Essential SEO All-In-One Tools by Experts

This module provides most essential SEO tools that will help you get higher ranking and improved visibility on search engines and increased traffic to your shop. These tools will help you save hours that you would have to spend on SEO optimization.

Installation

1. On the modules page, click on "Add a new module" button.
2. Choose the module file and click on "Upload this module".
3. If the installation is successful, you will see a success message.
4. The module will then appear in your list of modules under Modules List.
5. Click on "Install" button to install the module.
6. If configuration note appears, click on "Configure" button to configure it.

Main Functionalities

Your customers use search engines daily and this module helps your shop to be found on search engines easily. The module helps you to make your shop appear on the first page of search results on Google and on other search engines. This will lead to increased traffic to your shop and increased sales.

The following are the most essential SEO tools provided by the module:

Auto Fill Meta Tags

✓ SEO-Friendly URL and Meta Tags are very important to optimize your shop for better visibility on search engines.
✓ The module saves your precious time by automatically filling Friendly URL and Meta Tags on request and when product is updated.
✓ You can create any number of rules with your preferences which will auto populate product Meta Tags according to your configuration.
✓ You can apply auto fill rules anytime and for all languages as well as for a selected language by clicking "Apply Rule" button.

- ✓ It allows you to create patterns for Friendly URL, Meta Title, Meta Description and Meta Keywords.
- ✓ It allows you to insert product data by using short-codes. For example: {product_name}, {product_categories}, and so on. There are many short-codes available.

Pattern for Meta Title	{product_name}		en ▾

nchanged.

{product_name}   {price_with_reduction_exc_tax}
{default_category}   {price_without_reduction_exc_tax}
{product_categories}   {price_with_reduction_inc_tax}
{short_description}   {price_without_reduction_inc_tax}
{long_description}   {product_attributes}
{product_reference}   {product_features}
{manufacturer_name}   {product_tags}
{supplier_name}   {product_condition}

Pattern for Meta Description   en ▾

description

Pattern for Meta Keywords   en ▾

Choose tags to insert into pattern. You can add custom words too. Leave empty to keep product page meta keywords u length for each product attribute in the following format: {product_name|50}

- ✓ You may set length for each product attribute in the following format: {product_name|50}
- ✓ There is Settings page where you can set global length for Meta Title and Meta Description.
- ✓ You can create patterns by using short-codes, any text, numbers and allowed special characters.
- ✓ You can create different rules for different product categories.
- ✓ The module is multilang-supported. So you can create patterns for Friendly URL and Meta Tags for each language separately.

Auto Fill Image ALT Tags

- ✓ Image Alt Tags are used to describe the appearance and function of an image on a page.
- ✓ Adding Alt Tag to photos is a principle of web accessibility. Users using screen readers will read an Alt attribute to better understand the image.
- ✓ Alt Tags will be displayed in place of an image if an image cannot be loaded due to a slow connection or browser issue.
- ✓ Alt Tags provide better image context/descriptions to search engine crawlers, helping them to index an image properly.
- ✓ It takes a lot of time if you fill Alt text manually. By using the module, you will get it done with just a few clicks.
- ✓ The module automatically fills Alt Tags of product images by auto filling product image captions (legends).

- ✓ You can create rules with preferences of your choice which will auto populate Alt Tags according to your configuration.
- ✓ You can apply the rules anytime and for all languages as well as for a selected language by clicking "Apply Rule" button.
- ✓ It allows you to insert product data by using short-codes. For example: {product_name}, {product_categories}, and so on. There are many short-codes available.

Pattern for image ALT tag		en ▼

{product_name}   {price_with_reduction_exc_tax}
{default_category}   {price_without_reduction_exc_tax}
{product_categories}   {price_with_reduction_inc_tax}
{short_description}   {price_without_reduction_inc_tax}
{long_description}   {product_attributes}
{product_reference}   {product_features}
{manufacturer_name}   {product_tags}
{supplier_name}   {product_condition}

Active

- ✓ The module is multilang-supported. You can create patterns for each language separately.

Custom HTML code blocks

- ✓ Often you need to insert HTML code on all or some pages of your shop for different purposes, for example, to fulfill requirements of search engines or social networks.
- ✓ This module allows you to create HTML code easily on selected pages and selected hooks.
- ✓ The best example of such HTML codes that you often need to insert is Facebook Open Graph Tags, Twitter Card Tags, and Google Analytics script and so on.
- ✓ The module provides pre-defined template code for both Facebook Open Graph Tags and Twitter Card Tags which you can insert with just a click.
- ✓ It allows you to insert product data, category data, manufacturer data and other dynamic information by using short-codes. For example: {product_name}, {product_categories}, {category_description} and so on. There are many short-codes available.
- ✓ The module is multilang-supported. So you can create HTML code for each language separately.
- ✓ You can easily change order of HTML blocks with mouse drag and drop.
- ✓ You can also use HTML code blocks to insert CSS styles and JavaScript code or any other HTML code as needed.

✓ The following is an example of short-codes that you can use in your HTML code:

GENERAL
{shop_name}   {shop_link}

PRODUCT
{product_id}   {product_attributes}
{product_name}   {supplier_name}
{product_reference}   {manufacturer_name}
{short_description}   {cover_image_link}
{long_description}   {price_with_reduction_inc_tax}
{default_category}   {price_without_reduction_inc_tax}
{product_categories}   {price_with_reduction_exc_tax}
{product_link}   {price_without_reduction_exc_tax}
{product_features}   {discount_percent}
{product_tags}   {product_condition}

CATEGORY
{category_id}   {category_parent_categories}
{category_name}   {category_meta_title}
{category_description}   {category_meta_description}
{category_link}   {category_meta_keywords}
{category_cover_image}

MANUFACTURER
{manufacturer_id}   {manufacturer_meta_title}
{manufacturer_name}   {manufacturer_meta_description}
{manufacturer_link}   {manufacturer_short_description}
{manufacturer_logo_link}   {manufacturer_long_description}

✓ The module provides ready template for Facebook Open Graph Tags, which you can change as you want (you will need to write your own Facebook app ID instead of *1234*):

```
<!-- Facebook Open Graph Tags -->
<meta property="fb:app_id" content="1234" />
<meta property="og:url" content="{shop_link}" />
<meta property="og:site_name" content="{shop_name}" />
<meta property="og:title" content="{product_name}" />
<meta property="og:description" content="{short_description|nohtml}" />
<meta property="og:image" content="{cover_image_link}" />
<meta property="og:type" content="og:product" />
<meta property="og:locale" content="en_US" />
<meta property="product:price:amount" content="{price_without_reduction_exc_tax}" />
<meta property="product:price:currency" content="EUR" />
```

✓ Similarly there is ready template for Twitter Card Tags (you will need to write your Twitter username instead of *username* in this template):

```
<!-- Twitter Cards -->
<meta name="twitter:card" content="summary_large_image" />
<meta name="twitter:site" content="@username" />
<meta name="twitter:creator" content="@username" />
<meta name="twitter:title" content="{product_name}" />
<meta name="twitter:description" content="{short_description|nohtml}" />
<meta name="twitter:image" content="{cover_image_link}" />
```

✓ You can use HTML block to create **rel=dns-prefetch** tags to speed up web pages by pre-resolving DNS. Use of rel=dns-prefetch suggests a browser should resolve the DNS of a specific domain prior to it being explicitly called.

"The dns-prefetch link relation type is used to indicate an origin that will be used to fetch required resources, and that the user agent should resolve as early as possible."

The following is an example for most common URLs for DNS prefetching:

```
<meta http-equiv="x-dns-prefetch-control" value="on" />
<link rel="dns-prefetch" href="//www.google-analytics.com" />
<link rel="dns-prefetch" href="//twitter.com" />
<link rel="dns-prefetch" href="//facebook.com" />
<link rel="dns-prefetch" href="//apis.google.com" />
<link rel="dns-prefetch" href="//fonts.googleapis.com" />
<link rel="dns-prefetch" href="//ssl.gstatic.com" />
```

Canonical URL

✓ The module enables canonical URL tags that would prevent duplicate content issues.

✓ Canonical URL tag tells search engines that a specific URL represents the master copy of a page. Using the canonical tag prevents problems caused by identical or duplicate content appearing on multiple URLs.

✓ Having a proper canonical URL for every set of similar URLs improves the SEO of your shop.

✓ You don't need to do any configuration for canonical URL. The module will automatically create canonical URL tags on all pages.

✓ It also allows you to create custom canonical URLs. If you create custom canonical URLs, they will be used instead of module-generated canonical URL.

URL Redirects

✓ URL Redirects are useful when you have pages that cannot be found due to "404" error. These pages might affect your SEO ranking badly.

✓ It is very frustrating for customers to get "page not found - 404" error.

✓ It also affects your shop's ranking on Search Engines if their crawlers cannot access some pages.

✓ The module will help you get rid of broken links in your store using redirects, which will have positive impact on your customers' navigation experience and your shop's SEO ranking.

✓ Your customers who are visiting the old URLs will still be able to find products, categories, or other pages they are looking for even if there was change in the URL that they have saved/bookmarked before.

✓ 404 pages may happen when you delete products and categories in your shop and the links to those deleted products/categories exist on search engine indexes and anywhere on the web. So it is good practice to use URL Redirects to redirect those pages to an existing page.

✓ "404" error can also happen when you migrate your site to new server or new domain.

✓ The module provides 3 types of redirects: 301 - URL permanently moved to a new location; 302 - URL temporarily moved to a new location. 303 - GET method used to retrieve information.

✓ URL Redirect can be created to external URL with different domain, but the old URL will always need to be under your shop's domain.

✓ So the module can redirect "from" your shop's domain "to" any other domain. You will need to add the old URL without domain name, it must start with "/".

✓ The URL to which you want to redirect should be entered with domain that starts with http or https.

* Old URL	http://prestashop.local	/example/old-url

Enter existing URL within your shop which you want to redirect to another URL. NOTE: You should enter URL without domain of your shop and it should start with forward slash /

* New URL	http://www.example.com/new-url

Enter New URL to which you want to redirect the old URL above. NOTE: You should enter absolute URL with domain.

* Redirect Type	301 - URL permanently moved to a ne ▼

✓ You can specify expiry date, if you are creating redirects for a certain period of time only.

✓ The module allows you to import redirects from CSV file, so that you can save time if you are creating redirects in bulk.

✓ The module also allows you to export redirects to CSV file.

✓ The module does not modify .htaccess file at all.

Hreflang Tags

✓ Having a page with the right language and location information improves customers' user experience and leads to higher rankings.

✓ If you have a version of a page that you have optimized for the users' language and location, you want search engines send them to that page.

✓ Hreflang prevents the problem of duplicate content. If you have the same content in one language on different URLs aimed at multiple locations, the difference on these pages might be as small as a change in prices and currency. Without hreflang, Google might not understand the reason behind it and see it as duplicate content. With hreflang, you can make it clear to Google that it's the same content, just optimized for different locations.

✓ The module enables hreflang tags on a multilingual shop to make search engines send people to the content in their own language.

✓ Hreflang tags from other shops can be added if there is a language enabled only for the other shop. For example: If your first shop has English and second shop has French, French hreflang tag will be added on the first shop and it will use the domain of the second shop.

Next/Prev Tags

✓ You can use the HTML link elements rel="next" and rel="prev" to indicate the relationship between component URLs in a paginated series.

✓ A very common use-case for next/prev tags are category pages on an online shop. Usually category pages contain many products and are therefore divided across multiple pages, each page showing a subset of category.

✓ These paginated pages look very similar, leading to a form of duplicate content. By making the relations between a series of pages clear to search engines using the pagination attributes, you give search engines context and prevent duplicate content.

✓ The module enables rel="next" and rel="prev" tags on paginated pages to make search engines send users to the most relevant page.

Google Sitelinks Searchbox

✓ "Google Search can expose a search box scoped to your website when it appears as a search result. This search box is powered by Google Search. However, if you wish to power this search box with your own search engine, you can do so using structured data embedded on your website".

- ✓ "Search users sometimes enter the brand name or URL of a known site, only to do a more detailed search once they reach their destination. For example, users searching for pizza pins on Pinterest would type Pinterest or pinterest.com into Google Search from their web browser then load the site, and finally search for pizza. The search box provides a quick way for users to search your site immediately on the search results page. The search box implements real-time suggestions and other features".
- ✓ The module automatically inserts required markup code on home page that would implement a sitelinks search box that uses the website's custom search engine.

What customers will like

- ✓ Customers will get accurate results from search Engines when they search for your shop's products.
- ✓ They will be able to easily find the products they are looking for.
- ✓ The module will help make your shop navigation smooth and accurate for customers.
- ✓ It helps your products and shop to be shared on social media.
- ✓ It helps establish brand awareness.

Recommendations

Please visit developer's modules page for other amazing modules:
http://addons.prestashop.com/en/2_community-developer?contributor=581692

Please leave your feedback and rating after using the module. It helps us to make better modules and provide better service to you and others:
http://addons.prestashop.com/en/ratings.php

Fees

This module has one-time fee, so you buy it once and use it forever. There are no recurring fees. Installation and support is provided free of charge on your request during 3 months period after your purchase. You can add ZEN option to your purchase which will give you 1 year premium support with module updates.