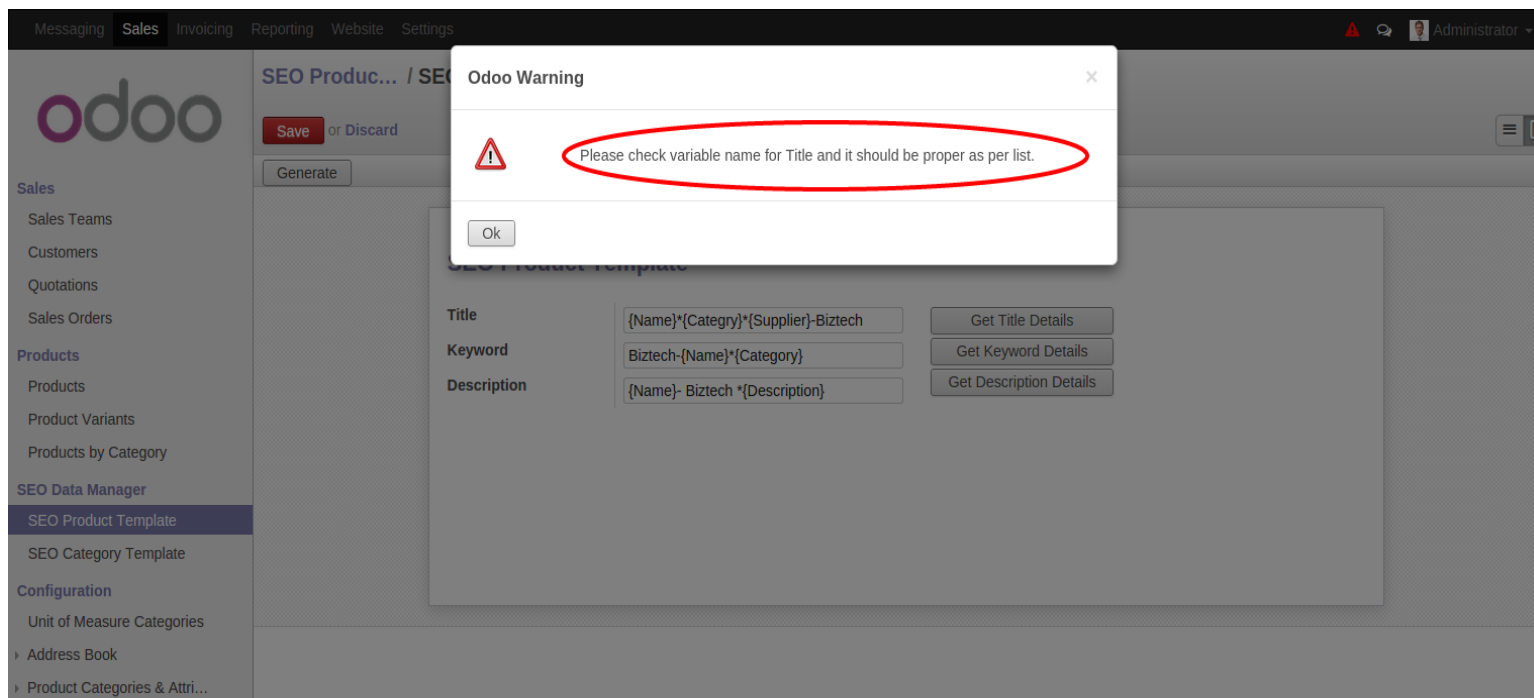
- It will display all selected field in specific text field with format ({Name}-{Category}-{Supplier}-{Description}). It also allows you to add some static text if required.



The screenshot shows the Odoo web interface for configuring an SEO Product Template. The top navigation bar includes Messaging, Sales, Invoicing, Reporting, Website, and Settings. The left sidebar lists various modules like Sales, Customers, Quotations, and Products. The main content area is titled 'SEO Product Template' and features a 'Generate' button. Below this, there are three input fields for Title, Keyword, and Description, each with a 'Get Details' button. The Title field contains the template '{Name}\*{Category}\*{Supplier}-Biztech'. The Keyword field contains 'Biztech-{Name}\*{Category}'. The Description field contains '{Name}- Biztech \*{Description}'. A red box highlights the Title field, and a red text label 'Static text added' points to the 'Biztech' part of the template.

## ❖ Warning

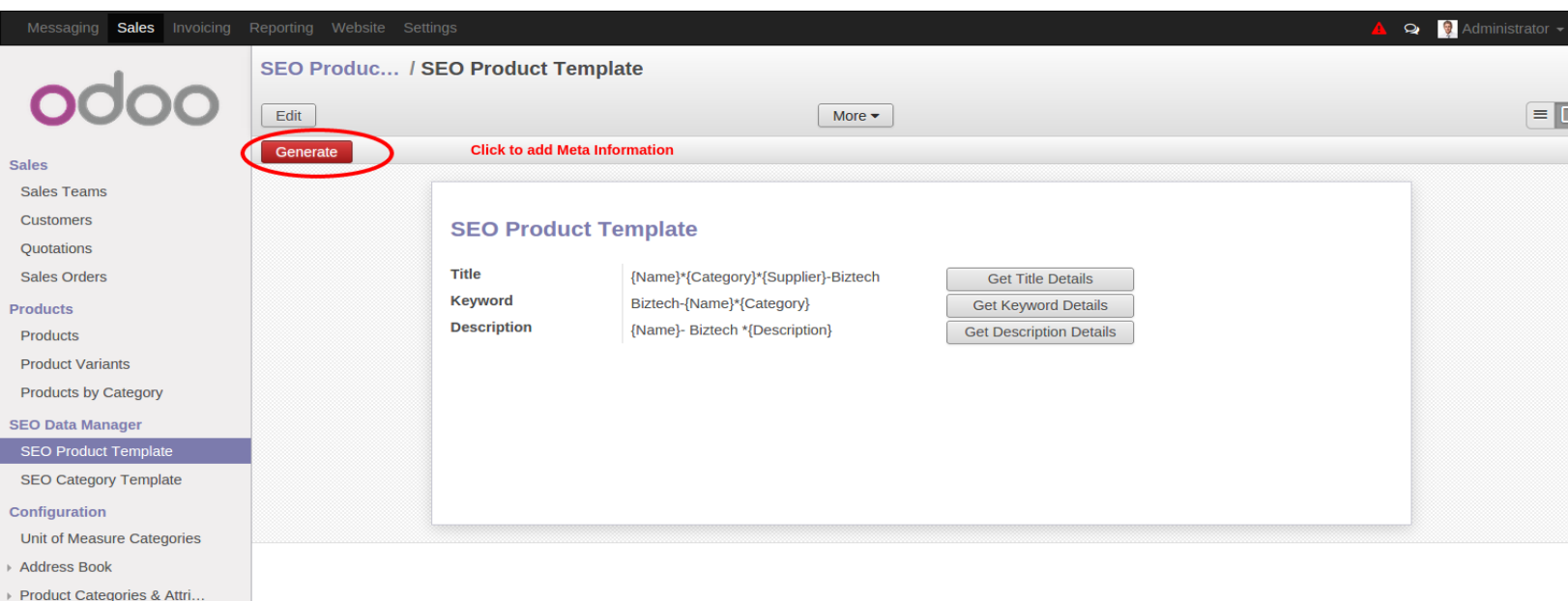
- Until desired format is not attained or in case any field name is altered, it will give you a warning message to correct the format.



The screenshot shows the same Odoo interface as before, but with a warning dialog box open. The dialog box has a title bar 'Odoo Warning' and a close button. It contains a warning icon and the message 'Please check variable name for Title and it should be proper as per list.' The message is circled in red. An 'Ok' button is at the bottom of the dialog. The background shows the same SEO Product Template configuration screen.

## ❖ Update SEO Product/Category Details

- You can add Meta information in all products/Categories whose 'Not Update SEO Product Details' field was enabled. 'Generate' button of product template form will update all Meta information like.

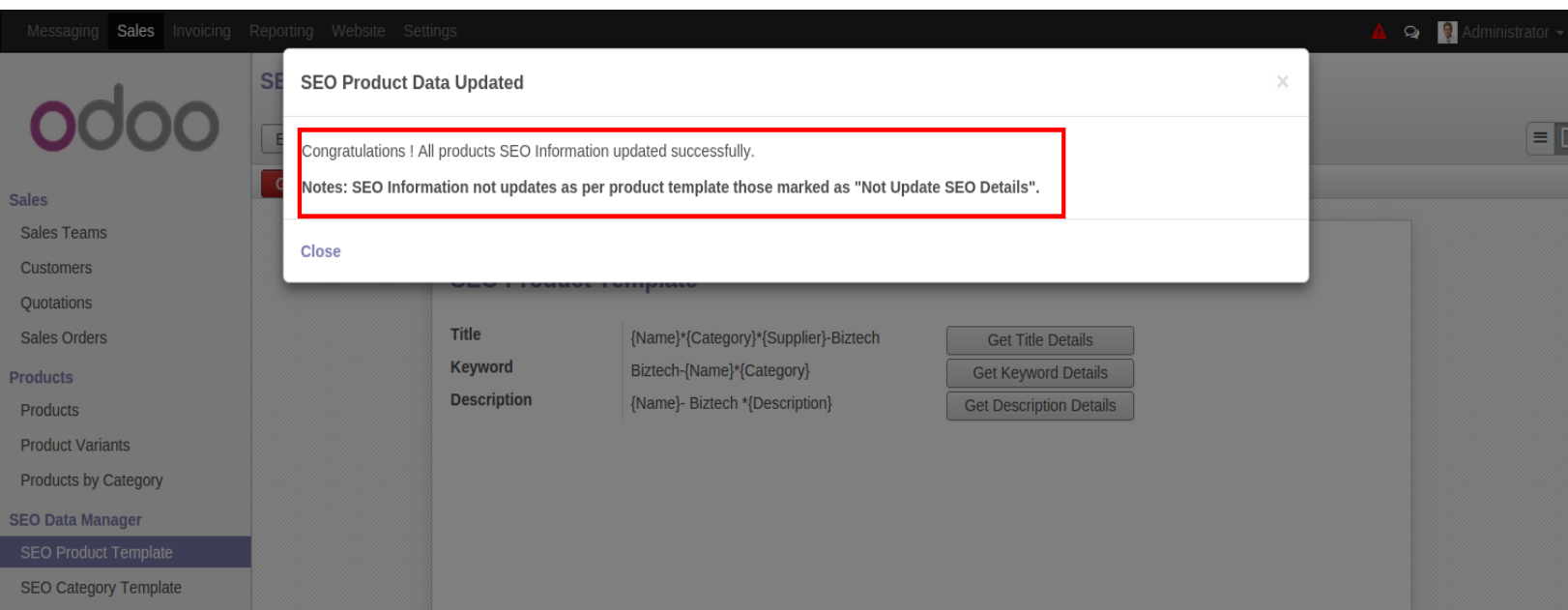


The screenshot shows the Odoo 10.0 interface. The top navigation bar includes Messaging, Sales, Invoicing, Reporting, Website, and Settings. The left sidebar shows the 'SEO Data Manager' menu with 'SEO Product Template' selected. The main content area displays the 'SEO Product Template' form. The 'Generate' button is highlighted with a red circle. The form contains the following meta-information templates:

Field	Template	Action
Title	{Name}*{Category}*{Supplier}-Biztech	Get Title Details
Keyword	Biztech-{Name}*{Category}	Get Keyword Details
Description	{Name}- Biztech *{Description}	Get Description Details

## ❖ SEO Product/Category Data Updated notification

- This change can be viewed once you have updated the SEO product/Category data with a message that the said step has been performed successfully.



The screenshot shows the Odoo 10.0 interface with a notification message displayed. The notification message is titled 'SEO Product Data Updated' and contains the following text:

Congratulations ! All products SEO Information updated successfully.

Notes: SEO Information not updates as per product template those marked as "Not Update SEO Details".

The 'Close' button is visible at the bottom of the notification message.

#### 4. Compatibility

- Our *Odoo SEO Suite* module is compatible with:
  - ❖ Odoo Version : 8.\*

#### 5. Pricing

- Biztech Consultancy will help you in installing the app on your site.
- We will customize the app as per your requirement.
- We are committed to this app and will be releasing new version with more enhancements in timely manner.

Details	Cost
<i>Odoo SEO Suite</i>	<b>59 €</b>
+ Customization Charge	If any

#### 6. Sample Copy Details (To see the Plugin in Action)

- For Demo on Odoo SEO Suite please visit:
  - ❖ [http://odoo.biztechconsultancy.com/web/login?db=app\\_odoo\\_seo\\_suite](http://odoo.biztechconsultancy.com/web/login?db=app_odoo_seo_suite)
    - **Username:** admin
    - **Password:** admin

#### 7. To Get Started

**Contact – Maulik Shah**  
**CEO, Biztech Consultancy**

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**Mobile No: +91 98796 22024**



**Skype On:**  
**maulik\_biztech**



**Biztech consultancy**  
Integrating Business & Technology

302, Shridhar Complex, Near Sardar Patel Statue,  
Naranpura, Ahmedabad - 380013. Gujarat, India.

[www.biztechconsultancy.com](http://www.biztechconsultancy.com)  
[sales@biztechconsultancy.com](mailto:sales@biztechconsultancy.com)  
+91-987-962-2024

**We are ISO Certified Company**

