ReloadSEO

User manual

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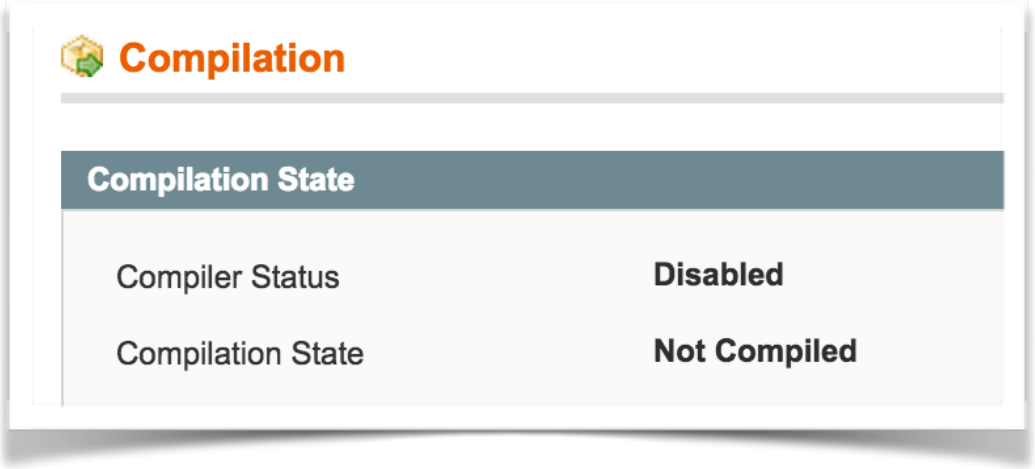
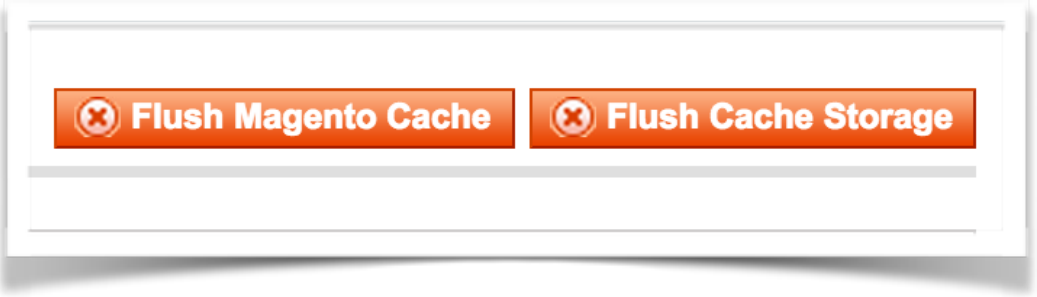
Installation of the plugin

1. Login into the backend of your Magento, go to System >> Tools >> Compilation and make sure it says “Compiler Status: Disabled”. Otherwise, please disable the compilation:



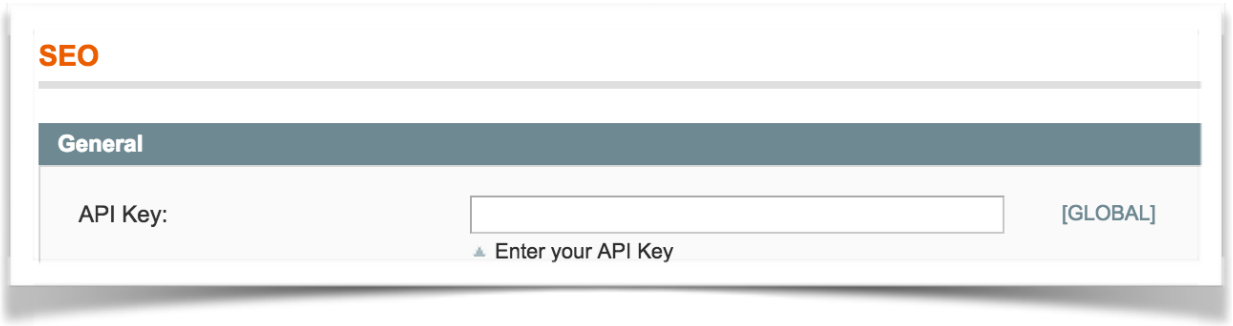
2. Go to System >> Cache Management and ensure all the caches are enabled
3. Upload the extension files from to the root folder of your Magento installation through FTP
4. When asked choose “Merge” instead of replace and after that replace
5. Go to System >> Cache Management page at your Magento backend, and click the “Flush Cache Storage” button. After this action, the extension is installed.



6. Please log out from the backend and log in again for Magento to refresh permissions.

Activating the plugin

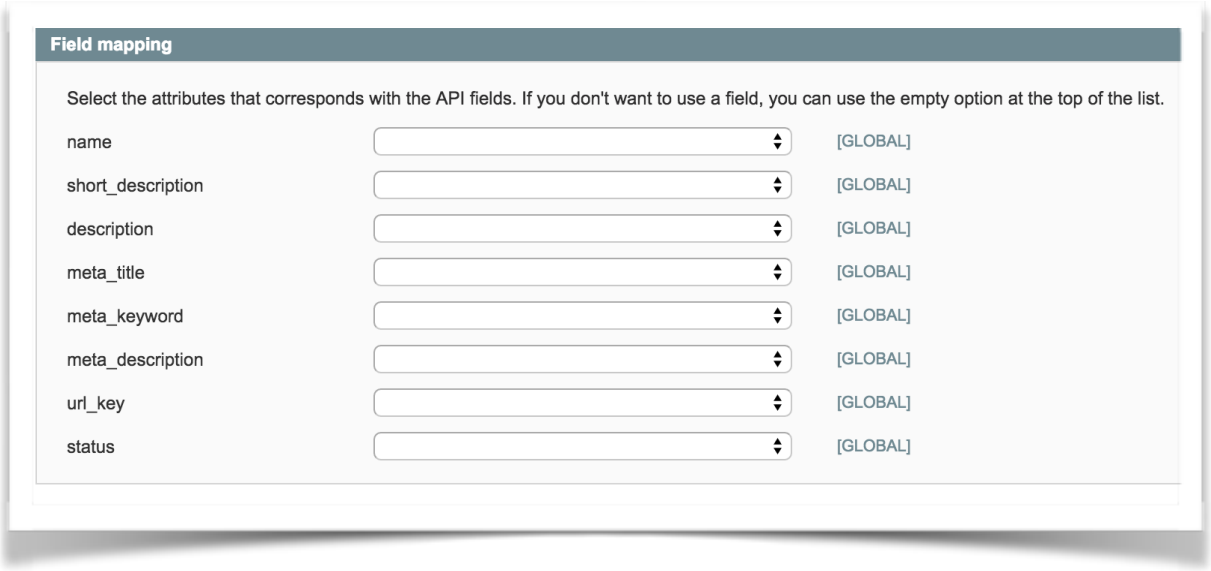
1. For this plugin to work you will need a valid API key.
   Get your API key by registering at http://app.reloadseo.com/users/sign_up
2. After registering choose either the FREE or PAID plan
3. In the back-end of Magento go to System >> Configuration >> Reload >> SEO and enter your API key:



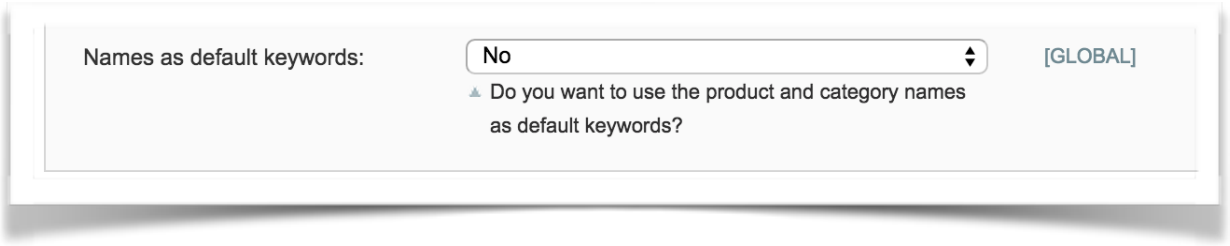
Settings of the plugin

This plugin is designed to do all the heavy lifting, so there are only a few settings that you need to set in order for this plugin to work. We recommend doing them in the following order:

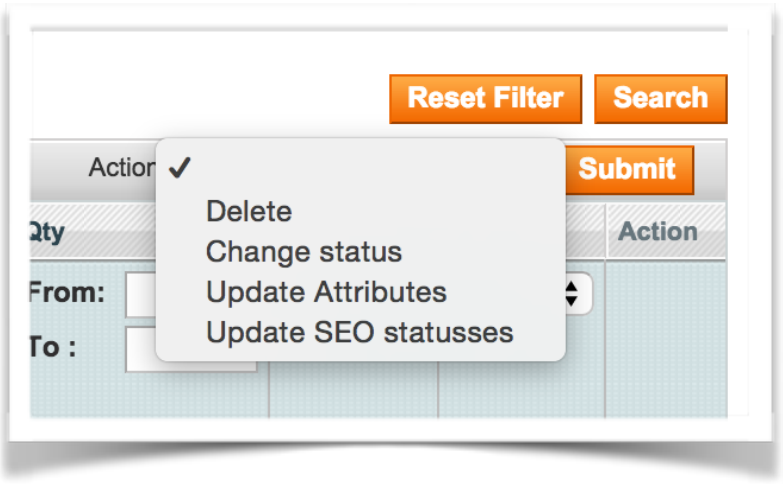
1. The plugin needs to now which fields in your shop are the content fields, the meta_description etc. So of you have custom content field you can also map them here. Go to System >> Configuration >> Reload >> SEO and map your corresponding fields. Leave empty if you don't want to use a field:



2. Choose if you want to use the title of your product as Keyword. We know that a lot of ecommerce shops already have their products optimized for the title. So you can use your product title as focus keyword:

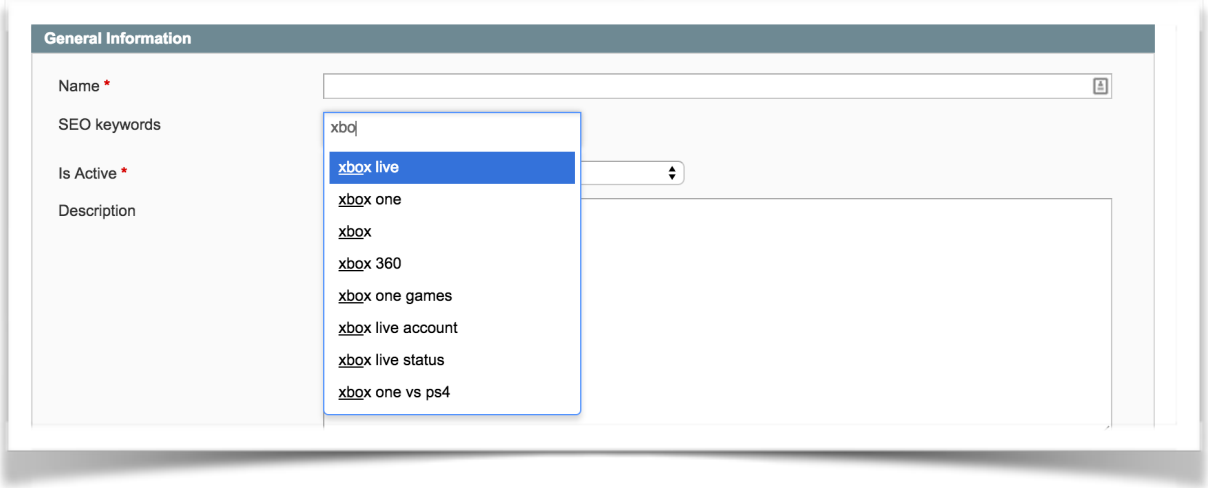
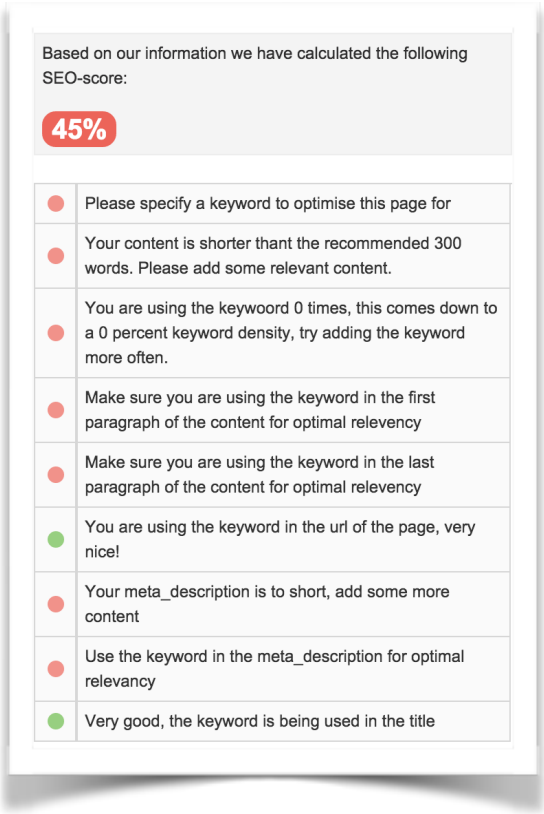


3. Do the initial SEO check. Go to Catalog >> Manage Products. Select all your products in the store (Select All) and click Actions >> Update SEO stattusses. The plugin will now check all your products for the SEO score, this can take a while (about 15 seconds for each 1000 products)



Optimizing product and category pages

1. When optimizing a product or category page, the first thing you want to do is choose a primary focus keyword for that product or category page. The attribute SEO keywords is linked to the Google API and will therefore return keywords that are actually searched for in Google (and other search engines):



2. While typing our algorithm will analyze the descriptions and other related information that is needed to rank in the search engines. You will get live feedback during typing on how to optimize that product or category page for the search engines which will result in a end score.