



SEO Suite Ultimate Magento Extension User Guide

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1. Extension Description

[SEO Suite Ultimate Magento extension](#) effectively handles a wide scope of onpage search engine optimization activities.



Extended SEO templates are designed to help you manage a big amount of important SEO data. Templates can be created for *product* or *category* name, meta title and meta descriptions, meta keywords, URL key, Magento Product descriptions, product images' alt values and others. Also, you can create SEO templates for your AW *blog attributes*: titles, categories, images, tags, etc.



Setting *rel=canonical tag* allows you to resolve duplicate content issues on various types of pages (product, category, reviews, etc.); *robots meta tags* and *an advanced robots.txt file editor* lets you set the correct indexation instructions for search engines.



Advanced sitemap functionality will let you easily generate and adjust *HTML* and *XML sitemaps*. An *HTML sitemap (for site visitors)* conveniently displays all your store links in one place in a hierarchical structure; an *XML sitemap (for search engines)* helps Google better crawl and index your site pages. Both sitemaps are fully-compliant with all the latest search engine requirements.



SEO Suite Ultimate Magento extension has a bunch of features designed to optimize pages of secondary importance, including: *category*, *product reviews* and *layered navigation*, pages. The extension equips them with SEO- and user-friendly URLs, dynamic titles and meta descriptions and more.



Extended rich snippets functionality lets you enhance your site search visibility and CTR. The extension helps you optimize your general website markup data, manage this data in breadcrumbs, on product, category, CMS pages; optimize Twitter Cards and Facebook posts.



Alternate URLs/ hreflang tag support for multi-lingual and multi-regional websites. This functionality will help you inform Google which version of your website should be shown in which country. Thus, you will avoid duplicate content issues, and the search engine will deliver the relevant language version of your translated pages to the targeted foreign audience.



And finally, SEO Suite Ultimate SEO lets you build internal and external cross-links and reports provide a coherent account on any onpage site issues that may be hampering your SEO progress.

2. Extension Installation

To install the extension, please follow the steps below:

1. Disable the *Compilation Mode* (if enabled).
2. Enable *Magento cache* (if disabled).
3. Log out from *Magento Admin* panel.
4. Unpack the contents of the *Extension* folder from the package file purchased from MageWorx to your *Magento root folder*.
5. Log into *Magento Admin Panel*.
6. Go to the System - Cache Management section, select *Refresh* under the *All Cache* drop-down menu and press the *Save Cache Settings*.
7. You can run the *Compilation* mode back if necessary (not enabled but run it)
8. Now go to System - Configuration - MageWorx tab - Extensions & Support section. If you see *SEO Suite Ultimate* in the list of installed MageWorx extensions, the installation is successful.

Installation to a custom template/theme

If you use a custom template or theme, you should copy the extension's layouts, templates and skin files to your custom template or theme. The folders that should be copied:

*app/design/frontend/default/default/layout/
app/design/frontend/default/default/template/
skin/frontend/default/default/css/
skin/frontend/default/default/images/*

You should copy them to:

*app/design/frontend/<your-template>/<your-theme>/layout/
app/design/frontend<your-template>/<your-theme>/template/
skin/frontend/<your-template>/<your-theme>/css/
skin/frontend/<your-template>/<your-theme>/images/*

Please note that all these folders already exist in your store and you have to merge them with the folders on your server. Do not overwrite them.

3. SEO TEMPLATES FOR PRODUCT, CATEGORY, AW BLOG PAGES

Extended SEO Templates let you quickly and effectively manage a large amount of important SEO data for your Magento site.

With SEO Suite Ultimate you can create up to 12 different template types that savvily apply store attributes to make your *product/ category/ blog* pages unique and search engine friendly.

You can create templates for any *product/ category meta title, meta description, meta keywords* and other important SEO elements, such as *product name, product images' alt values, etc.* On top of that, the extension is capable of optimizing your blog elements: *page titles, categories, tags, images, etc.*

3.1 Extended Product SEO Templates

To make a new Product SEO Template, jump to [Catalog - Extended SEO Templates - For Product](#). Then, hit the *New Template* button, specify the *template type* and choose a *Store View(s)* the template should be applied to.

The screenshot shows the Magento Admin Panel interface. On the left, there's a sidebar with various links like 'Choose Store View', 'URL Rewrite Management', 'Tags', 'SEO Extender', 'Templates', 'For Product', 'For Category', and 'Settings'. A circular highlight is on the 'Templates' link. On the right, a modal window titled 'Create New Template for Product' is open. It has a section 'Create Template Settings' with fields for 'Type *' (dropdown menu) and 'Store View *' (dropdown menu). An orange arrow points from the 'Store View *' dropdown to a detailed list of template types on the right. This list includes: 'Please Select --', 'Product SEO Name', 'Product URL Key', 'Product Short Description', 'Product Description', 'Product Meta Title', 'Product Meta Description', 'Product Meta Keywords', and 'Product Gallery'. Below this list is a box labeled 'Specify template type'.

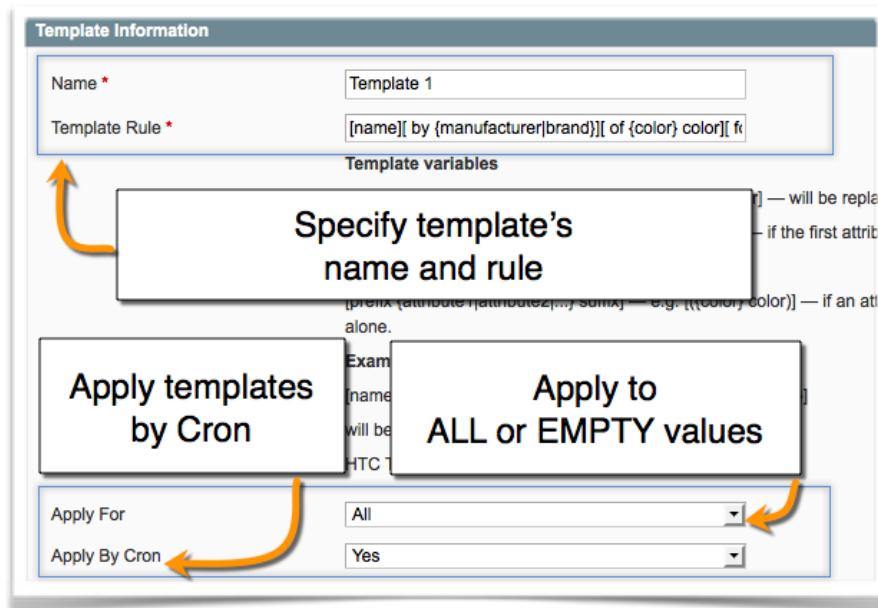
At the next step, enter the *template name* and *specify the template rule*. For example, if you want to optimize your product page meta titles, you may create this rule:

[name][by {manufacturer|brand}][({color} color)][for {price}][in {categories}]

That will transform your current product page titles into an SEO-friendly pattern like that:

iPhone 6 Plus for € 617.50 in Smart Phones - Electronics

Also, from here you can choose the values the template to apply to and schedule its auto-applies (using Magento Cron).



Switch to the *Products tab* on the left. Here you can choose to apply a new template to *all products at once*, products grouped by a *specific attribute*, or *individual product items*.

Extended SEO Templates

Template

Products

Edit "Product Description" Template for "French" Store View

Assign by: All Product Attribute Set Individual Product(s)

Page 1 of 6 pages | View 20 per page | Total 120 records found

Note: There is only one combination "Template Type – Store View – Product" available for the chosen Product. So Products assigned to this template are:

Select All | Unselect All | Select Visible | Unselect Visible | 0 items selected

	Name	Type	Attrib. Set Name
Any			
<input type="checkbox"/>	Nokia 2610 Phone	Simple Product	Cell Phones
<input type="checkbox"/>	BlackBerry 8100 Pearl	Simple Product	Cell Phones

NOTE: There is only one combination "Template Type – Store View – Product" available for the chosen Product. So Products assigned to different templates with the same conditions are hidden from Product Grid.

After a template is created click the 'Save' button.

Next go Catalog - Extended SEO Templates - For Product. Select the created template and hit the *Test Apply* button. Thus, you will test the template before it gets applied.

Last modified	Last start	Last finish	Apply For	Actions
May 18, 2015 1:22:22 AM	May 22, 2015 5:02:30 AM	May 22, 2015 5:02:40 AM	All	Test Apply Apply
May 24, 2015 12:36:10 PM			Empty	Test Apply Apply

To bulk apply an action to multiple Product SEO templates, just select the templates you need to mass apply/ change/ delete (under Catalog - Extended SEO Templates - For Product) - click the drop-down *Actions* on the left - choose an action - and hit the *Submit* button.

ID	Name	Type	Store	Assigned	Priority
From:					From:
To :					To :
<input checked="" type="checkbox"/>	1 Product Meta Title for All Stores	Product Meta Title			
<input checked="" type="checkbox"/>	2 Product Meta Description for All Stores	Product Meta Description			

[New Template](#)

[Reset Filter](#) [Search](#)

[Submit](#)

[Apply](#)

[Change "Apply for"](#)

[Change "Apply By Cron"](#)

[Delete](#)

3.2 Extended Category SEO Templates

To set up a new Category SEO Template, jump to [Catalog - Extended SEO Templates-For Category](#). After that, hit the *New Template* button, specify the *template type* and choose a *Store View(s)* the template should be applied to.

The screenshot shows the Magento Admin Panel interface. On the left, there's a sidebar with various links like 'Choose Store View', 'URL Rewrite Management', 'Tags', 'Lifetime Sales', 'SEO Extended Templates' (which is highlighted with a magnifying glass), 'Google Sitemaps', and 'Average Orders'. The main content area has a title 'Creating SEO Templates for Category Pages'. Below it, a sub-section titled 'Create New Template for Category' is shown. It has a form with 'Create Template Settings' at the top. The 'Type *' field has a dropdown menu open, showing options: 'Please Select', 'Please Select', 'Category Meta Title' (which is selected and highlighted in blue), 'Category Meta Description', 'Category Meta Keywords', and 'Category Description'. An orange arrow points from the text 'Specify template type' to the 'Type *' field. A callout box at the bottom right of the screenshot also contains the text 'Specify template type'.

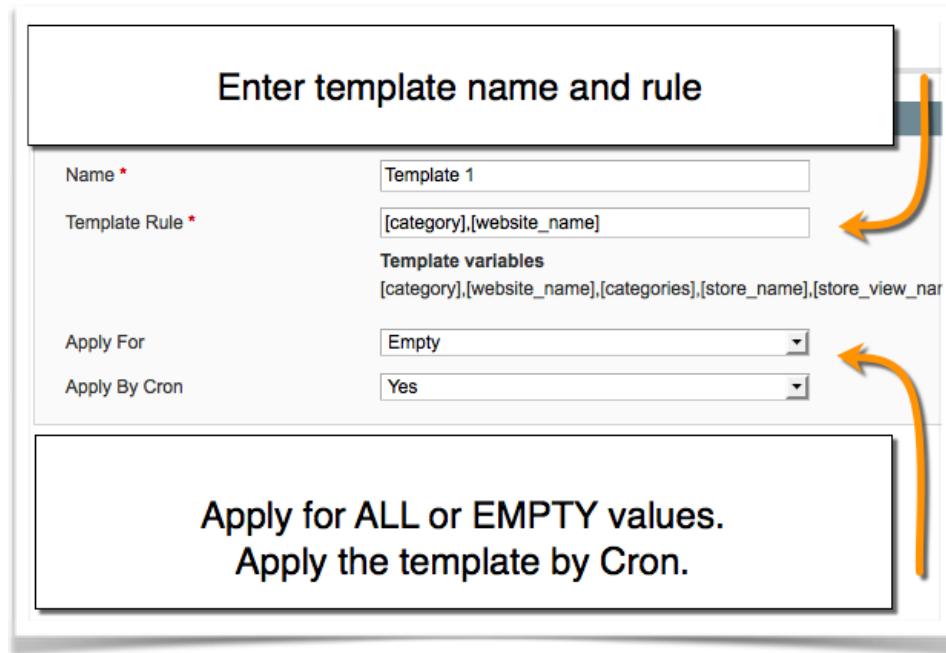
Next, specify the *template name* and set the *rule*. For example, if you want to optimize your category page meta titles, you may create this simple rule:

[category],[website_name]

That will transform your current category pages titles into something like that:

Women's Sportswear - FashionLook.Com

Also, from here you can choose the values the template to apply to and schedule its *auto-applies*.



Switch to the *Categories tab* on the left. This is the place where you can choose to apply a new template to *individual categories*, all categories at once, or a *category tree*.

Note: There is only one combination "Template Type – Store View – Category" available for this template.

[Collapse All](#) | [Expand All](#)

- Root Catalog (0)
 - Furniture (6)
 - Living Room (4)
 - Bedroom (2)
 - Electronics (42)
 - Apparel (66)
 - Household Items (0)

NOTE: There is only one combination "Template Type – Store View – Product" available for the chosen Category. So Products assigned to different templates with the same conditions are hidden from Product Grid.

After a template is created click the 'Save' button.

Next go Catalog - Extended SEO Templates - For Category. Select the created template and hit the *Test Apply* button. Thus, you will test the template before it gets applied.

Last modified	Last start	Last finish	Apply For	Apply Template	Apply Template	Apply By Cron
May 18, 2015 1:22:22 AM	May 22, 2015 5:02:30 AM	May 22, 2015 5:02:40 AM	All	Test Apply	Apply	No
May 24, 2015 12:36:10 PM			Empty	Test Apply	Apply	No

To bulk apply an action to multiple Category SEO templates, just select the templates you need mass apply/ change/ delete (under Catalog - Extended SEO Templates - For Category) - click the drop-down *Actions* on the left - choose an action - and hit the *Submit* button.

ID	Name	Type	Store	Assigned
Any	From: <input type="text"/> To: <input type="text"/>			
<input checked="" type="checkbox"/>	1 Category Meta Title for All Stores	Category Meta Title	All Store Views	All Categories
<input checked="" type="checkbox"/>	2 Category Meta Description for All St			
<input type="checkbox"/>	3 Category Description for All Stores			

[New Template](#)
[Reset Filter](#)
[Search](#)

Actions ...

Last finish	Apply For	Apply Tem	Apply By Cron
	<input type="button" value="Apply"/> Change "Apply for" Change "Apply By Cron" Delete		

3.3 Extended SEO Templates for AheadWorks Blog Pages

To make a new SEO Template for your blog posts, jump to [Catalog - Extended SEO Templates- For AW Blog Pages](#). Next, hit the *New Template* button, specify the *template type*.

You can create template for blog post *titles, meta descriptions and meta keywords*.

The screenshot shows the Magento Admin Panel with the 'Catalog' tab selected. A modal window titled 'Advanced SEO Templates for Blog Pages' is open. On the left, a sidebar lists 'Categories', 'URL Rewrite Management', 'Tags', 'SEO Extended Templates' (which is expanded to show 'For Product', 'For Category', 'For AW Blog Post', and 'Settings'), and 'Google Sitemap'. A circular callout highlights the 'For AW Blog Post' option under 'SEO Extended Templates'. The main form area has sections for 'Name *' (with a text input field), 'Template variables' (containing '[category],[website_...]' and an 'Empty' link), and 'Create New Template for Blog'. Below this is a 'Create Template Settings' section with a dropdown menu for 'Type *' containing options like 'Please Select', 'Blog Post Title', 'Blog Post Meta Description', and 'Blog Post Meta Keywords'. The 'Blog Post Title' option is currently selected.

Then, you need to specify the *template name* and set the *rule*. For example, if you want to optimize your blog post titles, you may set up this simple rule:

`[title][by {poster}][on {update_time/created_time}][in {categories}]`

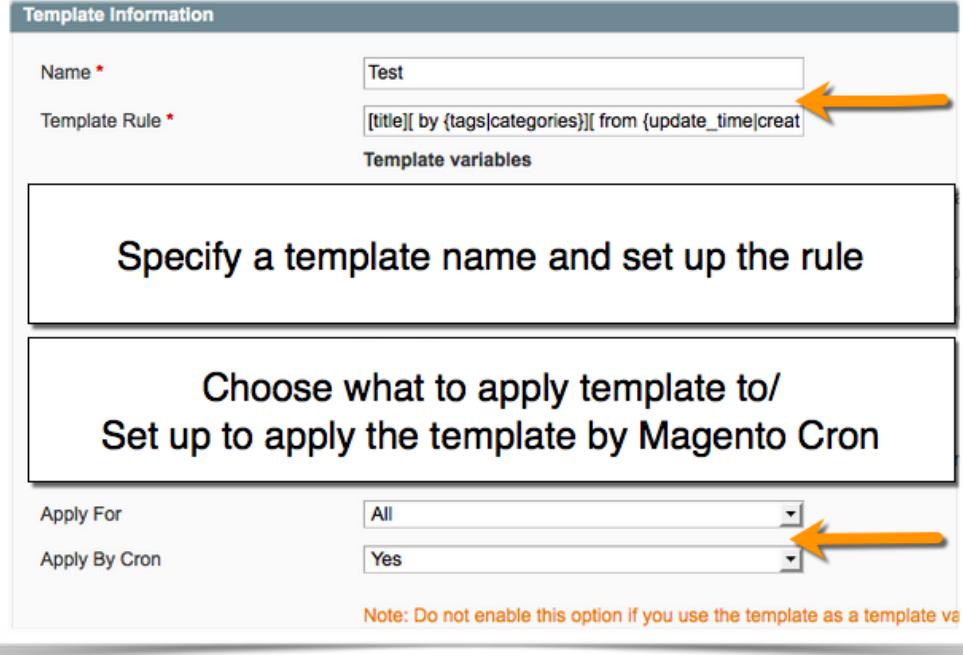
That will transformed your current category pages titles into something like that:

7 Things that May Ruin Your International SEO Campaign by Vitaly Gonkov on 02 JULY 2015 in SEO, International SEO Tips

Template Information

Name *	Test
Template Rule *	<code>[title][by {tags categories})][from {update_time creat</code>
Template variables	
Specify a template name and set up the rule	
Choose what to apply template to/ Set up to apply the template by Magento Cron	
Apply For	All
Apply By Cron	Yes

Note: Do not enable this option if you use the template as a template va



Also, under these settings you can choose the values the template to apply to and schedule its *auto-applies*.

Switch to the *Blogs tab* on the left. There you can choose to apply a new template to *all blog posts*, *a selection of blog posts* or an individual blog post.

Extended SEO Templates

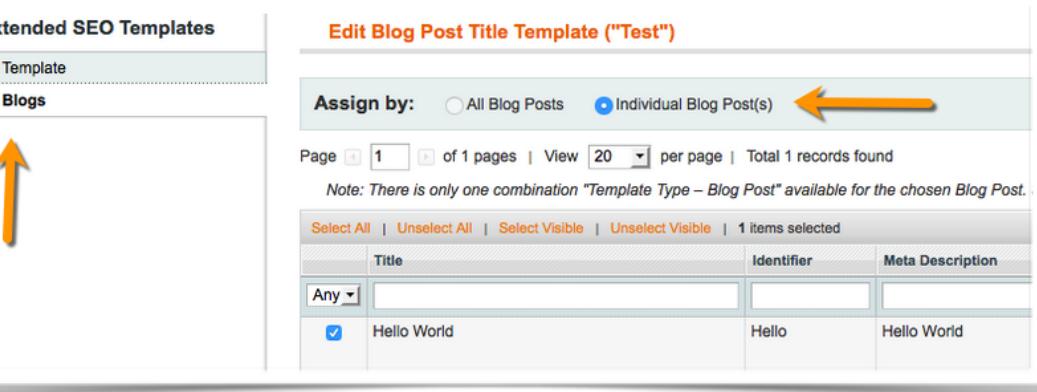
Edit Blog Post Title Template ("Test")

Assign by: All Blog Posts Individual Blog Post(s)

Page 1 of 1 pages | View 20 per page | Total 1 records found

Note: There is only one combination "Template Type – Blog Post" available for the chosen Blog Post.

Select All	Unselect All	Select Visible	Unselect Visible	1 items selected
Any	Title	Identifier	Meta Description	
<input checked="" type="checkbox"/>	Hello World	Hello	Hello World	



3.4 Additional Extended SEO Templates Settings

Also, you can find more template settings under System - Configuration - Extended SEO Templates.

From here you can:

- choose a Product SEO Name to be used for product pages (if enabled, Product SEO name will be displayed instead of the product name on the frontend - the feature is used to optimize H1 tag on product pages)
- specify the number of items processed at a time when applying the chosen template
- cut meta title and meta description if they exceed the required limit
- enable email notifications in case something goes wrong with the template auto-apply process

SEO Extended Templates		
Use Product SEO Name for Product Pages	<input checked="" type="checkbox"/> Yes	[STORE VIEW]
	<p>▲ Product SEO Name will be displayed instead of the product name on product pages in the frontend. It is used to change the H1 tag on product pages.</p>	
Number of Items for One-Time Processing during Templates Applying	50	[STORE VIEW]
Crop Root Category from Category Template Variable [categories]	<input checked="" type="checkbox"/> Yes	[STORE VIEW]
Crop Meta Title ▾	<input type="checkbox"/> No	[STORE VIEW]
	<p>▲ It cuts the meta title if it exceeds the specified length</p>	
Crop Meta Description ▾	<input type="checkbox"/> No	[STORE VIEW]
	<p>▲ It cuts the meta description if it exceeds the specified length</p>	
Enable E-mail Error Notification ▾	<input checked="" type="checkbox"/> Yes	[STORE VIEW]
Error Email Recipient		[STORE VIEW]
Error Email Sender	General Contact	[WEBSITE]

4. SOLVING DUPLICATE CONTENT ISSUES (WITH REL=CANONICAL TAG)

Rel=canonical tag is a page level meta tag that is put in the HTML header to inform search engines which URL is the canonical version of the page being displayed. It helps to prevent any duplicate content issues and consolidate strength of your important site pages.

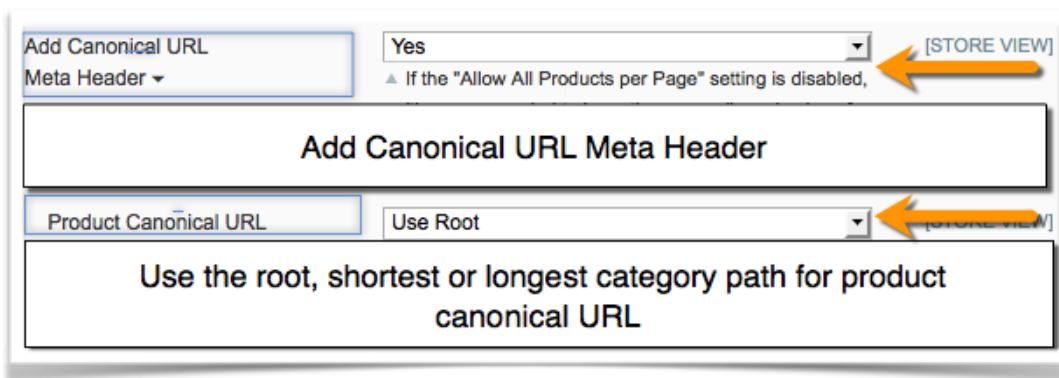
Check this page for more detail: [Google guide to Using Rel=Canonical Tag](#).

You can specify canonical tags for various types of pages (*product, category, layered navigation, reviews pages*) separately.

4.1 Setting rel=canonical for product and category pages

Go to System - Configuration - SEO Suite Ultimate - SEO Base.

This is the place where you can set the canonical tags preferences.



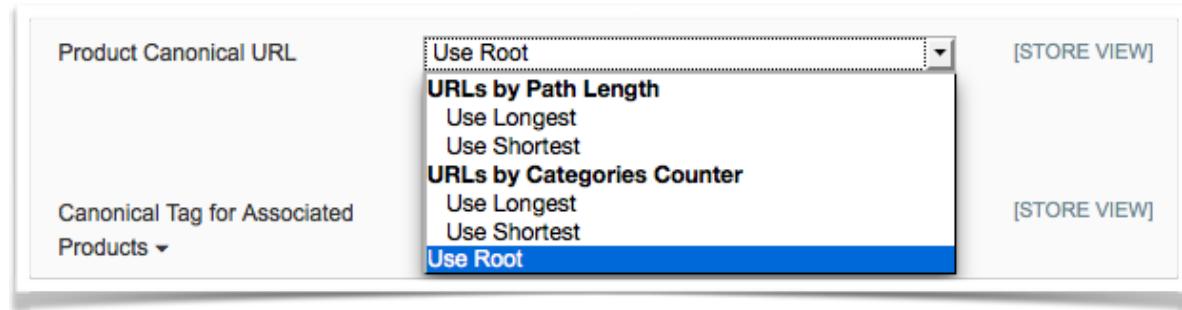
Also, under these settings you can choose the *root, the shortest or the longest category path* for product canonical URLs.

Say, you have a product in two different categories, meaning that it is accessible under three different URLs:

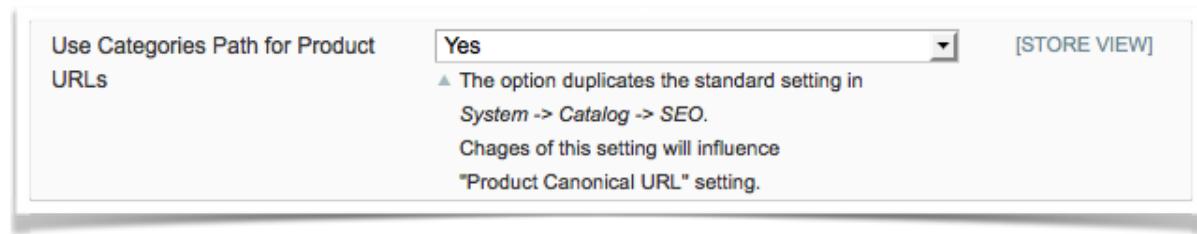
www.website.com/product.html
www.website.com/category1/product.html
www.website.com/category2/subcategory1/product.html

With the extension you can specify which of the three to use as a canonical URL for all these URLs.

In addition, the SEO Suite Ultimate allows selecting how the longest/shortest canonical URLs should be defined. You can choose either to calculate a number of characters the URL contains or a number of categories in the URL.



Also, the extension lets you set a *category path for product pages*.



NOTE: It's generally recommended to use the categories in product paths only when you use category names as keywords to promote your store products.

If it's not the case, it's better to remove categories from product URLs and keep your product page URLs short. This physically removes the duplicates.

* You can also manually change the canonical tag for every product separately in the “Meta Information” tab, when editing products.

With SEO Suite Ultimate you can specify the *canonical tag for associated products* for *configurable*, *grouped* and *bundle* products separately.

Canonical Tag for Associated Products	<input type="text" value="Yes"/>	[STORE VIEW]
For Configurable Products	<input type="text" value="Parent Product"/>	[STORE VIEW]
For Bundle Products	<input type="text" value="Parent Product"/>	[STORE VIEW]
For Grouped Products	<input type="text" value="Use Default"/>	[STORE VIEW]

Basically, thus you may choose how the canonical tag should work for those associated products. It can either point to the associated products (by default) or to their parent products.

The setting can be useful if the visibility of your associated products is set to *Visible*, and you want to avoid duplicates with your main products.

4.2 Setting rel=canonical for pages of layered navigation and reviews pages

Under *System - Configuration - SEO Suite Ultimate - SEO Base* you can tweak the settings for using rel=canonical tag for pages of layered navigation and product reviews pages.

The standard Magento has the setting “*Canonical Tag for Pages Filtered by Layered Navigation Leads to*”, which defines which canonical tag the filtered pages will have. There are 2 options available — *Filtered Page* and *Current Category*. SEO Suite Ultimate supports both these options.

Canonical Tag for Category Layered Navigation	<input type="text" value="Filtered Page"/>	[STORE VIEW]
---	--	--------------

Disabled
Filtered Page
Current Category
(System > Configuration > Catalog > Frontend) is disabled.

Please note that you can overwrite this setting for each product attribute separately using "Canonical Tag for Pages Filtered by Layered Navigation Leads to" setting (Attribute -> Frontend properties).

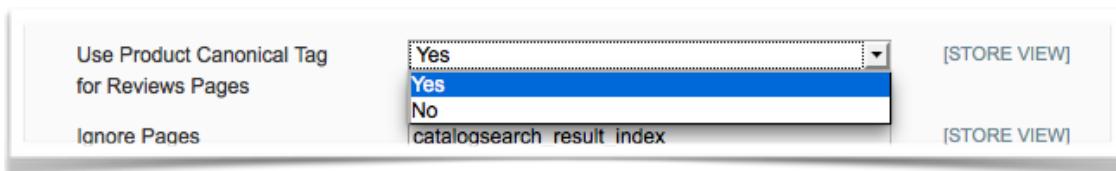
If the *Filtered Page* is selected, the canonical tag will point to the URL </apparel/l/color:black/shoe-type:dress.html>, when you filter by the color and the shoe-type.

If you select the *Current Category*, the canonical tag will point to the [URL /apparel.html](#) for this case.

Also, if at any of your stores Google have already indexed the URLs like </catalog/category/view/id/147>, our extension will create the correct canonical tag for them: </electronics/mobile-phones.html>

Under *System - Configuration - SEO Suite Ultimate - SEO Base* you can set the product canonical tag for reviews pages.

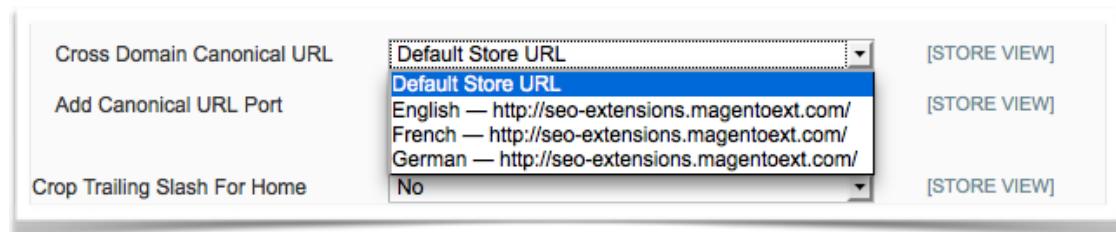
Thus, by means of the canonical tag the reviews pages will be associated with the main product page.



4.3 Cross-Domain Canonical URL

In case you have different domains within your Magento installation that have quite similar content, it's generally recommended to define the main website using a Cross-Domain Canonical Tag.

In SEO Suite Ultimate that can be done under *System - Configuration - SEO Suite Ultimate - SEO Base*. Here you can choose the main domain for the pages from other domains that have identical content.



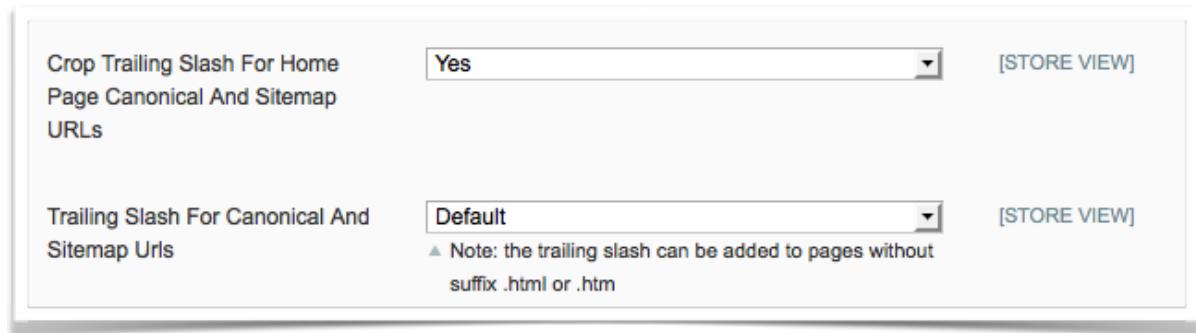
If you select the domain1, the canonical tags for other websites will be domain1/product.html. This way, you will avoid duplicate content issues.

On top of that, if you have a specific port added to your URLs, you can specify this port in the *Add Canonical URL Port* setting. Thus, this port will be added to the canonical URLs as well.



4.4 Trailing Slash for Canonical URLs and XML Site URLs

Under *System - Configuration - SEO Suite Ultimate - SEO Base* you can set adding a trailing slash to the homepage canonical URL and the canonical URLs of other site pages (those that don't have html, .htm, .rss, .xml etc extensions).



This feature can be of great use if you use the trailing slash for some of your site URLs. By enabling it for the canonical URLs, you will avoid any duplicate content issues with Google.

For example, if Google indexes www.example.com/category/ and www.example.com/category as two separate pages, adding trailing slash in canonical url will solve the problem.

4.5 Ignoring pages for the canonical url settings.

Go to *System - Configuration - SEO Suite Ultimate - SEO Base*.

Here you can enter the the list of pages represented by Magento full action name into which the Canonical Meta tag won't be added.

This setting is strongly recommended for *Search*, *Cart* and *Checkout* pages.

Ignore Pages	<code>catalogsearch_result_index</code> <code>catalogsearch_advanced_index</code> <code>catalogsearch_advanced_result</code> <code>checkout_cart_index</code> <code>checkout_onepage_index</code>	[STORE VIEW]
<p>▲ Canonical URL Meta Header will not be added for these pages.</p> <p>For category: 'catalog_category_view'</p> <p>For product: 'catalog_product_view'</p> <p>Use "<i>Tools for SEO Suite extension</i>" -> "Show Action Name of Page" to find the values for other pages.</p>		

Use *Tools for SEO Suite extension* – *Show Action Name of Page* to find the values for other pages.

5. SETTING SEARCH ENGINE INDEXATION INSTRUCTIONS

To set search engine indexation instructions, go to System - Configuration - SEO Suite Ultimate - SEO Base.

This is the place where you can define which pages will be crawled and indexed, and which ones will be hidden from search engine crawlers.

Using *Robots Meta Tags* you can set indexation rules for HTTPS pages, pages without content or any additional pages.

With the *Robots.txt editor* you can specify how search engines crawlers should index your store.

The screenshot shows the 'SEO Suite Ultimate - SEO Base' configuration page. It is divided into three main sections:

- Set Robots Meta Header for HTTPS pages and pages without content:** This section contains a dropdown menu set to "INDEX, NOFOLLOW". Below it is a list of pages: Checkout Pages, Contact Us Page, Customer Account Pages, Product Compare Pages, and RSS Feeds. An orange arrow points to the "Contact Us Page" entry in the list.
- Set Robots Meta Header for additional pages:** This section contains a dropdown menu set to "?dir=*" and "?order=*" and "?mode=*". An orange arrow points to the first item in the dropdown menu.
- Set Robots Meta Header for additional pages. Use advanced Robots.txt editor:** This section contains a note about action names and examples. It also includes a dropdown menu for "NOINDEX, NOFOLLOW Robots Meta Header For Additional Pages" and a note about higher priority than "NOINDEX, FOLLOW" settings. An orange arrow points to the "NOINDEX, NOFOLLOW Robots Meta Header For Additional Pages" dropdown menu.

At the bottom, there is a note about granting 666 permissions to the Robots.txt file and a "GLOBAL" button.

6. HTML and XML SITEMAPS

With SEO Suite Ultimate you can generate an extended *HTML sitemap* and an advanced XML sitemap.

The former one is intended for *site visitors*. It conveniently displays all your store links in one place in a hierarchical structure. The latter one is designed for *search engines*, and helps them better crawl and index your site pages.

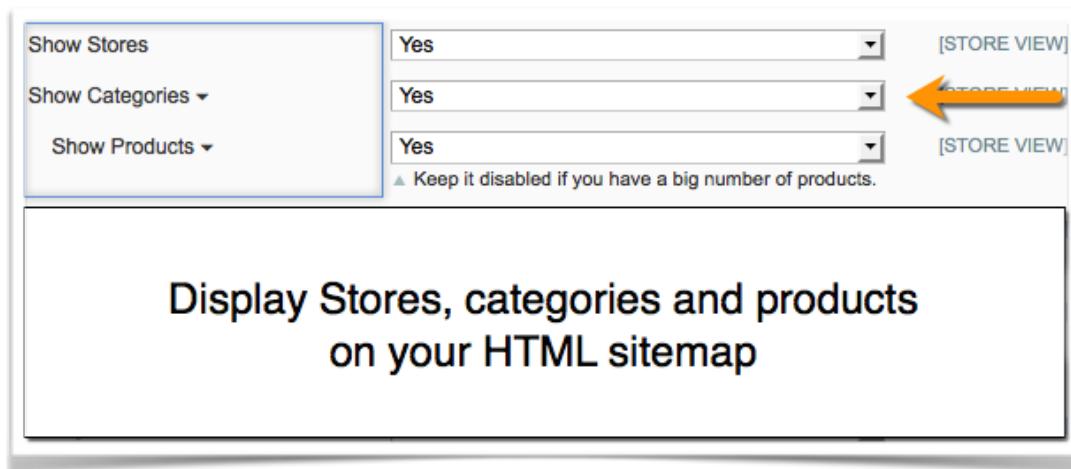
Both sitemaps are 100% SEO friendly and fully-compliant with all the latest search engine requirements.

6.1 HTML Sitemap

To configure an HTML sitemap, go to [System - Configuration - SEO Suite Ultimate - Extended HTML Sitemap](#).

By enabling the *Show Stores* settings, you will include the links to your Store Views sitemaps into the main HTML sitemap.

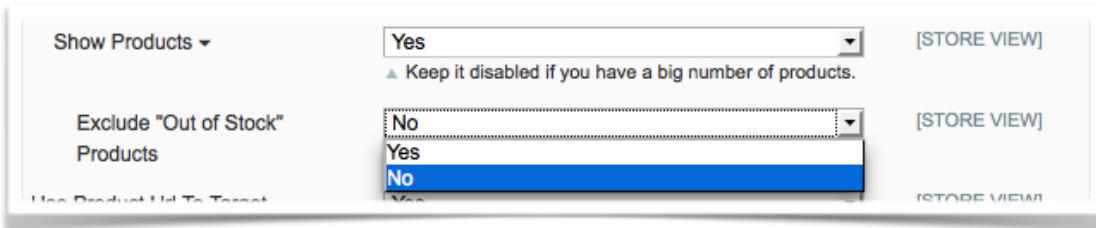
If you want to display your store categories and products in the hierarchical order, enable the *Show Categories* and *Show Products* settings.



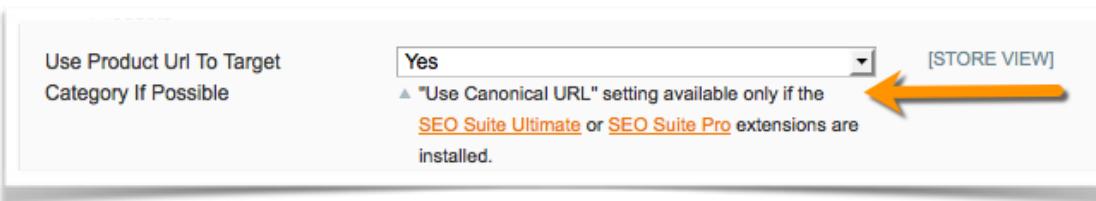
If your store has too many categories, you can limit the number of categories displayed in your HTML sitemap — just set the maximum category depth level here:



Also, from here you can exclude any of-out-stock products from being added to your HTML sitemap.



SEO Suite Ultimate lets you *use product URL* to target *category URL* (if possible).



In case you have the same product(-s) in different categories and need to include such products into all the appropriate sitemap categories, select the “Yes” option in the drop-down menu. Thus, if store visitors click on such a product being on the sitemap page, they will get to the correct category.

For example, you have one and the same product in 2 different subcategories:

www.website.com/category/subcategory1/product.html
www.website.com/category/subcategory2/product.html

With this setting being enabled, this product will be displayed in both subcategories in the HTML sitemap. If store visitors click on any of these 2 links, they will get to the product page with breadcrumbs *Category – Subcategory1* or *Category – Subcategory2*.

To define a *sorting order* for your categories and products, just select one of the available options here:



Also, here you can enter *meta title*, *meta description* and *meta keywords* for your HTML sitemap page (note that the meta data will apply to every store view).

Meta Title	HTML Sitemap	[STORE VIEW]
Meta Description	Meta Description for HTML Sitemap	[STORE VIEW]
Meta Keywords	Meta Keywords for HTML Sitemap	[STORE VIEW]

Additionally, you can opt to include/ filter your *CMS pages* in the HTML sitemap, show/ hide *footer links* and add any *additional links*.

Show CMS Pages	Yes	[STORE VIEW]
Filter CMS Pages	404 Not Found 1 About Us Customer Service Enable Cookies Privacy Policy	[STORE VIEW]
Show Footer and Additional Links	Yes	[STORE VIEW]

Any additional links can be added here:

Additional Links For HTML Sitemap	http://website.com/customer/account/ http://website.com/customer/account/orders http://website.com/customer/account/billing-info	[STORE VIEW]
-----------------------------------	--	--------------

When you are done with all the settings, click the *Save Config button* and you will get such an HTML sitemap page (will be available here: www.example.com/sitemap/):

The screenshot shows the homepage of naturkost.com with a navigation bar at the top. The main content area features a banner with a woman and two children, a shopping cart icon indicating 'You have no items in your shopping cart.', and a note about prices including VAT and shipping costs. Below the banner, there's a section for the Site Map.

Site Map

Catalog

- [Baby & Child](#)
 - [Baby Food](#)
 - [Holle Birchermüsl bio-demeter 220g](#)
 - [Byodo BeikostN extra mild 250ml](#)
 - [Erdmannhauser Dinkelrieg 500g](#)
 - [Erdmannhauser Getreide TAU aus Buchweizen 450g](#)
 - [Erdmannhauser Getreide TAU aus Gerste 450g](#)
 - [Erdmannhauser Getreide TAU Dinkel 450g](#)
 - [Erdmannhauser Getreide TAU Hafer 450g](#)
 - [Erdmannhauser Kindernieß aus Buchweizen 500g](#)
 - [Erdmannhauser Kindernieß aus Gerste 500g](#)
 - [Erdmannhauser Kindernieß aus Hafer 500g](#)
 - [Holle Apfel und Birne Fruchtzubereitung 190g](#)
 - [Holle Babyvöf 5 Stück](#)
 - [Holle Banane Michbrei 250g](#)
 - [Holle BeikostN demeter 250ml](#)
 - [Holle Bio-Anfangsmilch 1 demeter 400g](#)
 - [Holle Bio-Kindermilch 4x300g](#)
 - [Holle Dinkel Michbrei 250g](#)
 - [Holle Folgemilch 2 auf Ziegenmilchbasis 400g](#)

Pages

- [Impressum](#)
- [organic food and natural cosmetics](#)
- [Angebote](#)
- [Weleda-Produkte](#)
- [Widerruf](#)
- [AGB](#)
- [Informationspflichten](#)
- [Gewährleistung](#)

6.2 XML Sitemap

To configure an XML sitemap, go to [System - Configuration - SEO Suite Ultimate - Extended XML Sitemap](#).

From here you can schedule *auto-generating* of your Magento *XML sitemap*. Also, this is the place where you may specify a user name and an email address a report will be sent to (the report is sent when the procedure is complete or in case the process goes wrong).

Generate Sitemap By Cron ▾	<input type="button" value="Yes"/> <small>Regenerated daily, at 1 a.m.</small>	[STORE VIEW]
Error Email Recipient	<input type="text" value="user@gmail.com"/>	[STORE VIEW]
Error Email Sender	<input type="button" value="General Contact"/>	[WEBSITE]

If this feature is enabled, an XML sitemap will be automatically regenerated with Magento Cron *once a day*.

NOTE: Magento cron should be set up properly to avoid errors. In the UNIX/BSD/Linux systems you will need to add this line (or a similar line) to your Cron Tab:

```
*/5 * * * * /absolute/path/to/bin/php -f  
/absolute/path/to/magento/cron.php
```

Windows systems has a Scheduled Tasks service that is accessible from the Control Panel.

With SEO Suite Ultimate you can specify the frequency and priority for all pages added to your XML sitemap.

The Priority of a certain URL defines relation of this URL to other URLs on your site. Valid values range from 0.0 to 1.0. Note that this value does not affect page search rankings — it only lets the search engines crawlers know which pages you deem most important.

The home page is also added in the XML sitemap with priority 1.

The Frequency indicates how often your certain files are changed. Note that setting frequency to *daily* does not mean that web spider will visit it every day. It is just a means of telling the search engine bot that this page is being updated on a daily basis.

It's generally recommended to set the frequency to daily for product and category pages, and to weekly for CMS and other pages.

With SEO Suite Ultimate you can set these 2 values for *product*, *category*, *CMS pages*, additional links, as well as your *Blog URLs*, *Fishpig Attribute Splash (Pro) Pages URLs*.

Product Frequency	Daily	[STORE VIEW]
Product Priority	1	[STORE VIEW] ▲ Valid values range from 0.0 to 1.0
Category Frequency	Daily	[STORE VIEW]
Category Priority	0.5	[STORE VIEW] ▲ Valid values range from 0.0 to 1.0
CMS Page Frequency	Weekly	[STORE VIEW]
CMS Page Priority	0.25	[STORE VIEW] ▲ Valid values range from 0.0 to 1.0
Blog Frequency	Daily	[STORE VIEW]
Blog Priority	0.1	[STORE VIEW] ▲ Valid values range from 0.0 to 1.0.
Include Additional Links ▾	Yes	[STORE VIEW]
Additional Links Frequency	Monthly	[STORE VIEW]
Additional Links Priority	0.1	[STORE VIEW] ▲ Valid values range from 0.0 to 1.0
Include Fishpig Attribute Splash Pro Pages Urls ▾	Yes	[STORE VIEW] ▲ The settings from Fishpig extension setting page have the priority.
Frequency	Daily	[STORE VIEW]
Priority	0.25	[STORE VIEW] ▲ Valid values range from 0.0 to 1.0.

Also, under these settings you can:

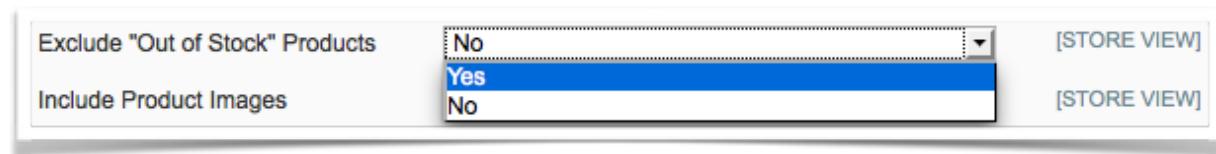
- *Set Product URL Length*

Here you can choose long, short or canonical tags to be included into your XML sitemap. We strongly recommend to keep this setting default when using the canonical product URLs.



- *Exclude Out of Stock Products*

By enabling this feature, you will hide all the currently unavailable products from the XML sitemap.

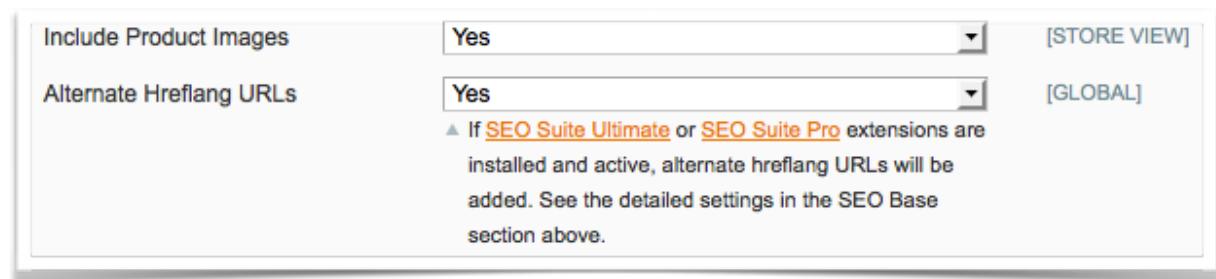


- *Include Product Images*

This setting lets you add your product images to the XML sitemap file.

- *Include Alternate Hreflang URLs*

Select 'Yes' to add pages with *hreflang tag* into your XML sitemap.



Additionally, you can

- enable a user-friendly XML sitemap preview,
- specify the number of products processed at a time when generating a sitemap,
- include product tag URLs.

Enable a user-friendly XML Sitemap Preview	<input type="text" value="Yes"/> [GLOBAL]
Number of products to process at a time when generating an XML sitemap.	<input type="text" value="500"/> [STORE VIEW]

On top of that, under System - Configuration - SEO Suite Ultimate - Extended XML Sitemap you can:

- include additional links
- add blog URLs
- include Fishpig Attribute Splash Pages URLs
- add Fishpig Attribute Splash Pro Pages URLs

Additional Links For XML Sitemap	<input type="text" value="http://website.com/customer/account/\nhttp://website.com/pricing-plans"/> [STORE VIEW]
<p>▲ List of links to append to the XML Sitemap Example: Link without 'http[s]://' as customer/account/ will be converted to http[s]://(store_URL_here)/customer/account/ Link with 'http[s]://' will be added as is.</p>	

Include Blog URLs ▾	<input type="text" value="Yes"/> [STORE VIEW]
<p>▲ AW blog & Fishpig wordpress plugins are supported.</p>	

Include Fishpig Attribute Splash Pages Urls ▾	<input type="text" value="Yes"/> [STORE VIEW]
<p>▲ The settings from the Fishpig extension configuration page will be applied (if possible).</p>	

When you are done with all the settings, click the *Save Config* button and you will get such an XML sitemap:

This XML file does not appear to have any style information associated with it. The document tree is shown below.

```
- <urlset>
  - <url>
    - <loc>
      http://seo-extensions.magentoext.com/furniture.html
    </loc>
    <lastmod>2015-05-06</lastmod>
    <changefreq>daily</changefreq>
    <priority>0.5</priority>
  </url>
  - <url>
    - <loc>
      http://seo-extensions.magentoext.com/electronics.html
    </loc>
    <lastmod>2013-04-05</lastmod>
    <changefreq>daily</changefreq>
    <priority>0.5</priority>
  </url>
  - <url>
    - <loc>
      http://seo-extensions.magentoext.com/apparel.html</loc>
    <lastmod>2008-08-07</lastmod>
    <changefreq>daily</changefreq>
    <priority>0.5</priority>
  </url>
  - <url>
    - <loc>
      http://seo-extensions.magentoext.com/apparel/shirts.html
    </loc>
    <lastmod>2008-08-08</lastmod>
    <changefreq>daily</changefreq>
    <priority>0.5</priority>
  </url>
  - <url>
    - <loc>
      http://seo-extensions.magentoext.com/electronics/cell-phones.html
    </loc>
    <lastmod>2008-08-07</lastmod>
    <changefreq>daily</changefreq>
    <priority>0.5</priority>
  </url>
- <url>
```

7. SEO for Category Pages, Reviews Pages and Pages of Layered Navigation

When it comes to eCommerce SEO, it's absolutely important to optimize all store pages without an exception.

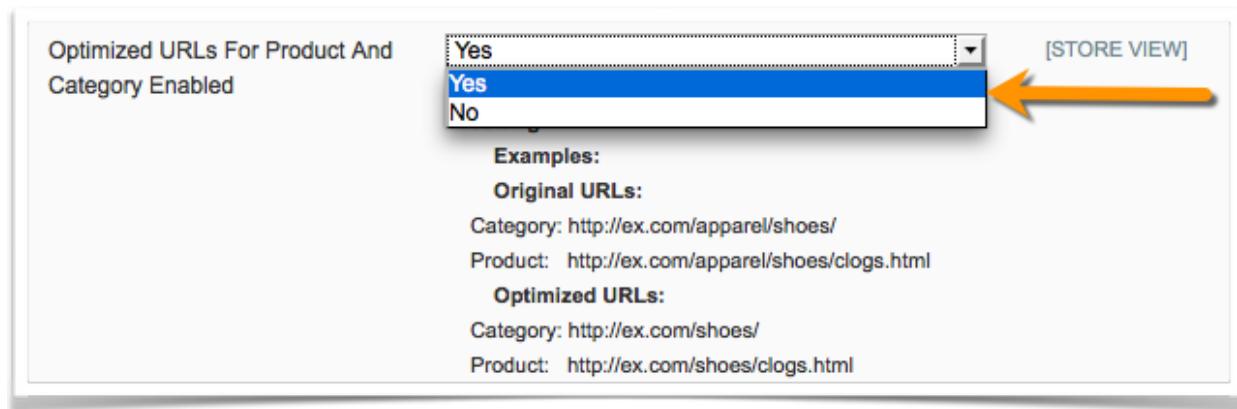
SEO Suite Ultimate lets you optimize not only main site pages but also the pages of secondary importance. That includes *category pages*, *reviews pages*, and *pages of layered navigation*.

7.1 Category pages optimization

To configure the category page settings, go to [System - Configuration - SEO Suite - SEO Extended](#).

With *Optimized URLs For Product And Category Enabled* setting you can optimize sub-category URLs by removing root parent category.

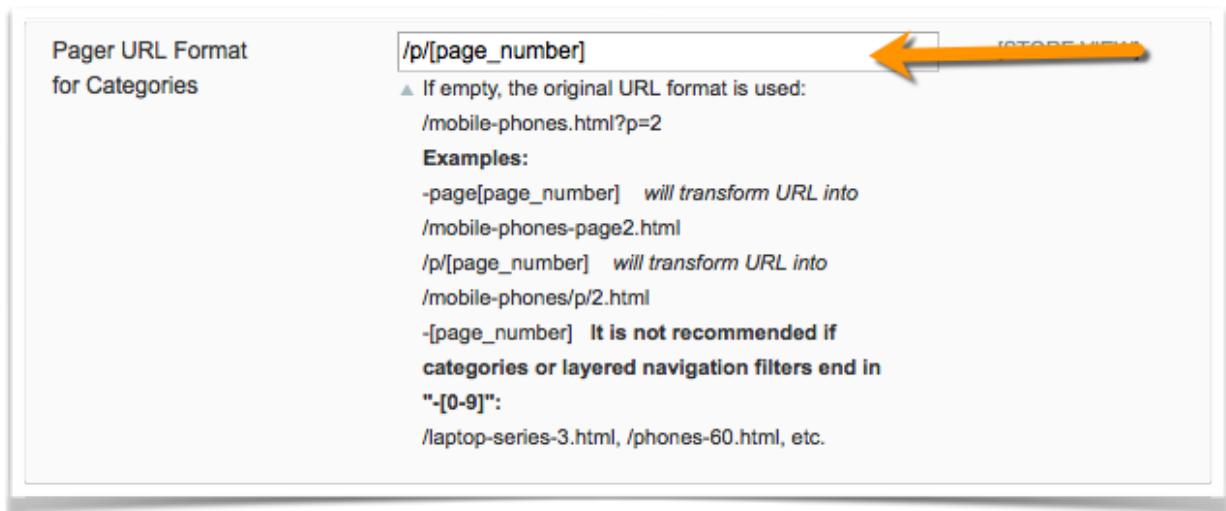
For example, original URLs: <http://ex.com/apparel/women/shoes/>, will transform into: <http://ex.com/women/shoes/>



By enabling the *Pager URL Format for Categories* setting (in [System - Configuration - SEO Suite - SEO Friendly LN URLs](#)), you will be able to create a pager URL format for paginated pages.

If empty, the original URL format is used: </mobile-phones.html?p=2>

- `-page[page_number]` will transform URL into </mobile-phones-page2.html>
- `/p/[page_number]` will transform URL into </mobile-phones/p/2.html>
- `-[page_number]` It is not recommended if categories or layered navigation filters end in "`-[0-9]"`: </laptop-series-3.html>, </phones-60.html>, etc.

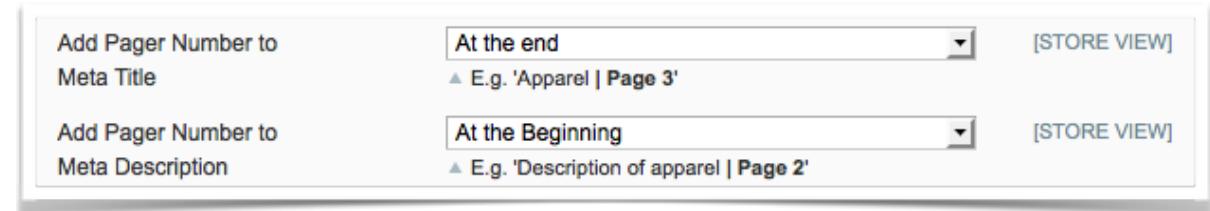


The *Add Pager Number to Meta Title* setting ([System - Configuration - SEO Suite - SEO Extended](#)) lets you add a page number to the meta title of a paginated page. You can put the number at the end or at the beginning.

Ex: [Meta Title of Apparel | Page 3](#)

Also, here you can add a *Pager Number to Meta Description* of a paginated page. You can put the number at the end or at the beginning.

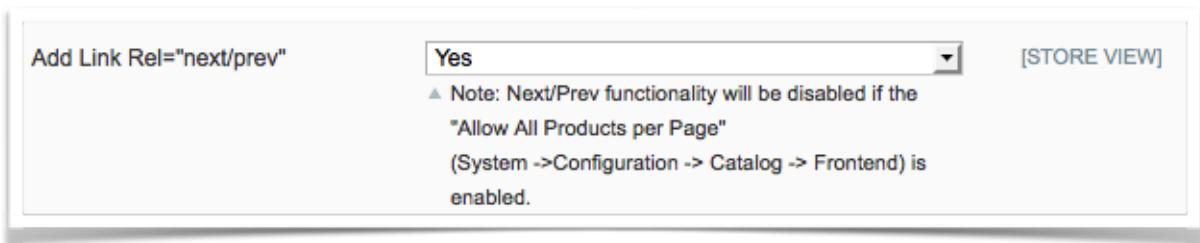
Ex: [Meta Description of Apparel | Page 3](#)



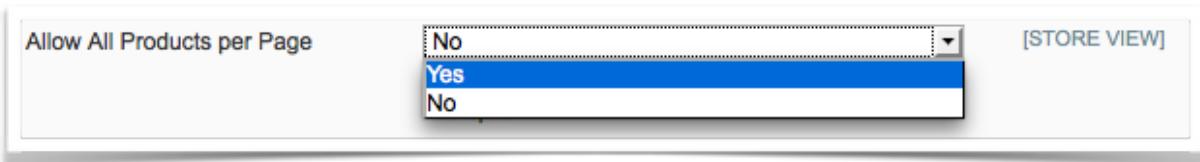
Also, with SEO Suite Ultimate you can add the **rel=next/prev tag** — an effective means to solve duplicate content issues that are triggered by pagination.

Google uses this tag to better index paginated pages. This tag points Google, where exactly the 1st and the last pages are, and what page is a next or a previous one (check [this link](#) for more detail).

SEO Suite Ultimate can easily add the rel=next/prev tag to the pagination. The setting can be enabled under System - Configuration - SEO Suite - SEO Base.



NOTE: if you don't have thousands of products in a single category page, it's recommend to enable the *Allow All Products per Page* setting. That can be done in System - Configuration - Catalog - Frontend.



This setting adds the '*View All*' option to the '*Show per page*' drop-down on the frontend. In this case, the rel=next/prev tag will be automatically disabled and the canonical tag of the paginated pages will point to the page with all the listings.

For more detail please [check this article](#).

7.2. Product Reviews Page Optimization

To configure the settings for product reviews pages, go to System - Configuration - SEO Suite - SEO Base.

From here you can enable the *Use Product Canonical Tag for Reviews Pages* feature. It sets the product page URL as a canonical tag of product reviews pages.



Also, under these settings you can enable *Product Reviews Friendly URLs* — it enables SEO friendly URLs for all your product reviews pages.



This is how your product reviews URLs will transform with this setting being enabled:

Before: <http://seo-extensions.magetoext.com/review/product/list/id/27/>

After: <http://seo-extensions.magetoext.com/sony-vao-vgn-txn27n-b-11-1-notebook-pc-reviews>

7.3 Optimization of Layered Navigation Pages

To optimize Layered Navigation Pages, go to System - Configuration - SEO Suite - SEO Extended.

Here you can enable Extended Meta Title and Meta Description on category layered navigation pages. By enabling this setting, you can dynamically generate meta title and meta description for pages of this type.

Meta title and meta description can include a variety of different product attributes such as *product name, price, color, brand and others*.

The screenshot shows two configuration options under the 'Category Layered Navigation' section:

- Enable Extended Meta Title On Category Layered Navigation Pages:** A dropdown menu set to "Yes". Below it is an example: "E.g. 'Phones, Price \$300.00 and above, Color Silver'".
- Enable Extended Meta Description On Category Layered Navigation Pages:** A dropdown menu set to "No".

[STORE VIEW] buttons are located next to each dropdown.

Ex: *Phones, Price \$300.00 and above, Color Silver, brand Nokia*

To enable *Category Layered Navigation SEO-Friendly URLs* – Tweak these settings under System - Configuration - SEO Suite - SEO-Friendly LN URLs:

The screenshot shows one configuration option under the "Category Layered Navigation SEO-Friendly URLs" section:

- SEO-Friendly URLs:** A dropdown menu set to "Yes".

[STORE VIEW] button is located next to the dropdown.

Also, under these settings you can specify the Navigation Identifier, choose to hide/ display Attribute Names and Layered Navigation Separator.

The screenshot shows three configuration options under the "Category Layered Navigation SEO-Friendly URLs" section:

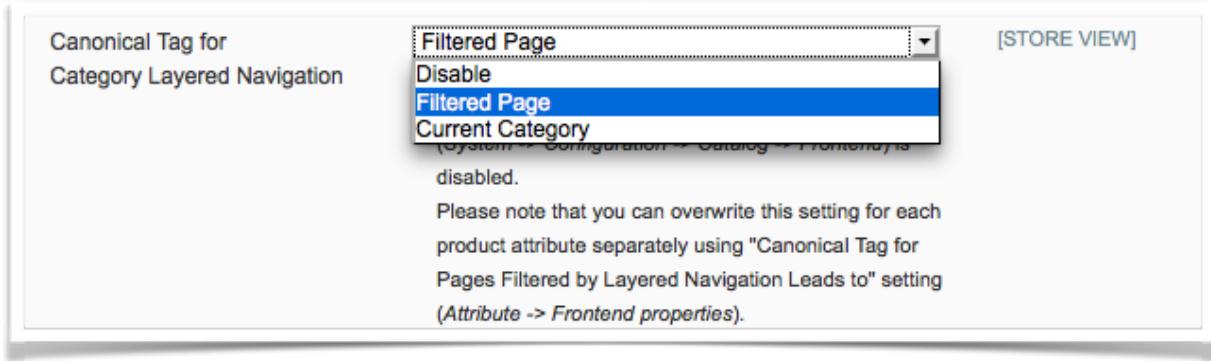
- Navigation Identifier:** An input field containing the letter "I". Below it is an explanation: "If empty, 'I' is used, E.g. <http://example.com/apparel/I/price:100-200>".
- Hide Attribute Names:** A dropdown menu set to "Yes". Below it is an explanation: "Hide Attribute Names in Layered Navigation URLs when possible."
- Layered Navigation Separator:** An input field containing a colon ":". Below it is an explanation: "If empty, ':' is used,".

[STORE VIEW] buttons are located next to each input field.

This is what you will get in the end: <http://example.com/computers/l/price:700-800>

By tweaking the *Canonical Tag for Category Layered Navigation* settings (under System - Configuration - SEO Suite - SEO Base) you can:

- disable the canonical tag on the pages of the layered navigation.
- set it to point either to the *filtered page*
- set the canonical tag to the *category itself*.



If you select the *Filtered Page* option, the canonical tag will point to </apparel/l/color:black/shoe-type:dress.htm>, when store visitors filter products by color and a shoe type.

If the *Current Category* option is selected, the canonical tag will point either to </apparel.html> (if All products per page are disabled in Magento settings) OR to </apparel.html?limit=all> (if All products per page are enabled). The latter is recommended in Google guidelines, and ensures that search bots see all products within the category under the canonical URL.

NOTE: Don't use the *Current Category* value if the *Allow All Products per Page* setting (System - Configuration - Catalog - Frontend) is disabled.

Also, you can overwrite this setting for each product attribute separately using the *Canonical Tag for Pages Filtered by Layered Navigation Leads to* setting (Attribute - Frontend properties).

8. Enabling Markup Data

To enable structured data markup, go to System - Configuration - MageWorx - SEO Suite Ultimate - SEO Markup and select the *Yes* option in the *Enable Markup* dropdown.

The screenshot shows the Magento Admin Panel with the SEO Suite configuration page. The top navigation bar includes links for Dashboard, Sales, Catalog, Mobile, Customers, Promotions, Newsletter, CMS, Reports, and System. The System menu is currently selected. On the left, there's a sidebar for Configuration with sections like General, Web, Design, Currency Setup, Store Email Addresses, Contacts, Reports, and Content Management. A dropdown for 'Current Configuration Scope' is set to 'Default Config'. Below the sidebar, the main content area displays the SEO Suite logo and version information ('SEO Suite Ultimate version 5.0.1'). To the right of the logo, there's a sidebar with various links: My Account, Notifications, Tools, Web Services, Design, Import/Export, Manage Currency, Transactional Emails, Custom Variables, Permissions, Magento Connect, Cache Management, Index Management, Manage Stores, Order Statuses, and Configuration. At the bottom of the main content area, there's a note about indexes being out of date and a link to manage stores.

Also, from here you can disable this functionality for all your pages at once. To do that, select the *No* option in this menu and click Save to apply the changes.

The screenshot shows a configuration form titled 'SEO Markup: Open Graph Protocol & Rich Snippets'. It has a single dropdown field labeled 'Enable Markup' with the value 'No'. There is also a '[STORE VIEW]' button at the bottom right of the form.

8.2 Using Markup Data for to display Website Info

Scroll down to the *Website Info* section.

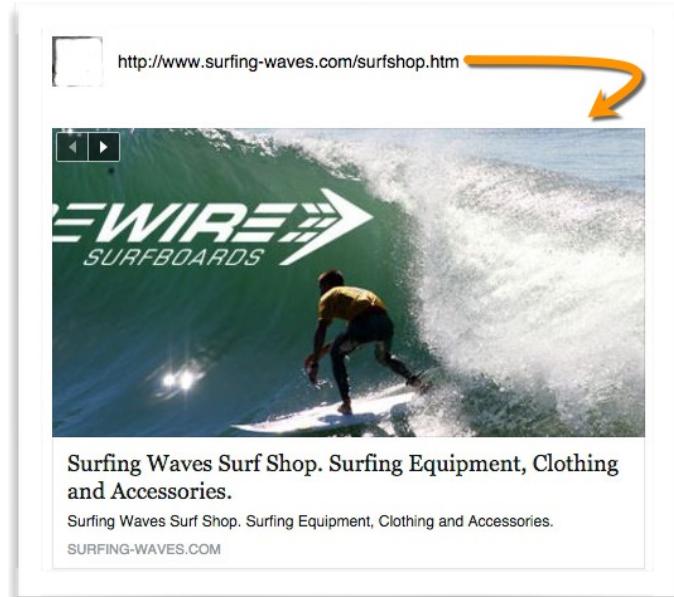
This is the place where you can enable marking up your site with *Open Graph*, *Twitter Cards* and other *Markup tags* to take control over how your website info appears in search results and in social media.

Using these tags, you can create a more appealing visual presentation of your site on Facebook, will enrich the standard tweets with additional content, media and links, and make your site stand out in the search results.



Enable in Open Graph — enabling this setting lets you deliver the highest quality posts on Facebook. Adding Open Graph tags to your store 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 in Twitter Cards ▾	<input type="checkbox"/> Yes	[STORE VIEW]
Twitter Username	markusshoestore	[STORE VIEW]

Enable in Twitter Cards — with this feature you can provide a media-rich experience to those who view your Twitter content.

If enabled, the standard Tweet with your site URL will be transformed into *the Summary Card* and accompanied with an additional title, an extra up-to-200 words description, and an image.

Additionally, you can enter your Twitter name - it will be shown under the card's title. The feature comes useful if you share something under your company account, but want to let your audience know who is posting.

[Visit this page](#) to learn more about Twitter Cards.

Search Engine Land @sengineland

If you have a global audience, [@Google's tips for internationalizing homepages](#) is worth reading: selnd.com/1I53XvR

4:34 AM - 13 May 2014

Search Engine Land

Official Google Advice On Internationalizing Your Home Page
By Barry Schwartz @rustybrick
Google has published their official advice on the Google Webmaster Central blog on how to handle your home page when your web site serves multiple language
[View on web](#)

◀ ▶ 13 ★ 11

Enable Rich Snippets — the feature adds extra info about your store (a store name/ description) in the search results.

Also, the extension is capable of adding the search field (*Sitelinks Search Box*), so people can search your website right from the search results page.

[Follow this link](#) to learn more about this functionality.

Inchoo - Life's too short to buy offline!
inchoo.net/

Custom Magento design, development and consulting company with years of experience, portfolio of happy customers and a great community of developers. You've visited this page many times. Last visit: 12/28/14

Search inchoo.net

These are the settings you need to enable to add your website info and the onsite search field:

Enable in Rich Snippets	<input type="button" value="Yes"/>	[STORE VIEW]
▲ Website Info will be added by Schema.org: JSON-LD		
Website Name	<input type="text" value="Marcus' Shoe Store"/>	[STORE VIEW]
▲ If empty, the default store name will be used.		
About	<input type="text" value="Best shows at the best price for the whole family in NY."/>	[STORE VIEW]
Add Search Action	<input type="button" value="Yes"/>	[STORE VIEW]
▲ Added Search URL: {store_url}?q=		

IMPORTANT

Note that the website info will be added by the *JSON-LD* method.

Basically, *JSON-LD* is a data-linking format used for the embedding of markup data in a script tag. The biggest advantage is that it lets you entirely separate the markup data from the HTML code. So one doesn't need to tweak the actual HTML elements, when using it.

[Visit this page](#) to learn more about JSON-LD Schema.Org method.

8.3 Optimizing Merchant (Seller) Info

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).

Merchant (Seller) Info:

Enable in Rich Snippet	<input type="checkbox"/> Yes	[STORE VIEW]
▲ Seller Info will be added by Schema.org: JSON-LD		
Seller Type (by Schema.org)	<input type="text"/> Computer Store	[STORE VIEW]
Name	<input type="text"/> iComputer Store, NY	[STORE VIEW]
Description	<input type="text"/> Best choice of Apple, Toshiba, Samsung laptops in NY	[STORE VIEW]
Social Links	<input type="text"/> https://twitter.com/icomputer https://www.facebook.com/icomputer	[STORE VIEW]
▲ List of contact information		
Example:	<input type="text"/> Phone	[STORE VIEW]
https://www.google.com	<input type="text"/> +1 923847 23746824	[STORE VIEW]
https://www.google.com	<input type="text"/> Fax	[STORE VIEW]
https://www.google.com	<input type="text"/> +1 484375925 589595	[STORE VIEW]
https://www.google.com	<input type="text"/> Email	[STORE VIEW]
https://www.google.com	<input type="text"/> icomputer@gmail.com	[STORE VIEW]
Location	<input type="text"/> NYC	[STORE VIEW]
▲ Example: Seattle		
Region	<input type="text"/> NY	[STORE VIEW]
▲ Example: WA		
Street	<input type="text"/> 5th Ave, 24	[STORE VIEW]
▲ Example: 20341 Whitworth Institute 405 N. Whitworth		
Postal Code	<input type="text"/> 23472	[STORE VIEW]

Matrix Tube Service

matrictubeservice.com/

Matrix Tube Service offers rapid precision cutting and supply chain solutions.



1655 Old Belfast Rd, Lewisburg, TN 37091, United States

4. Breadcrumbs Optimization

Scroll down to the next block of settings to optimize breadcrumbs for rich snippets.

Note that you can use different breadcrumbs optimization methods:

- HTML injection (by inserting tags right into the page code)
- Javascript (using the JSON-LD data-linking format)

Breadcrumbs Settings:

Enable in Breadcrumbs	<input type="text" value="Yes"/> [STORE VIEW]
Breadcrumbs Method	<input type="text" value="HTML Injection (Microdata)"/> <input checked="" type="text" value="HTML Injection (Microdata)"/> [STORE VIEW] <input type="text" value="Javascript (JSON-LD)"/>
CMS Page Info:	

5. CMS Page Data Markup

Next, you may select enabling the Open Graph protocol and Twitter Cards for your CMS pages.

CMS Page Info:

Enable in Open Graph	<input type="text" value="Yes"/> [STORE VIEW]
Enable in Twitter Cards	<input type="text" value="Yes"/> [STORE VIEW]
Twitter Username	<input type="text" value="@mystorecom"/> [STORE VIEW]

6. Product Page Data Markup

In this block of settings you can optimize your site markup to display *prices, reviews, ratings, availability of your products*. These values can be included in your Facebook posts, Twitter Cards and search engine rich snippets.

Product Page Info:

Enable in Open Graph	<input type="text" value="Yes"/>	[STORE VIEW]
Enable in Twitter Cards ▾	<input type="text" value="Yes"/>	[STORE VIEW]
Twitter Username	<input type="text" value="@mystoretwitter"/>	[STORE VIEW]
Enable in Rich Snippet ▾	<input type="text" value="Yes"/>	[STORE VIEW]
▲ Includes the entity of a product (name, image, description, aggregate rating, offering with price, availability, webpage language). Can be verified with Google Testing Tool		
Rich Snippet Method	<input type="text" value="HTML Injection (Microdata)"/>	[STORE VIEW]

NOTE: by default, the product entity will include the following attributes: *product name, preview image, rating, price, availability and website language*.

This is just too cute!
purecostumes.com/halloween-cost...

Reply Delete Favorite Buffer More

Pure Costumes

Huggable Hippo Infant/Toddler Costume

By Pure Costumes @purecostumes



\$25.95
PRICE

N16025
SKU

Huggable Hippo Infant/Toddler Costume includes hood with ears, eyes, nose and teeth, printed jumpsuit with snaps for easy diaper change and skid resistant feet. If your little one is hungry for some...

[View on web](#)

[Coldwater Creek Cardigan Sweaters - ShopStyle](#)

www.shopstyle.com › Women › Clothing › Sweaters ▾

40+ items - Shop the latest collection of Coldwater Creek cardigan ...

Coldwater Creek Softspun merino mix open cardi \$17.99. 7.
Coldwater Creek EveryWearTM cardigan \$14.99. 2.

[Compact Noise Cancelling Headphones - Brookstone](#)

www.brookstone.com/compact-noise-cancelling-headphone... ▾ Brookstone ▾

★★★★★ Rating: 4.2 - 16 reviews

Hear only what you want with the Compact Noise Cancelling headphones from Brookstone. With built-in microphones and noise reduction circuitry, they ...

The extension also lets you notify Google of extra attribute to include into rich snippets. Such as:

- Category
- Color
- Manufacturer
- Brand
- Model
- Gtin
- Weight
- Dimensions
- Condition

Add Category ▾	<input type="text" value="Yes"/> [STORE VIEW]
Use Deepest Category	<input type="text" value="No"/> [STORE VIEW] ▲ Set "Yes", if products are assifned to multiple categories and sub-categories in the same chain.
Add Color ▾	<input type="text" value="No"/> [STORE VIEW]
Add Manufacturer ▾	<input type="text" value="Yes"/> [STORE VIEW]
Manufacturer Attribute Code	<input type="text" value="color (Color)"/> [STORE VIEW]
Add Brand ▾	<input type="text" value="Yes"/> [STORE VIEW]
Brand Attribute Code	<input type="text" value="custom_design_to (Active To)"/> [STORE VIEW]
Add Model ▾	<input type="text" value="No"/> [STORE VIEW]
Add Gtin ▾	<input type="text" value="Yes"/> [STORE VIEW]
Gtin Attribute Code	<input type="text" value="custom_layout_update (Custom Layout Update)"/> [STORE VIEW]
Add Weight ▾	<input type="text" value="No"/> [STORE VIEW]
Add Dimensions ▾	<input type="text" value="No"/> [STORE VIEW] ▲ Dimensions are of the form '[Number] {Length unit of measure}'. E.g., '7 ft', '10'.
Add Condition ▾	<input type="text" value="No"/> [STORE VIEW]

Also, under these settings you can choose which payment and delivery methods to include, add SKU, and define best rating (numeric scale, such as 1 to 5 star).

Best Rating	<input type="text" value="7"/>	[STORE VIEW]
	▲ Doesn't work for the HTML Injection method	
Add SKU	<input type="text" value="Yes"/>	[STORE VIEW]
SKU Attribute Code	<input type="text" value="sku (SKU)"/>	[STORE VIEW]
	▲ If empty, use the default 'sku'.	
Add Payment Methods ▾	<input type="text" value="Yes"/>	[STORE VIEW]
Payment Methods	<input type="listbox"/> <ul style="list-style-type: none">ByBankTransferInAdvanceByInvoiceCashCheckInAdvanceCODDirectDebitPayPalPaySwarmAmericanExpressDinersClub	[STORE VIEW]
	▲ If empty, payment methods will be detected automatically.	
Add Delivery Methods	<input type="text" value="Yes"/>	[STORE VIEW]
Delivery Methods	<input type="listbox"/> <ul style="list-style-type: none">DeliveryModeDirectDownloadDeliveryModeFreightDeliveryModeMailDeliveryModeOwnFleetDeliveryModePickUpDHLFederalExpressUPS	[STORE VIEW]
	▲ If empty, delivery methods will be detected automatically.	

NOTE: In case the best rating field is left blank, "5" is set by default.

If SKUs, payment and delivery methods are not chosen, the extension uses the default ones.

7. Category Page Data Markup

Our extension marks up category pages in the way search engines understand. It includes the list of items, and the basic product markup. It's all is fully compliant with Google's guidelines and results in this type of rich snippets:

The screenshot shows a rich snippet card for Banana Republic. At the top, it displays the brand name "Banana Republic: Clothes, Shoes, and Accessories for ..." followed by the website URL "www.bananarepublic.com/". Below the URL, there is a promotional message: "FREE Shipping on Orders Over \$50. Banana Republic Offers Modern, Refined Clothing for Men and Women, Plus Shoes and Accessories." The card is divided into four main sections: "Women's Clothing" (listing "Women's Clothing Sale - New" and "Womens Clothing - Women's Tops"), "Men's Clothing" (listing "Mens Clothing Sale - Men's Pants - Slim Fit Clothing for Men - ..."), "Clothing Sale" (listing "Banana Republic has a clothing sale selection for an elegant ..."), and "Petite Clothing" (listing "Discover the stylish designs of petite clothing for women from ..."). At the bottom of the card, there is a link "More results from bananarepublic.com »".

Select the **Yes** option to enable rich snippets on category pages (note that the *JSON: LD method* will be used in this case).

This screenshot shows the "Category Page Info" configuration screen. At the top, there is a header bar with the title "Category Page Info". Below the header, there is a dropdown menu labeled "Enable in Rich Snippets" with the value "Yes" selected. To the right of the dropdown is a "[STORE VIEW]" button.

Additionally, if there is *NOINDEX* meta robots tag on some of your category pages (e.g. layered navigation pages with applied filters), you can can hide markup tags there.

This screenshot shows the "Disable for NOINDEX robots" configuration screen. It features a dropdown menu labeled "Disable for NOINDEX robots" with the value "Yes" selected. To the right of the dropdown is a "[STORE VIEW]" button.

To inform search engines about your special product offers, make sure you enable the *Show Product Offers* option.

The screenshot shows the SEO Suite Ultimate Guide interface. At the top, there is a configuration bar with a dropdown menu set to 'Yes' for 'Show Product Offers' and a '[STORE VIEW]' button. Below this, a detailed view of a 'WebPage' item is displayed. The page title is 'WebPage (1)'. The data is presented in a hierarchical structure:

- WebPage**
 - url:** http://m001.local/index.php/electronics.html?cat=15
 - mainEntity [ItemList]:**
 - name:** Electronics
 - url:** http://m001.local/index.php/electronics.html?cat=15
 - numberOfItems:** 9
 - itemListElement [Product]:**
 - url:** http://m001.local/index.php/500gb-7200rpm.html
 - name:** Western Digital 500GB HD - 7200RPM
 - image:** http://m001.local/media/catalog/product/cache/1/image/265x9df78eab33525d08d6e5fb8d27136e95/images/catalog/product/placeholder/image.jpg
 - offers [Offer]:**
 - price:** 299
 - priceCurrency:** USD
 - availability:** In stock
 - itemListElement [Product]:**
 - url:** http://m001.local/index.php/1tb-7200rpm.html
 - name:** Western Digital - 1TB HD - 7200RPM
 - image:** http://m001.local/media/catalog/product/cache/1/image/265x9df78eab33525d08d6e5fb8d27136e95/images/catalog/product/placeholder/image.jpg

8. Events Data Markup

Events that meet Google's policy guidelines may be eligible for Rich Snippets in search results.

The screenshot shows a search result for the San Jose City Hall calendar. The title is "Calendar of Events - San Jose, CA - Official Website". Below it is the URL "www.sanjoseca.gov/Calendar.aspx". A dropdown menu shows "San Jose". The snippet includes a summary: "Arts, Entertainment & Events (3) · Calendar Overlay ... San José City Hall and other City offices will close in observance of Thanksgiving and reopen on Monday, ...". Below this, three specific events are listed with their dates, titles, and locations:

Date	Title	Location
Thu, Nov 20	Teen Project: Make a tiny hat	Seven Trees Branch Library
Thu, Nov 20	Steampunk Crafts	Joyce Ellington Branch Library
Fri, Nov 21	FY 2015-16 Operating Grants ...	San Jose City Hall, Tower 1446

The extension lets you notify Google about the details of the organized public events, such as a musical gig, exhibition, food fest, marathon, etc. Also, this functionality will be of great help if you sell bus, ferry, airplane tickets.

To enable this functionality, please scroll down to the bottom of the Rich Snippet settings. Also, from here you can select which attribute sets will be used in your rich snippet events.

The screenshot shows the "Event Info" configuration page in the Magento Admin. It has two main sections:

- Enable in Event**: A dropdown menu set to "Yes". A tooltip explains: "For such events as a food festival, music concert, sporting contests and [the others](#). Implemented with the JSON-LD Markup method." To the right is a "[STORE VIEW]" button.
- Event Attribute Set**: A dropdown menu listing various attribute sets:
 - Cameras
 - Cell Phones
 - Computer
 - CPU
 - Default
 - Furniture
 - Hard Drive
 - Monitors
 - RAM
 - Shirts (General)A tooltip below the list states: "For the chosen attributes the "Events" entity will be set." To the right is a "[STORE VIEW]" button.

Below, you can specify your event type (according to Schema.Org), best rating, description, location, address, etc. attribute codes.

The screenshot shows a configuration interface for SEO Suite. On the left, there are several dropdown menus and input fields:

- "Event Type (by Schema.org)" dropdown set to "Sports Event".
- "Best Rating" input field.
- "Description Attribute Code" dropdown menu open, showing options like "description (Description)", "activation_information (Activation Information)", etc. The option "description (Description)" is highlighted with a blue selection bar.
- "Location Name Attribute Code" dropdown menu open, showing options like "canonical_cross_domain (Cross Domain Canonical URL)", etc.
- "Address Locality Attribute Code" dropdown menu open, showing options like "canonical_url (Canonical URL)", etc.
- "Street Address Attribute Code" dropdown menu open, showing options like "color (Color)", etc.
- "Start Date Attribute Code" dropdown menu open, showing options like "computer_manufacturers (Brand)", etc.

Below these dropdowns, there are four sections with tabs:

- Tools for SEO Suite extension**
- Common Settings For Extended Sitemaps**
- Extended HTML Sitemap**
- Extended XML Sitemap (Google, Yahoo, Bing)** (This tab is currently selected, indicated by a blue background).

When done with the settings, click OK for the changes to take into effect.

IMPORTANT NOTICE

If you have optimized your data markup correctly, you will see how many pages the rich snippets were detected on in your Google Webmaster Tools under Account – Optimization – Structured Data.

You can find more details about the rich snippets [here](#).

9. ALTERNATE URLs/ HREFLANG TAG

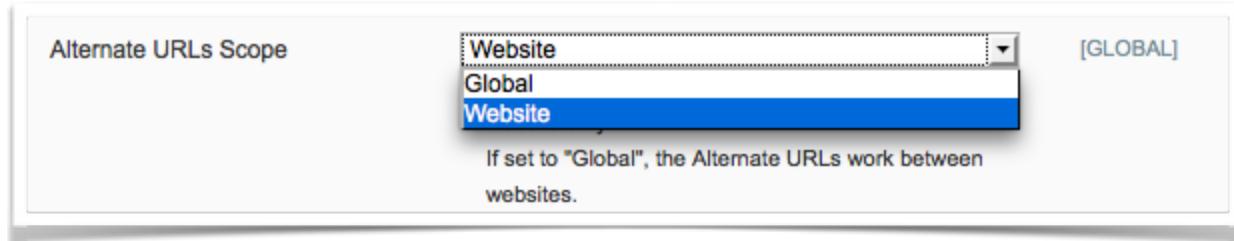
If you are running a multi-language store with the same content localized for different languages, that may [trigger duplicate content issues](#).

To avoid it, you need to inform Google that all these pages are just the alternate versions of the original one.

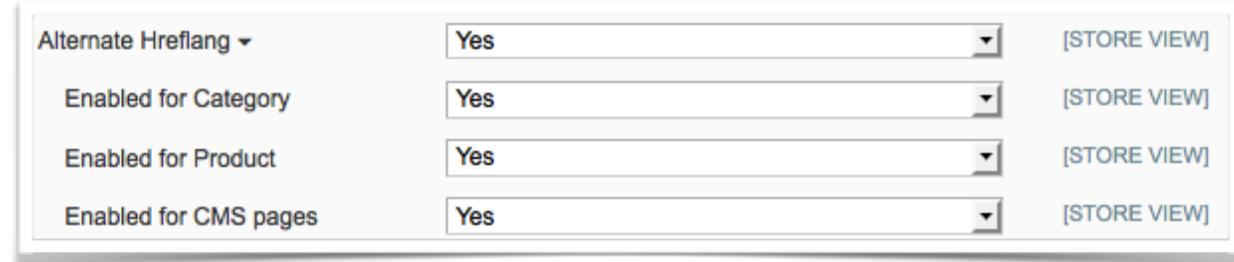
The *hreflang tag* helps Google understand which version of your website should be shown in which country. Thus, the search engine will deliver the correct language version of the site to the targeted foreign audience. Also, Google won't treat these localized pages as duplicates.

To enable this functionality in the extension, go to [System - Configuration - SEO Suite Ultimate -SEO Alternate URLs](#).

First, you need to *specify the Alternate URLs Scope*. It can be set as *Website* or as *Global*. In the former case, the Alternate URLs work within one website only, in the latter one — the Alternate URLs work between websites.



Next, you may dig deeper and specify what to set Alternate URLs for. They can be set for *categories, products and CMS pages*.



Sometimes, you may need to configure your Magento site to make each Store View have a different default language.

Say, you have two Store Views with English and Spanish default languages. By default, the alternate URLs will use the codes of these languages, and you will get hreflang="en" and hreflang="es".

However, in case you need to use a language that is different from the one currently set for the Store View, you can disable the *Use Language Code from Default Locale* setting and select the language for the alternate URLs manually:



Use Language Code from Default Locale	No	[STORE VIEW]
Select Language Code	Ukrainian (uk)	[STORE VIEW]

You may also define a language for each Store View. To do that, just select the *View* option in the *Scope* drop-down (located above the left configuration menu) and set the necessary language.

Also, you may set the Store View default language under System – Configuration – General – Locale Options – Locale.

In case you have one page for English speakers in Canada and the other page for your audience for United States, it's necessary to add a country code for the alternate URLs. Thus, you will specify different countries for the pages in the same language.

Under System - Configuration - SEO Suite Ultimate -SEO Alternate URLs, you can disable the 'Use Country Code from Default Country' feature and manually choose the country you need.



Add Country Code	Yes	[STORE VIEW]
Use Country Code from Default Country	No	[STORE VIEW]
Select Country Code	British Virgin Islands (VG)	[STORE VIEW]

Next, you need to set the *X-default hreflang attribute* for pages you haven't created localized content for.

This way you will inform the search engines that not localized pages doesn't target any specific country/ language and can be displayed to site visitors when no other page corresponds to their queries.

The screenshot shows a configuration interface for the 'X-default' section. On the left, it says 'X-default'. In the center, there is a table with three rows:

Main Website English (code: en ID: 1)
Main Website German (code: de ID: 2)
Main Website French (code: fr ID: 3)

On the right, there is a '[GLOBAL]' button.

Localized CMS pages all have different IDs and most likely — different URL keys. That may trigger the following issue: the system just won't be able to define the localized versions of the same page, and hence won't add the alternate URLs.

To solve that, you need to connect pages of these type by means of *ID*, *URL key* or an *hreflang attribute*.

That can be done under [System - Configuration - SEO Suite Ultimate - SEO Alternate URLs](#).

The screenshot shows a dropdown menu for 'Multi-stores CMS pages relation'. The options are:

- By Hreflang Key
- By ID
- By URL Key
- By Hreflang Key

A small note at the bottom says: "for each CMS page (except for the home page)."

To include all Alternate URLs into your XML sitemap, choose the 'Yes' option here ([System - Configuration - SEO Suite Ultimate - Extended XML Sitemap](#)).

The screenshot shows a dropdown menu for 'Alternate Hreflang URLs' set to 'Yes'. A note below it states:

▲ If [SEO Suite Ultimate](#) or [SEO Suite Pro](#) extensions are installed and active, alternate hreflang URLs will be added. See the detailed settings in the SEO Base section above.

To overview all your Alternate hreflang settings, jump back to [System - Configuration - SEO Suite Ultimate - SEO Alternate URLs](#).

Main Website				[GLOBAL]
Store (code/ID)	Hreflang Code			
	Product	Category	CMS Page	
English (en / 1)	en	en	en	
French (fr / 3)	fr	fr	fr	
German (de / 2)	de	de	de	

▲ Save the changed configuration to refresh the table.

10. SEO REPORTS

To check if there are some onsite issues that may be holding back your SEO progress, go to Reports - SEO Reports.

From here you can generate SEO reports for Product, Category or CMS pages. The reports will display all pages that have:

- long meta title and meta description tags
- duplicate meta title and meta description tags

Also, these SEO reports will help you find all pages that have empty meta tags.

ID	Product Name	SKU	Url	Type	Meta Title	Meta Description	Action
From:							
To :							
13	Canon Digital Rebel XT 8MP Digital SLR Camera	Rebel XT	/canon-digital-rebel-xt-8mp-digital-slr-camera-with-ef-s-18-55mm-f3-5-5-6-lens-black.html	Simple Product	Long (71)		Edit
16	Canon PowerShot A630 8MP Digital Camera with 4x Optical Zoom	A630	/canon-powershot-a630-8mp-digital-camera-with-4x-optical-zoom.html	Simple Product	Long (71)		Edit
31	Zolof The Rock And Roll Destroyer: LOL Cat T-shirt	zol	/zolof-the-rock-and-roll-destroyer-lol-cat-t-shirt.html	Configurable Product	Long (74)		Edit

ID	Category Name	Url	Level	Name	Meta Title	Meta Description	Stores
From:							All Stores
To :							
1	Furniture	/furniture.html	2			Missing	Main Web Main Store English
2	Living Room	/furniture/living-room.html	3			Missing	Main Web Main Store English
3	Bedroom	/furniture/bedroom.html	3			Missing	Main Web Main Store English

To set the maximum length for meta title and meta description go to System - Configuration - SEO Suite Ultimate - SEO Reports.

Inchoo - Life's too short to buy offline!

inchoo.net/ ▾

Custom Magento design, development and consulting company with years of experience, portfolio of happy customers and a great community of developers. You've visited this page many times. Last visit: 12/28/14

Search inchoo.net



Max Length for Meta Title	<input type="text" value="70"/> [STORE VIEW]
▲ Recommended length up to 70 characters.	
Max Length for Meta Description	<input type="text" value="150"/> [STORE VIEW]
▲ Recommended length up to 150 characters.	

11. SEO Cross Linking

Cross Linking is a must-have to make an SEO-friendly eCommerce store. Our extension lets you automatically link any keyword/ keyword phrase to any product and category pages.

By linking your pages this way, you will be able to drive more traffic to the promoted pages, improve store navigation and user experience.

On top of that, a well-organized store structure will help you better index your store pages and more effectively drive link juice to important target pages.

Additionally, you can link your product, category, CMS or AW Blog post pages to any relevant external source.

11.1 Create/ Edit Cross Link Rule

To create a new Cross Link rule, go to *Catalog - SEO Cross Linking - Cross Links* and hit the ‘New Cross Links’ button in the right upper corner.

The screenshot shows the Magento Admin Panel with the following details:

- Header:** Magento Admin Panel
- Top Navigation:** Dashboard, Catalog, CMS, Reports, System
- Left Sidebar:**
 - Dashboard:** Manage Products, Manage Categories, Attributes
 - Choose Store View:** URL Rewrite Management, Tags
 - Lifetime Statistics:** SEO Extended Templates, SEO Cross Linking (highlighted), Google Sitemap, Cross Links, Settings
 - Average Orders:** \$0.00
- Right Content Area:**
 - Logged in as SEOSuiteUltimate | Friday, September 4, 2015 | Try Magento Go for Free | Log Out
 - Get help for this page
 - New Cross Link button
 - Actions dropdown
 - Search button
 - Table headers: Page, Use in Category Page, Use in CMS Page, Use in Blog Post Page, Enabled
 - Table data:

Page	Use in Category Page	Use in CMS Page	Use in Blog Post Page	Enabled
Yes	Yes	Yes	Yes	Yes

This is the place where you can enter the list of keywords that will get equipped with links.

IMPORTANT You should enter only ONE keyword/ keyword phrase per line.

For more advanced ways to add keywords for creating internal store links, [follow this link](#).

SEO Cross Link Edit

Template Information

Keyword *

android
android phone
android smartphone
android app+
android theme

▲ 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').

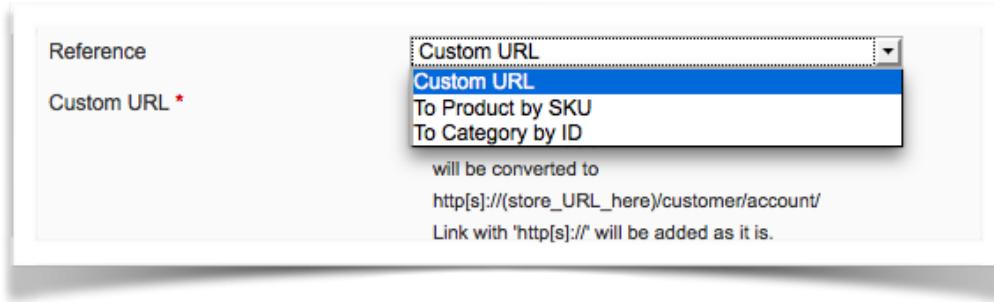
For more info, follow the [link](#).

Next, you need to specify the *Link Title*, select how your crosslinks will be opened (in the same window, or in a new one) and choose the *Store Views* this cross link rule will be applied to.

Link Title	<input type="text" value="Android Phones"/>												
Link Target	<input type="text" value="new window (_blank)"/>												
Store View *	<table border="1"><tr><td>All Store Views</td><td></td></tr><tr><td>Main Website</td><td></td></tr><tr><td>Main Store</td><td></td></tr><tr><td>English</td><td></td></tr><tr><td>French</td><td></td></tr><tr><td>German</td><td></td></tr></table>	All Store Views		Main Website		Main Store		English		French		German	
All Store Views													
Main Website													
Main Store													
English													
French													
German													

In the *Reference* drop-down you can specify the pages your internal store links will be linked to. That can be specified by the *Category ID* and *Product SKU*.

Also, under this setting you can add any custom URL on your site, or any other external source. Just note that Link without '[http\[s\]://](#)' as [customer/account/](#) will be converted to [http\[s\]://\(store_URL_here\)/customer/account/](#); while a link with '[http\[s\]://](#)' will be added as it is.



Next, you need to specify:

- *Max Replacement Count per Page* (this is the maximum # of times a the specified keyword will get equipped with a cross link),
- *Priority* (defines the order in which your keywords will be replaced; 100 is the highest priority),
- and enable/ disable adding cross links for the entered keywords on the fly.

Max Replacement Count per Page	2	▲ Max # of this keyword per page
Priority	50	▲ 100 is the highest priority.
Enabled	Yes	▲ If enabled, the cross link will be built on the fly.

When done, Switch to the *Destination* tab.

This is the place, where you can specify which pages the cross links should appear on. The extension lets you add this type of links on product pages, category pages, CMS pages or AheadWorks Blog pages.

The screenshot shows the Magento Admin Panel with the Catalog tab selected. On the left, there's a sidebar titled 'SEO Cross Links' with sections for 'General' and 'Destination'. The main content area is titled 'SEO Cross Link Edit' and contains a 'Create Destinations' form. The form has four dropdown menus: 'Use for Product Page' (set to Yes), 'Use in Category Page' (set to Yes), 'Use in CMS Page' (set to No), and 'Use in Blog Post Page' (set to No).

At the last step, click the *Save* button in the right upper corner to save all the settings.

IMPORTANT

For multiple keywords, you may 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).

To enable it, just click the *Save with Reduced Priority* button in the right upper corner. To edit a Cross Link rule, just select it from the list and click on it.

The screenshot shows the SEO Suite Ultimate interface. At the top, it says 'Logged in as SEO Suite Ultimate | Friday, September 4, 2015 | Try Magento Go for Free | Log Out'. Below that is a 'Get help for this page' link. At the bottom, there are three buttons: 'Back', 'Reset', 'Save' (which has a checked checkbox icon), and 'Save with Reduced Priority'.

11.2 General Cross Linking Settings

To tweak the general Cross Link settings, go to [Catalog - SEO Cross Linking - Settings](#).

Alternatively, you can do that under [System - Configuration - MageWorx - SEO Suite - SEO Cross Links](#).

The screenshot shows the Magento Admin Panel interface. The top navigation bar has tabs: Dashboard, Catalog, CMS, Reports, and System (which is highlighted). Below the navigation is a sidebar titled "Configuration" with sections: Current Config, Default Config, GENERAL (which is expanded), Web, and Design. Under the GENERAL section, "SEO Cross Linking" is selected. A dropdown menu is open at this link, showing "Cross Links" and "Settings". To the right of the main content area, there is a vertical sidebar with the title "Suite" and four options: Base, Extended, Alternate URLs, and Extended Templates.

From here you can *enable the Cross Link functionality*.

If enabled, the Cross Links will be inserted on the fly on all the relevant pages. Also, Cross Links can be individually disabled for any Product/Category page (in the pages Meta Information Tab).

The screenshot shows a configuration form titled "SEO Cross Links". It has a dropdown labeled "Enable" with options "Yes" and "No", where "Yes" is selected. There is also a "[STORE VIEW]" button.

Next, you can specify the *total number of words* that will be equipped with links on *product, category, CMS or AheadWorks Blog pages*.

IMPORTANT

Here you set the default values that will be applied when adding new keyword rules.

Note that cross links placed on product and category pages can be displayed in the description fields. As for the cross links places on CMS pages and AheadWorks Blog pages, they can also be displayed in the content field but with the exception of the widget contents.

Cross Links can NOT be created on the Homepage.

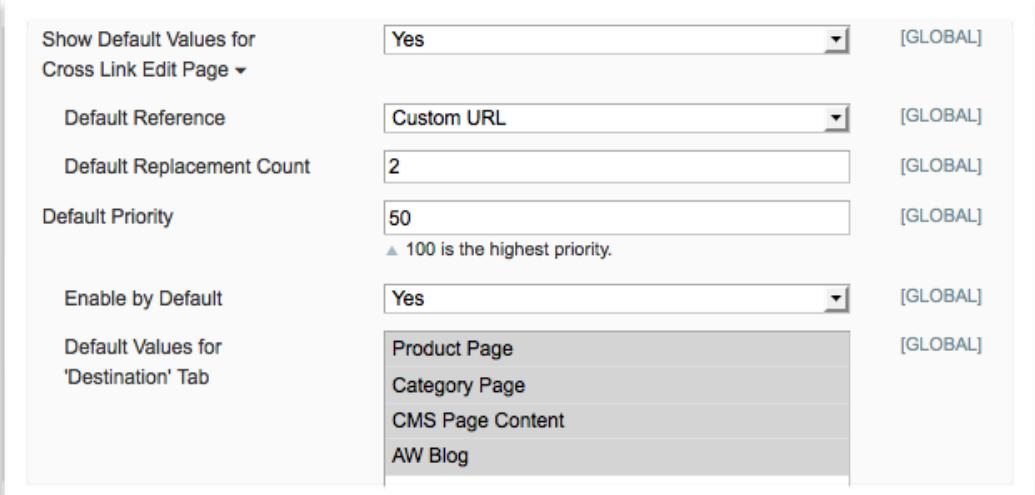
Total Max Replacement Count for Product Page	<input type="text" value="3"/> [STORE VIEW]
Total Max Replacement Count for Category Page	<input type="text" value="3"/> [STORE VIEW]
Total Max Replacement Count for CMS Page	<input type="text" value="3"/> [STORE VIEW] ▲ Cross Links can be displayed in the content field (with the exception of the widget contents). NOTE: Cross Links can not be created on the homepage.
Total Max Replacement Count for AW Blog Page	<input type="text" value="3"/> [STORE VIEW] ▲ Cross Links can be displayed in the post content field (with the exception of the widget contents).

Scroll down to specify where keywords should be replaced with links on product pages. That can be done either in the *short product description* field or in the text for *standard product description*.

Replace on Product Page In	<input type="text" value="Product Short Description"/> [STORE VIEW]
	<input type="text" value="Product Description"/>

Also, under the General Cross Link settings you can *set a row of the default values*, such as:

- the default reference,
- replacement count,
- priority,
- the default values for the destination tab,
- and more.



Show Default Values for Cross Link Edit Page ▾ Yes [GLOBAL]

Default Reference Custom URL [GLOBAL]

Default Replacement Count 2 [GLOBAL]

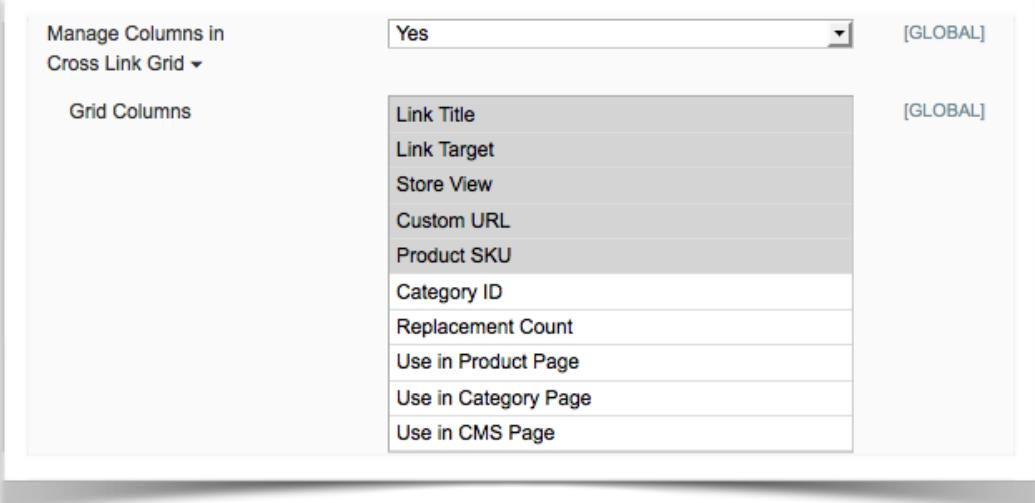
Default Priority 50 [GLOBAL]
▲ 100 is the highest priority.

Enable by Default Yes [GLOBAL]

Default Values for 'Destination' Tab

Product Page	[GLOBAL]
Category Page	[GLOBAL]
CMS Page Content	[GLOBAL]
AW Blog	[GLOBAL]

And finally, under these settings, you can manage the *Cross Link Grid* columns.



Manage Columns in Cross Link Grid ▾ Yes [GLOBAL]

Grid Columns

Link Title	[GLOBAL]
Link Target	[GLOBAL]
Store View	[GLOBAL]
Custom URL	[GLOBAL]
Product SKU	[GLOBAL]
Category ID	[GLOBAL]
Replacement Count	[GLOBAL]
Use in Product Page	[GLOBAL]
Use in Category Page	[GLOBAL]
Use in CMS Page	[GLOBAL]

At the end, click *Save Config* for the changes to take into effect.

NEED MORE SEO EXTENSIONS?

Take a look at other Mageworx SEO extensions for the Magento platform [here](#).

GOT QUESTIONS?

MageWorx offers FREE lifetime support and updates for any extension developed for Magento.

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