



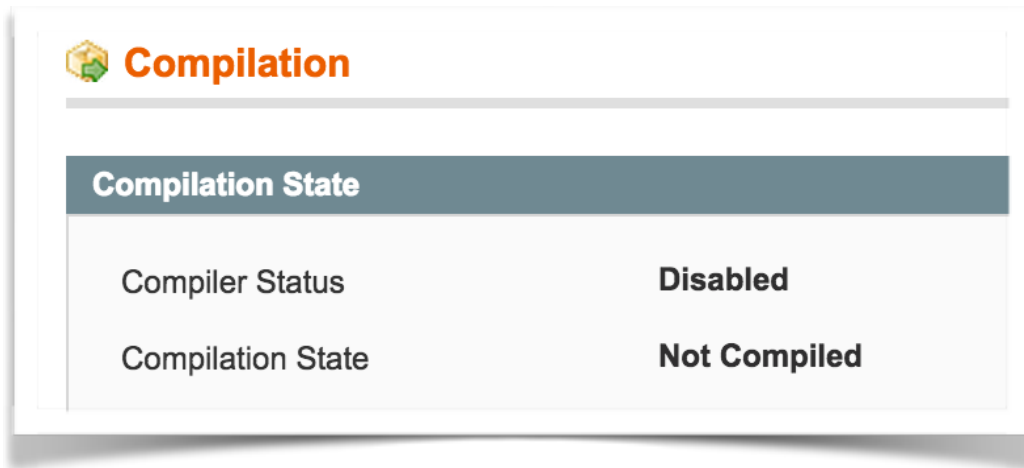
ReloadSEO

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:



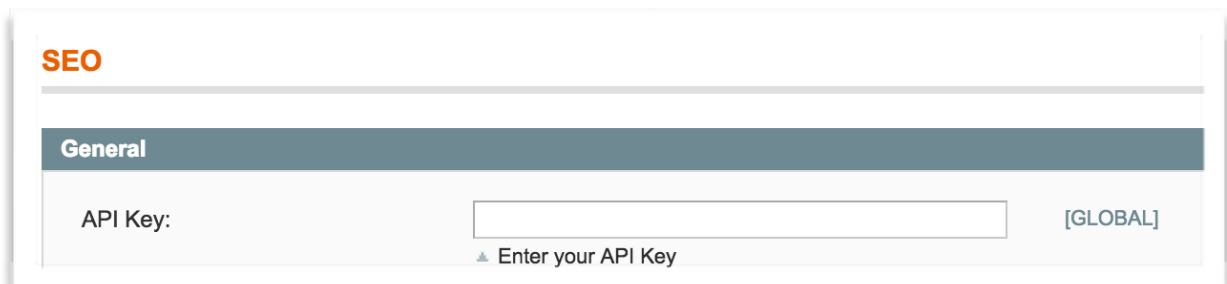
2. Go to System >> Cache Management and ensure all the caches are enabled
3. Upload the extension files from to the root folder of your Magento installation through FTP
4. When asked choose "Merge" instead of replace and after that replace
5. Go to System >> Cache Management page at your Magento backend, 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:



The screenshot shows the Magento configuration interface for the SEO plugin. At the top, the word "SEO" is displayed in orange. Below it, a dark blue header bar contains the word "General" in white. The main configuration area has a light gray background. On the left, the text "API Key:" is followed by a white text input field. To the right of the input field is a "[GLOBAL]" label. Below the input field, there is a small blue triangle icon followed by the text "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 know which fields in your shop are the content fields, the meta_description etc. So if 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:

Field mapping

Select the attributes that corresponds with the API fields. If you don't want to use a field, you can use the empty option at the top of the list.

name	<input type="text"/>	[GLOBAL]
short_description	<input type="text"/>	[GLOBAL]
description	<input type="text"/>	[GLOBAL]
meta_title	<input type="text"/>	[GLOBAL]
meta_keyword	<input type="text"/>	[GLOBAL]
meta_description	<input type="text"/>	[GLOBAL]
url_key	<input type="text"/>	[GLOBAL]
status	<input type="text"/>	[GLOBAL]

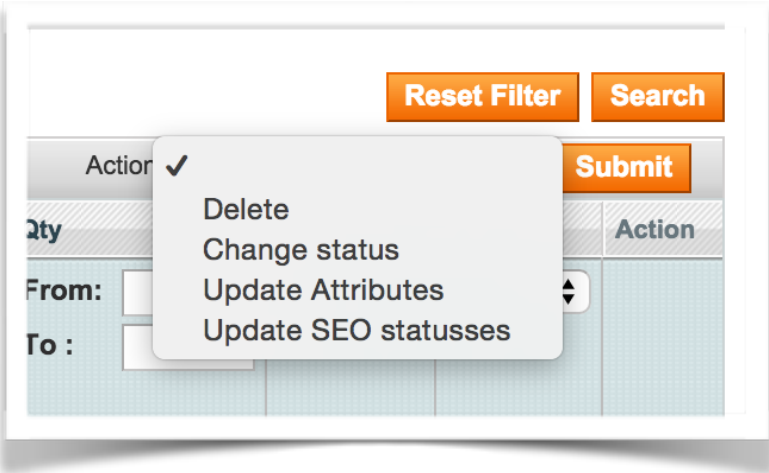
2. Choose if you want to use the title of your product as Keyword. We know that a lot of ecommerce shops already have their products optimized for the title. So you can use your product title as focus keyword:

Names as default keywords:

[GLOBAL]

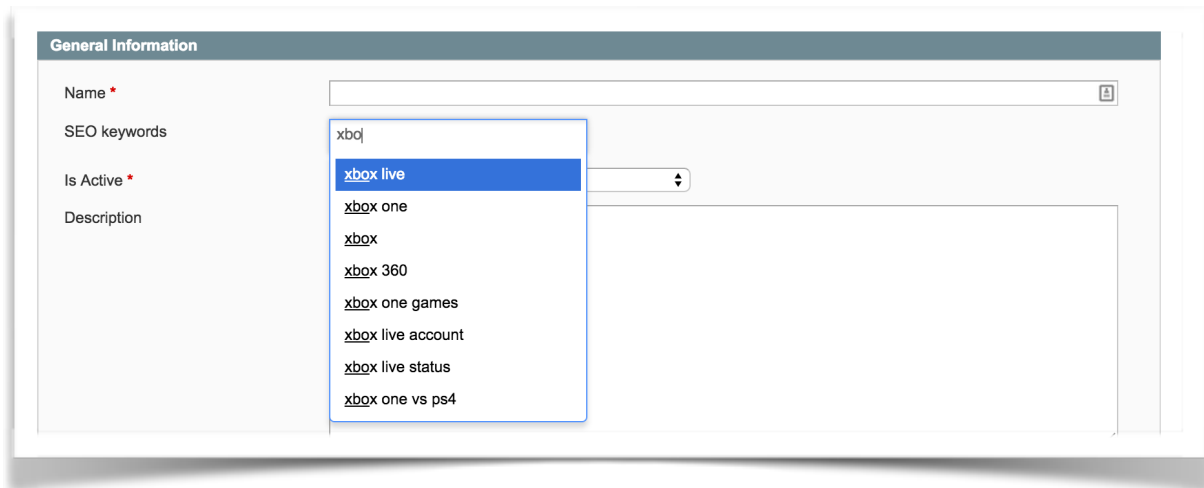
Do you want to use the product and category names as default keywords?

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 statuses. The plugin will now check all your products for the SEO score, this can take a while (about 15 seconds for each 1000 products)



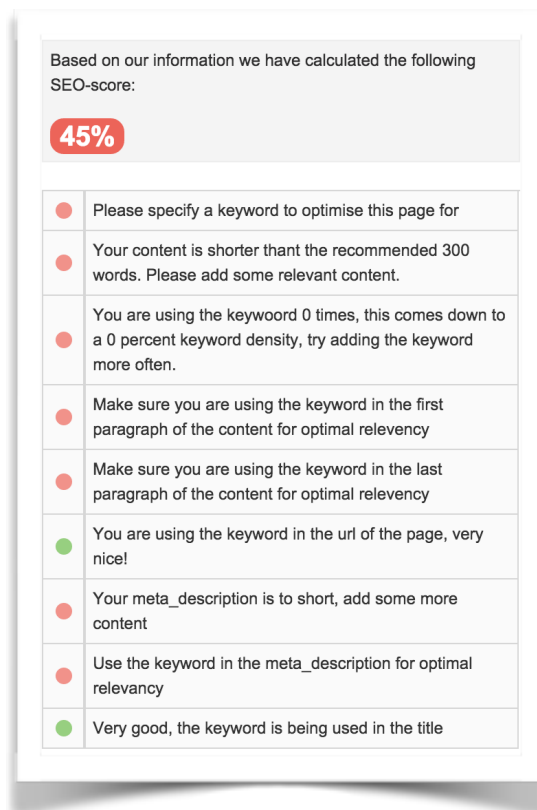
Optimizing product and category pages

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):



The screenshot shows a form titled "General Information" with fields for "Name", "SEO keywords", "Is Active", and "Description". The "SEO keywords" field has a dropdown menu open, displaying a list of suggestions: "xbox live", "xbox one", "xbox", "xbox 360", "xbox one games", "xbox live account", "xbox live status", and "xbox one vs ps4". The "xbox live" suggestion is highlighted in blue.

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.



The screenshot shows a feedback panel with the following content:

Based on our information we have calculated the following SEO-score:

45%

●	Please specify a keyword to optimise this page for
●	Your content is shorter than the recommended 300 words. Please add some relevant content.
●	You are using the keyword 0 times, this comes down to a 0 percent keyword density, try adding the keyword more often.
●	Make sure you are using the keyword in the first paragraph of the content for optimal relevancy
●	Make sure you are using the keyword in the last paragraph of the content for optimal relevancy
●	You are using the keyword in the url of the page, very nice!
●	Your meta_description is too short, add some more content
●	Use the keyword in the meta_description for optimal relevancy
●	Very good, the keyword is being used in the title