Installation and User Guide for
Magento 2 Advanced SEO Suite Extension

Table of Contents

1. Installation

- **Upload Package:** Upload the content of the module to your root folder. This will not overwrite the existing Magento folder or files, only the new contents will be added.

- **Install Extension:** After the successful upload of the package, run below commands on Magento 2 root directory.

    composer require scommerce/seobase

    php bin/magento setup:upgrade

    php bin/magento setup:di:compile

    php bin/magento setup:static-content:deploy

2. Configuration Settings for SEO Base

Go to **Admin > Stores > Configuration > Scommerce Configuration > SEO Base**

- **General Settings**

    - **Enabled -** Select "Yes" or "No" to enable or disable the module.
    - **License Key –** Please add the license for the extension which is provided in the order confirmation email. Please note license keys are site URL specific. If you require license keys are dev/staging sites then please email us at core@scommerce-mage.com

General Settings

Enabled [store view]	Yes ▼

This setting will enable or disable all modules related to seo optimisation. This includes Canonical Urls, SEO Unique Catalog URLs, Rich Snippets, Google Site Map Exclusion **and** Alternate Hreflang tag **Cross Linking SEO**

Select "Yes" to enable the module

License Key [store view]	$2y$10$T2ycsrx0U3leW7JPAlWIPusKaWIQU1FUvMCu3bQNAI9TksPCUxurC

This setting will verify your license key for the give domain

Enter the License key for the module

N.B. License keys are domain specific so for your testing or staging sites please email us at core@scommerce-mage.com

3. Configuration Settings for SEO Sitemap Exclusion

Go to **Admin > Stores > Configuration > Scommerce Configuration > SEO Sitemap**

- **General Settings**

  - **Enable -** Select "Yes" or "No" to enable or disable the module.

General Settings

Enable
[store view]   Yes   ▼   ← Select "Yes" to enable the
                                              module
This setting will be used to enable or disable module.

- **Exclude Categories from Sitemap –** To include or exclude categories, go to **Admin > Catalog > Manage Categories > Select category** (you want to exclude from site map) > **General > Exclude from Sitemap:** Set to **"Yes/No"**

Enable Category   ⬤ Yes

Include in Menu   ⬤ Yes

Category Name   Default Category

Exclude from Sitemap   ◯ No

- **Exclude Products from Sitemap –** To exclude products from sitemap, go to Admin **> Catalog > Manage Products > Select product (you want to exclude from sitemap) > General > Exclude from Sitemap:** Set to **"Yes/No".**

Set Product as New From [website]: 10/1/2019   To   10/16/2019

Exclude from Sitemap [store view]: ● Yes

Country of Manufacture [website]: [   ]

- **Exclude CMS Pages from Sitemap –** To exclude CMS pages from sitemap, go to **Admin > CMS > Pages > Select CMS Page** (you want to exclude from site map**) > General > Exclude from Sitemap:** Set to **"Yes/No"**

Enable Page: ● Yes

Page Title * About us

Exclude from Sitemap: ○ No

- **How to Generate Sitemap –** To generate the site map from the admin panel go to, **Admin > Marketing > Sitemap >** Click **"Generate Sitemap".**

Site Map   Add Site

ID ↑	Filename	Path	Link for Google	Last Generated	Store View
				From / To	
1	sitemap.xml	/	http://demo2.scommerce-mage.co.uk/sitemap.xml	Dec 3, 2019, 7:40:58 AM	Main Website Main Website Store Default Store View

Search   Reset Filter   1 records found   20 ▼ per page   <   1   of 1

7

- **Add new Sitemap -** You can create new site map from, **Admin > Marketing > Sitemap >** Click **"Add Sitemap"**, it redirects to New Site Map page and by providing all the required details you can create Site Map.

New Site Map

| | ← Back | Reset | S |

Sitemap

Filename * `sitemap1.xml`

example: sitemap.xml

Path * `/`

example: "/sitemap/" or "/" for base path (path must be writeable)

Store View * `Default Store View` ▼ ?

- **Magento Out of the Box Functionality to set the Category Path -** To include category path in product URLs in sitemap.xml, go to Admin > System > Configuration > Catalog > Catalog > Search Engine Optimizations > Use Categories Path for Product URLs: Set to "yes".

Search Engine Optimization

Popular Search Terms [store view]	Enable	☑ U:
Product URL Suffix [store view]	.html	☑ U:
	You need to refresh the cache.	
Category URL Suffix [store view]	.html	☑ U:
	You need to refresh the cache.	
Use Categories Path for Product URLs [store view]	Yes	☐ U:
Create Permanent Redirect for URLs if URL Key Changed [store view]	Yes	☑ U:
Page Title Separator [store view]	-	☑ U:
Use Canonical Link Meta Tag For Categories [store view]	No	☑ U:
Use Canonical Link Meta Tag For Products [store view]	No	☑ U:

4. **Google Sitemap XML -** Google site map shows all the included Products, Categories and CMS Pages links in the sitemap.xml.

- **Product Link in Sitemap XML -** You can see the product link in the Google Sitemap XML.

```
▼<PageMap xmlns="http://www.google.com/schemas/sitemap-pagemap/1.0">
  ▼<DataObject type="thumbnail">
      <Attribute name="name" value="Montana Wind Jacket"/>
      <Attribute name="src" value="http://demo2.scommerce-mage.co.uk/pub/media/catalog/product/cache/74c1057f7991b4edb2bc7bdaa94d
    </DataObject>
  </PageMap>
 </url>
▼<url>
  ▼<loc>
      http://demo2.scommerce-mage.co.uk/men/tops-men/jackets-men/proteus-fitness-jackshirt.html
    </loc>
    <lastmod>2019-06-20T10:46:29+00:00</lastmod>
    <changefreq>daily</changefreq>
    <priority>1.0</priority>
  ▼<image:image>
    ▼<image:loc>
        http://demo2.scommerce-mage.co.uk/pub/media/catalog/product/cache/74c1057f7991b4edb2bc7bdaa94de933/m/j/mj12-orange_main_1.j
      </image:loc>
```

- **Category Link in Sitemap XML -** You can see the category link in the Google Sitemap XML.

```
▼<urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9" xmlns:content
 image/1.1">
  ▼<url>
     <loc>http://demo2.scommerce-mage.co.uk/gear.html</loc>
     <lastmod>2019-09-02T21:32:07+00:00</lastmod>
     <changefreq>daily</changefreq>
     <priority>0.5</priority>
  </url>
  ▼<url>
     <loc>http://demo2.scommerce-mage.co.uk/gear/bags.html</loc>
     <lastmod>2019-09-09T12:13:37+00:00</lastmod>
     <changefreq>daily</changefreq>
     <priority>0.5</priority>
  </url>
```

- **CMS Pages Link in Sitemap XML -** In the below screen grab you can see the about-us page link in the Google Sitemap XML.

```
 ▼<url>
     <loc>http://demo2.scommerce-mage.co.uk/about-us</loc>
     <lastmod>2019-07-23T09:41:48+00:00</lastmod>
     <changefreq>daily</changefreq>
     <priority>0.2</priority>
  </url>
```

5. Configuration Settings for Catalog URL

Go to **Admin > Stores > Configuration > Scommerce Configuration > Catalog URL**

- **General Settings**

  - **Enabled -** Select "Yes" or **"No"** to enable or disable the module.
  - **Exclude Root Categories –** Exclude some root categories to appear as primary category dropdown against products.

General Settings

Enabled
[store view]

Yes   ▼

This setting will be used to enable or disable module.

Select "Yes" to enable the module

Exclude Root Categories
[store view]

Root Catalog
Default Category

Exclude some root categories to appear in parent category dropdown against products.

Please select the root categories to exclude

- **Configuration Path to Set Up Primary Category**

Go to **Admin > Catalog > Select Product > Search Engine Optimization > Primary Category** . The drop down will show all the categories selected for the product from where you can select the primary category of the product.

Search Engine Optimization

URL Key
[store view]

rival-field-messenger

☑ Create Permanent Redirect for old URL

Meta Title
[store view]

Meta Keywords
[store view]

Meta Description
[store view]

Maximum 255 chars. Meta Description should optimally be between 150-160 characters

Primary Category
[store view]

Root Catalog -> Default Category1 -> Gear -> Bags ▼

6. Front-end Site View

- **Product Page Unique URL -** You can assign primary category to any product from **Admin > Catalog > Select Product > Search Engine Optimization > Primary Category.** In the below image you can see the assigned category of product Rival Field Messenger is "Gear->Bags" **.**

ⓘ Not secure | demo2.scommerce-mage.co.uk/gear/bags/rival-field-messenger.html

7. Configuration Settings for Canonical Tags

Go to **Admin > Stores > Configuration > Scommerce Configuration > Canonical Tags**

- **General Settings**

  - **Enable -** Select "Yes" or "No" to enable or disable the module.

General

Enable [store view]	Yes ▼

This setting will be used to enable or disable module.

Select "Yes" to enable the module

- **Category Canonical Tag**

  - **Category Canonical Enable –** Set it to yes, if you want canonical tag on category pages.
  - **Exclude Current Category in Admin –** Set it to "Yes", if you don't want the same category to appear in the drop-down selection while choosing canonical category for a category.
  - **Append Text with Every Category URL Path –** Set it to yes, if you want to append text with overridden canonical url as well. This setting is useful when you have pagination/filtered navigation/sorting on your site.

Category Canonical Tags

Category Canonical Enabled [store view]	Yes ▼

Select "Yes" to enable the Category Canonical

Exclude Current Category in Admin [store view]	Yes ▼

Remove current category from the selection drop down

Select "Yes" to Exclude the Current Category

Append Text with Every Category URL Path [store view]	No ▼

Select "Yes" to Append Text with Category URL

- **Product Canonical Tag**

  - **Product Canonical Enable –** Set it to yes, if you want canonical tag on product pages.

Product Canonical Tags

Product Canonical Enabled [store view]	Yes ▾	Select "Yes" to enable the Product Canonical Tags

- **CMS Canonical Tag**

  - **CMS Canonical Enable –** Set it to "yes", if you want canonical tag on CMS pages.

CMS Canonical Tags

CMS Canonical Enabled [store view]	Yes ▾	Select "Yes" to enable the CMS Canonical Tags

- **No Index No Follow**

  - **No Index No Follow Enabled –** Set it to yes, if you want to add no index, no follow in the head section.
  - **Action names –** Add action names here to add no index, no follow in the head section for specific page. New route name needs to be added in next line.
  - **Route names –** Add route name here to add no index, no follow in the head section for list of pages.

No Index No Follow

No Index No Follow Enabled
[store view]

Yes ▼

Action Names
[store view]

catalog_product_compare_index
catalog_seo_sitemap_category
catalog_seo_sitemap_product

Route Names
[store view]

checkout
customer
sendfriend
tag
review
poll

- ## Product Setup for Canonical URL

  Go to **Admin > Catalog > Products > Select Product (for which you want to set Canonical URL) > Search Engine Optimization Tab**

  - **Primary Category –** Select primary category to be included in the canonical URL tag.
  - **Override Canonical URL –** Enter text here to be used as canonical tag URL.
  - **Robot Settings –** Select the robot settings from dropdown.

Search Engine Optimization

URL Key
[store view]

joust-duffle-bag

☑ Create Permanent Redirect for old URL

Meta Title
[store view]

Meta Keywords
[store view]

Meta Description
[store view]

Maximum 255 chars. Meta Description should optimally be between 150-160 characters

Primary Category
[store view]

Root Catalog -> Default Category -> Gear -> Bags ▼

Override Canonical URL
[store view]

Robots Settings
[store view]

Please select ▼

15

- **Category Setup for Canonical URL**

  Go to **Admin > Catalog > Category > select category (for which you want to set canonical URL) > Search Engine Optimization Tab**

  - **Canonical URL –** Select primary category to be included in canonical URL tag.
  - **Override Canonical Tag –** Enter text here to be used as canonical tag URL.
  - **Robot Settings –** Select the robot settings from dropdown.

Search Engine Optimization

URL Key	default-category
	☐ Create Permanent Redirect for old URL
Meta Title	
Meta Keywords	
Meta Description	
Canonical URL	Root Catalog -> Default Category -> Collections ▾
Override Canonical URL	
Robots Settings	Please select ▾

- **CMS Setup for Canonical URL**

  Go to **Admin > Content > Pages > Choose page (for which you want to set canonical URL) > Search Engine Optimization Tab**

  - **Override Canonical URL –** Enter text here to be used as canonical tag URL.
  - **Robot Settings –** Select the robot settings from dropdown.

Search Engine Optimization

URL Key	about-us
Meta Title	
Meta Keywords	
Meta Description	
Override Canonical URL	test
Robots Settings	Please select ▼

8. Front-end Site View

- **Canonical Tag on the Category Page -** You can enable canonical tag on the category page from **Admin > Stores > Configuration > Scommerce Configuration > Canonical Tags > Category Canonical Enable - Select "Yes".**

```
uk/pub/static/version1581365868/frontend/Magento/luma/en_US/css/styles-1.min.css" />
11365868/frontend/Magento/luma/en_US/css/print.min.css" />
'Magento/luma/en_US/Magento_Theme/favicon.ico" />
'frontend/Magento/luma/en_US/Magento_Theme/favicon.ico" />

'>    <link rel="canonical" href="http://demo2.scommerce-mage.co.uk/men.html?product_list_limit=all"/> <!--
'tr?id=1234567&ev=PageView&noscript=1" /></noscript><!-- End Facebook Remarketing Code -->      <link
'en_gb" href="http://demo2.scommerce-mage.co.uk/men.html" /> <link rel="alternate" hreflang="en_jp"
erce-mage.co.uk/men.html" /> <link rel="alternate" hreflang="en_af" href="http://demo2.scommerce-
 </head><body data-container="body" data-mage-init='{"loaderAjax": {}, "loader": { "icon":
```

- **Canonical Tag on the Product Page -** To add canonical tag on the product page, go to **Admin > Stores > Configuration > Scommerce Configuration > Canonical Tags > Product Canonical Enable - Select "Yes".**

```
'/pub/static/version1581365868/frontend/Magento/luma/en_US/css/styles-1.min.css" />
65868/frontend/Magento/luma/en_US/css/print.min.css" />
gento/luma/en_US/Magento_Theme/favicon.ico" />
rontend/Magento/luma/en_US/Magento_Theme/favicon.ico" />

    <link rel="canonical" href="http://demo2.scommerce-mage.co.uk/men/tops-men/tanks-men/cassius-sparring-tank.html"/>
67&ev=PageView&noscript=1" /></noscript><!-- End Facebook Remarketing Code -->       <link rel="alternate" hreflang
e.co.uk/cassius-sparring-tank.html" /> <link rel="alternate" hreflang="en_jp" href="http://demo2.scommerce-mage.co.uk/
l" /> <link rel="alternate" hreflang="en_af" href="http://demo2.scommerce-mage.co.uk/cassius-sparring-tank.html" /> <l:
tent="product" /><meta property="og:title" content="Cassius&#x20;Sparring&#x20;Tank" /><meta property="og:image"
```

- **Canonical Tag on the CMS Page -** You can add canonical tag on the CMS page from **Admin > Stores > Configuration > Scommerce Configuration > Canonical Tags > CMS Canonical Enable - Select "Yes".**

```
pub/static/version1581365868/frontend/Magento/luma/en_US/css/styles-1.min.css" />
5868/frontend/Magento/luma/en_US/css/print.min.css" />
ento/luma/en_US/Magento_Theme/favicon.ico" />
ntend/Magento/luma/en_US/Magento_Theme/favicon.ico" />

    <link rel="canonical" href="http://demo2.scommerce-mage.co.uk/test"/> <!-- Faceboo
d Facebook Remarketing Code -->        <link rel="alternate" hreflang="x-default"
n_jp" href="http://demo2.scommerce-mage.co.uk/about-us" /> <link rel="alternate" hre
nk rel="alternate" hreflang="en_tc" href="http://demo2.scommerce-mage.co.uk/about-us
```

9. Configuration Settings for Rich Snippets

Go to **Admin > Stores > Configuration > Scommerce Configuration > Rich Snippet**

- **General Settings**

  - **Enable -** Select "Yes" or "No" to enable or disable the module.
  - **Description –** Select description/short description from the drop down.
  - **Price –** Select Price from the drop down. In case price is listed with tax and without tax select which price should be used.
  - **Brand –** Select brand from the drop down.
  - **Global Product Identifier –** Select product identifier from the drop-down list.
  - **Global Identifier Type –** Select product identifier type from the drop-down list. It could be one of the following: gtin8, gtin13, gtin14, mpn.

- **Rich Snippets General Settings**

  - **Enable -** Select "Yes" or "No" to enable or disable the module.
  - **Description –** Select description/short description from the drop-down.
  - **Price –** Select price from the drop down. In case price is listed with tax and without tax select which price should be used.
  - **Wrap with div –** Select "Yes/No". It helps prevent conflicts with SEO extensions.
  - **Use JSON-LD –** Select "Yes/No" use JSON-LD format for product snippet.

Rich Snippets General Settings

Enable [store view]

Yes

NOTE: Based on your template you might already have Rich Snippets enabled on your page

Select "Yes" to enable the Rich Snippets

Description [store view]

Long Description

Please select the description

Price [store view]

Incl. Tax

In case price is listed with Tax and without Tax select which price should be used.

Please select the price

Wrap with div [store view]

Yes

Helps prevent conflicts with SEO extensions

Select "Yes" to enable wrap with div

Use JSON-LD [store view]

Yes

Use JSON-LD format for product snippet

Select "Yes" to use JSON-LD

- **Twitter Card Settings**

  - **Enable -** Select "Yes" or "No" to enable or disable the module.
  - **Card Type –** Select the card type.
  - **Description -** Select description/short description from the drop down.
  - **Price –** Select price from the drop down. In case price is listed with tax and without tax select which price should be used.
  - **Twitter Site –** Set Twitter site name (@ username for the website used in the card footer)
  - **Twitter Creator –** Set Twitter creator name (@username for the content creator / author)

Twitter Card Settings

Enable [store view]	Yes ▼	Select "Yes" to enable the Twitter Card
Card Type [store view]	Product (Deprecated) ▼	Please select the card type
Description [store view]	Short Description ▼	Please select the description
Price [store view]	Incl. Tax ▼	Please select the price

In case price is listed with Tax and without Tax select which price should be used.

Twitter Site [store view]		Please add the twitter site
Twitter Creator [store view]		Please add the twitter creator

- **Facebook Open Graph Settings**

  - **Enable –** Set "Yes" to enable.
  - **Description –** Select description/short description from the drop down.
  - **Price –** Select price from the drop down. In case price is listed with tax and without tax select which price should be used.
  - **Site Name –** Set Facebook site name.
  - **App ID –** Set Facebook App ID.

Facebook Open Graph Settings

Enable [store view]: Yes

Description [store view]: Short Description

Price [store view]: Incl. Tax

In case price is listed with Tax and without Tax select which price should be used.

Site Name [store view]:

App Id [store view]:

fb:app_id

- **Pinterest Rich Pins Settings**

  - **Enable –** Set "Yes" to enable Pinterest Rich Pins . It uses same tags as Facebook open graph, make sure Facebook Open graph is enabled as well.

Pinterest Rich Pins Settings

Enable [store view]: Yes

It uses same tags as Facebook Open graph, make sure Facebook Open Graph is enabled as well

10. Structured Data / Markup Code of Front-end Page(s) in Structured Data Testing Tool

- **Home Page Markup Code -** You can add structured data/markup code on home page from, **Admin > Stores > Configuration > Scommerce Configuration > Rich Snippet > Enable -** Select **"Yes"**. To test structured data, go to **Structured Data Testing Tool > Provide Home Page URL >** Click **"Run Test"** button.

- **Category Page Markup Code -** You can add markup code, breadcrumbs on category page from, **Admin > Stores > Configuration > Scommerce Configuration > Rich Snippet > Enable -** Select **"Yes"**.

BreadcrumbList		All (1) ▼

BreadcrumbList	0 ERRORS 0 WARNINGS ^
@type	BreadcrumbList
itemListElement	
@type	ListItem
position	1
item	
@type	Thing
@id	http://test.co.uk/
name	Home
itemListElement	
@type	ListItem
position	2
item	
@type	Thing
@id	http://test.co.uk/gear.html

- **Product Page Markup Code** - To add structured data markup code on product page, set "Enable" to "Yes" from, **Admin > Stores > Configuration > Scommerce Configuration > Rich Snippet**.

review		
	@type	Review
	datePublished	2017-03-24T00:54:24
	description	Rides up a bit during workouts but otherwise it's pretty comfy! I like the hood.
	name	Rides up during workouts
	author	
	@type	Thing
	name	Gala
	reviewRating	
	@type	Rating
	bestRating	5
	ratingValue	3
	worstRating	1
review		
	@type	Review
	datePublished	2017-03-24T00:54:25
	description	Great for cooler runs.
	name	Great for cooler runs.
	author	

- **Twitter, Facebook Open Graph Social Sharing Code**

  o **Twitter Card -** You can enable Twitter Card from, **Admin > Stores > Configuration > Scommerce Configuration > Rich Snippet >Twitter Card Settings > Enable - "Yes"**.

```
<!-- twitter product cards-->
<meta name="twitter:card" content="product" />
<meta name="twitter:domain" content="http:// test.co.uk/    />
<meta name="twitter:site" content="" />
<meta name="twitter:creator" content="" />
<meta name="twitter:title" content="Chaz Kangeroo Hoodie" />
<meta name="twitter:description" content="Ideal for cold-weather training or work outdoors, the Chaz
wind as ribbed cuffs and bottom band seal in body heat.
&bull; Two-tone gray heather hoodie.&bull; Drawstring-adjustable hoo . &bull; Machine wash/dry." />
<meta name="twitter:image" content="http:// test.co.uk/pub/media/catalog /product
<meta name="twitter:data1" content="GBP52.00" />
<meta name="twitter:label1" content="PRICE" />
<meta name="twitter:data2" content="US" />
<meta name="twitter:label2" content="LOCATION" />
<!-- twitter product cards-->
```

○ **Facebook Open Graph -** Enable Facebook Open Graph from, **Admin > Stores > Configuration > Scommerce Configuration > Rich Snippet >Twitter Card Settings > Enable - "Yes"**.

```
<!-- facebook open graph -->
<meta property="fb:app_id" content="183665152363045" />
<meta property="og:site_name" content=" http://test.co.uk " />
<meta property="og:type" content="og:product" />
<meta property="og:title" content="Chaz Kangeroo Hoodie" />
<meta property="og:image" content="http:// test.co.uk/pub/media/catalog/ product
<meta property="og:description" content="Ideal for cold-weather training or work outdoors, the Cha
wind as ribbed cuffs and bottom band seal in body heat.
&bull; Two-tone gray heather hoodie.&bull; Drawstring-adjustable hood. &bull; Machine wash/dry." /
<meta property="og:url" content="http:// test.co.uk/chaz-kangeroo-hoodie. html " /
<meta property="product:price:amount" content="52.00" />
<meta property="product:price:currency" content="GBP" />
<meta property="product:availability" content="instock" />
```

- **Increased and Optimized Page Ranking in Search Results -** In the below image you can see the increased and optimized page ranking in search results.

Magento Google Tag Manager (GTM) Enhanced Ecommerce Tracking ✅
https://www.scommerce-mage.com › Magento Extensions
▾
★★★★★ Rating: 97% - 13 reviews - £84.99
This Magento extension allows you to install Google Tag Manager on your Magento store which will
help you integrate Enhanced Ecommerce, Google Dynamic Remarketing, Facebook Pixel,
Facebook Conversion and many more tracking with GTM. ... Google Universal Analytics Tracking.

Magento 2 Google Tag Manager Pro Enhanced Ecommerce Tracking ✅
https://www.scommerce-mage.com › Magento 2 Extensions   ▾
★★★★★ Rating: 96% - 12 reviews - £104.99
Google Tag Manager is a tag management system that allows you to quickly and easily update
tags and code snippets on your website. With the help of our extension, you can add Enhanced
E-commerce, Google Remarketing, Facebook Pixel, Facebook Conversion, and many more tracking
effortlessly.

11. Configuration Settings for Hreflang

Go to **Admin > Stores > Configuration > Scommerce Configuration > Hreflang**

- **General Settings**

  - **Enable -** Select "Yes" or "No" to enable or disable the module.
  - **Href UrLS Scope –** Select options from the list.
    - Website Hreflang URLs: It will work within one website.
    - Global Hreflang URLs: This will work across multiple websites.
  - **X-Default –** Select default store view.
  - **Enable Hreflang Tags for Categories –** Select "Yes/No". If set to "Yes" then it will enable Hreflang Tags for the categories.
  - **Enable Hreflang Tags for Products –** Select "Yes/No". If set to "Yes" then it will enable Hreflang Tags for the products.
  - **Enable Hreflang Tags for CMS Pages –** Select "Yes/No". If set to "Yes" then it will enable Hreflang Tags for the CMS Pages.

General Settings

Enable [store view]	Yes ▼	Select "Yes" to enable the module
	This setting will be used to enable or disable module.	
Hreflang Urls Scope [global]	Global ▼	Please select the Hreflang URLs scope
	This will have two options for Hreflang Urls Scope i.e. Website and Global. 1) **Website** Hreflang Urls will work within one website. 2) **Global** Hreflang Urls will work across multiple websites.	
X-Default [global]	Japan | Main Website ▼	Please select the X-Default
Enable Hreflang Tags For Categories [store view]	Yes ▼	Select "Yes" for enable Hreflang Tags Categories
Enable Hreflang Tags For Products [store view]	Yes ▼	Select "Yes" for enable Hreflang Tags Products
Enable Hreflang Tags For CMS Pages [store view]	Yes ▼	Select "Yes" for enable Hreflang tags CMS pages

- **Language and Country Settings**

  - **Select Language –** Select Local or Custom languages from the drop down list.
  - **Add Country –** Select "Yes/No". If set to "Yes" then only the "Select Country" option will be visible.
  - **Select Country –** Select country from the drop-down list.

Language and Country Settings

Select Language [store view]	English (en)	▼	→	Please select the language
Add Country [store view]	Yes	▼	→	Select "Yes" to enable the add country
Select Country [store view]	United Kingdom (GB)	▼	→	Please select the country

12. Front-end Site view

- **Hreflang Tag on the Home Page -** You can enable hreflang on the home page by selecting "Yes" for " Hreflang Tags For CMS Pages " from **Admin > Stores > Configuration > Scommerce Configuration > Hreflang > General Settings > Enable - Select "Yes " > Enable Hreflang Tags For CMS Pages**.

```
<link rel="alternate" hreflang="en_gb" href="http://demo2.scommerce-mage.co.uk/" />
<link rel="alternate" hreflang="en_jp" href="http://demo2.scommerce-mage.co.uk/" />
<link rel="alternate" hreflang="en_de" href="http://demo2.scommerce-mage.co.uk/" />
<link rel="alternate" hreflang="en_af" href="http://demo2.scommerce-mage.co.uk/" />
</head>
container="body" data-mage-init='{"loaderAjax": {}, "loader": { "icon": "http://demo2.scommerce-
static/version1561649812/frontend/Magento/luma/en US/images/loader-2.gif"}}' class="cms-home cms-index-ir
```

- **Hreflang Tag on the Category Page -** To enable hreflang on the category page, go to **Admin > Stores > Configuration > Scommerce Configuration > Hreflang > General Settings > Enable - Select "Yes " > Enable Hreflang Tags For Categories - "Yes"**.

```
<link  rel="stylesheet" type="text/css"  media="print" href="http://demo2.scommerce-mage.co.uk/pub/static/version15616498
<link  rel="icon" type="image/x-icon" href="http://demo2.scommerce-mage.co.uk/pub/static/version1561649812/frontend/Magen
<link  rel="shortcut icon" type="image/x-icon" href="http://demo2.scommerce-mage.co.uk/pub/static/version1561649812/front
<script  type="text/javascript"  src="http://demo2.scommerce-mage.co.uk/pub/static/version1561649812/frontend/Magento/lum
<script  type="text/javascript"  src="http://demo2.scommerce-mage.co.uk/pub/static/version1561649812/frontend/Magento/lum
<script  type="text/javascript"  src="http://demo2.scommerce-mage.co.uk/pub/static/version1561649812/frontend/Magento/lum
<script  type="text/javascript"  src="http://demo2.scommerce-mage.co.uk/pub/static/version1561649812/frontend/Magento/lum
<link  rel="stylesheet" type="text/css"  media="all" href="http://demo2.scommerce-mage.co.uk/pub/media/styles.css" />
        <link rel="alternate" hreflang="x-default" href="http://demo2.scommerce-mage.co.uk/" />

                <link rel="alternate" hreflang="en_gb" href="http://demo2.scommerce-mage.co.uk/women.html" />
                <link rel="alternate" hreflang="en_jp" href="http://demo2.scommerce-mage.co.uk/women.html" />
                <link rel="alternate" hreflang="en_de" href="http://demo2.scommerce-mage.co.uk/women.html" />
```

- **Hreflang Tag on the Product Page -** You can enable hreflang on the product page by selecting "Yes" for " Hreflang Tags For Products " from **Admin > Stores > Configuration > Scommerce Configuration > Hreflang > General Settings > Enable - Select "Yes " > Enable Hreflang Tags For Products**.

```
<script type="text/javascript"  src="http://demo2.scommerce-mage.co.uk/pub/static/version1561649812/frontend/Magento/luma/en_US/requirejs
<script type="text/javascript"  src="http://demo2.scommerce-mage.co.uk/pub/static/version1561649812/frontend/Magento/luma/en_US/mage/requ
<script type="text/javascript"  src="http://demo2.scommerce-mage.co.uk/pub/static/version1561649812/frontend/Magento/luma/en_US/requirejs
<script type="text/javascript"  src="http://demo2.scommerce-mage.co.uk/pub/static/version1561649812/frontend/Magento/luma/en_US/mage/poly
<link rel="stylesheet" type="text/css"  media="all" href="http://demo2.scommerce-mage.co.uk/pub/media/styles.css" />
        <link rel="alternate" hreflang="x-default" href="http://demo2.scommerce-mage.co.uk/" />


            <link rel="alternate" hreflang="en_gb" href="http://demo2.scommerce-mage.co.uk/proteus-fitness-jackshirt.html" />
            <link rel="alternate" hreflang="en_jp" href="http://demo2.scommerce-mage.co.uk/proteus-fitness-jackshirt.html" />
            <link rel="alternate" hreflang="en_de" href="http://demo2.scommerce-mage.co.uk/proteus-fitness-jackshirt.html" />
```

- **Hreflang Tag on the CMS Page -** Enable hreflang on the CMS Pages From **Admin > Stores > Configuration > Scommerce Configuration > Hreflang > General Settings > Enable - Select "Yes " > Enable Hreflang Tags For CMS Pages - "Yes"**.

```
<link rel="alternate" hreflang="x-default" href="http://demo2.scommerce-mage.co.uk/" />


    <link rel="alternate" hreflang="en_gb" href="http://demo2.scommerce-mage.co.uk/about-us" />
    <link rel="alternate" hreflang="en_jp" href="http://demo2.scommerce-mage.co.uk/about-us" />
    <link rel="alternate" hreflang="en_de" href="http://demo2.scommerce-mage.co.uk/about-us" />
```

13. Configuration Settings for Cross Linking

Go to **Admin > Stores > Configuration > Scommerce Configuration > Cross Linking**

- **Enabled –** Select "Yes" or "No" to enable or disable the module.
- **Product Page Replacement Limit –** Please define the replacement limit per product page. It determines how many keywords will be replaced on the given page.
- **Category Page Replacement Limit –** Please define the replacement limit per category page. It determines how many keywords will be replaced on the given page.
- **CMS Page Replacement Limit –** Please define the CMS page replacement limit. It determines how many keywords will be replaced on the given page.
- **Product Attributes for Replacement –** Please select the product attributes where text will be replaced with link on product pages.
- **Category Attribute for Replacement –** Please select the category attributes where text will be replaced with link on category page.

General Settings

| Enable [store view] | Yes ▼ | ← Select "Yes" to enable the module |

This setting will be used to enable or disable module.

| Product Page Replacement Limit [global] | 2 | ← Please define the product page replacement limit |

This setting will limit the number of links per product page.

| Category Page Replacement Limit [global] | 1 | ← Please define the category page replacement limit |

This setting will limit the number of links per category page.

| CMS Page Replacement Limit [global] | 1 | ← Please define the CMS page replacement limit |

This setting will limit the number of links per cms page.

Product Attributes For Replacement [global]

description
short_description

← Please select the Product attributes for replacement

This setting will show product attributes where text will be replaced with link on product pages.

Category Attributes For Replacement [global]

description

← Please select the Category attributes for replacement

This setting will show category attributes where text will be replaced with link on category page.

- **Cross Links Grid -** You can manage and create new cross links from **Admin > Marketing > SEO Cross Linking > Cross Links**. This grid will have ID, Title, Status, Store View, Target, Replacement Limit, Priority, Nofollow, Action.

Add New Link

Filters | Export ▾ | Default View ▾ | Columns ▾

3 records found

20 ▾ per page | < | 1 | of 1 | >

	ID	Title	Status	Store View	Target	Replacement Limit	Priority	Nofollow	Action
☐	2	erwer	Yes	All Store Views	Self	1	1	No	Select ▾
☐	3	Short	Yes	All Store Views	Self	2	1	No	Select ▾
☐	4	new test	No	All Store Views	Self	1	1	No	Select ▾

- **Add New Cross Link -** To add new cross link, go to **Admin > Marketing > SEO Cross Linking > Cross Links >** Click on "**Add New Link**" button. It redirects on "Add New Cross Link" page and by providing all the general information you can create a new cross link.

  This will have following general information:-

  - **Active** - Dropdown with 'YES' or 'NO' options
  - **Link Title** - Title of the link
  - **Link Target** - Dropdown with options self or blank
  - **Keywords** - Keywords can be entered with line breaks and wildcard % anywhere with the keyword for example %phone% (iPhone7)
  - **Store View** - Multi-select with options All Store Views, Default Store View
  - **Reference** - Dropdown with options, Product ID, Category ID or Custom Url
  - **Reference Resource** - This will show either category tree or product grid with filters or css grid with filters to choose category or product ID

33

- **Priority** - Priority to be given to the link which has highest priority first in case the replacement is lower number
- **Replacement limit** - Limit the number of links per page
- **No Follow** - This will add follow or nofollow with the link on frontend

Add New Cross Link

← Back   **Save**

General Information

| Active | No |

| Link Title * | |
Title of the cross link.

| Link Target | Self ▼ |
This setting uses for open link in new window or same window.

| Keywords * | |

Store View *	All Store Views
	Main Website
	Main Website Store
	Default Store View
Select store view.

| Reference | Category Id ▼ |

| Select Category * | Select... ▼ |

| Priority * | |
Priority to be given to the link which has highest priority first in case the replacement is lower number.

| Replacement Limit * | |
Limit the number of links per page.

| No Follow | No ▼ |
This will add follow or nofollow with the link on frontend.

- **Build External Link to Any Website -** You can set external link to any website from **Admin > Marketing > SEO Cross Linking > Cross Links >Reference - Custom Url > Custom Url -** Provide External Link.

- **Alert Message for Inactive Product / Category -** It shows an alert / warning message when you disable the category or product from **Admin > Catalog > Category / Product > Select Category / Product > Disable > Save.**

Joust Duffle Bag

| Store View: | All Store Views ▼ | ❓ | | ← Back |

⚠ This product is linked to SEO cross linking and disabling it might have impact on your site page ranking.

✔ You saved the product.

Enable Product [website] ⬤ No

Attribute Set Bag ▼

Product Name * [store view] Joust Duffle Bag

SKU * [global] 24-MB01

Price * [global] $ 45.00

Advanced Pricing

- **Alert Message for Inactive Category**

Training (ID: 9)

| Store View: | All Store Views ▼ | ❓ |

⚠ This category is linked to SEO cross linking and disabling it might have impact on your site page ranking

✔ You saved the category.

Add Root Category

Add Subcategory

Collapse All | Expand All
- Default Category (2546)
  - What's New (0)
  - Women (0)
  - Men (5)
  - Gear (63)
  - Collections (19)
  - Training (6)

Enable Category ⬤ No

Include in Menu ⬤ Yes

Category Name Training

Exclude from Sitemap ⬤ No

14. Front-end Site view

- **Cross Link on Category Page -** You can define the replacement limit for category page from **Admin > Stores > Configuration > Scommerce Configuration > Cross Linking > Category Page Replacement Limit - 1**. It determines how many keywords will be replaced on the given page and to define

cross link, go to **Admin > Marketing > SEO Cross Linking > Cross Links > Select Link > Replacement Limit -1.**
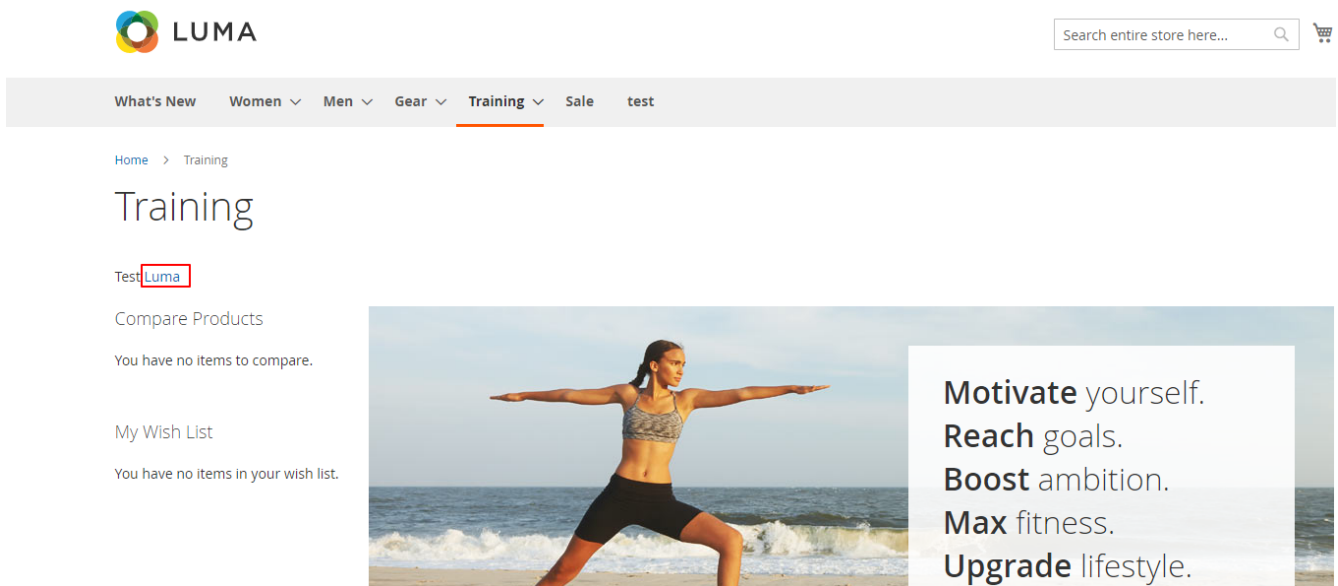
- **Category Page Cross Link Redirecting on External Link -** Click on the cross link "Luma" will redirect to external link.
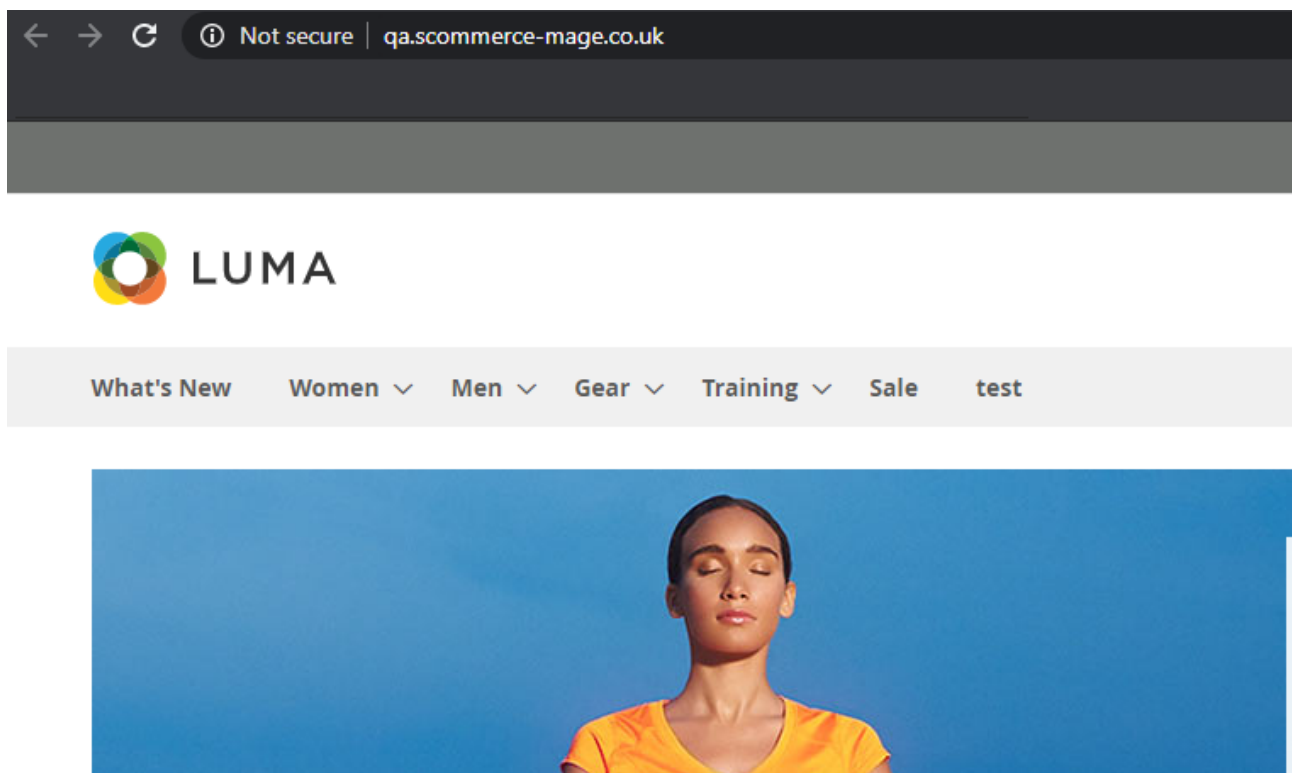
- **Cross Link on Product Page -** You can define replacement limit for cross link from **Admin > Marketing > SEO Cross Linking > Cross Links > Select Link > Replacement Limit - 2.** Individual Cross link limit determines how many times the link will be replaced on the given page.
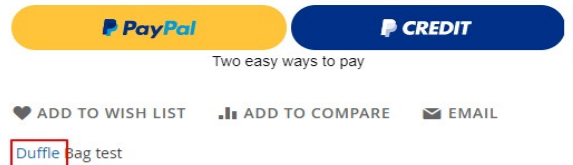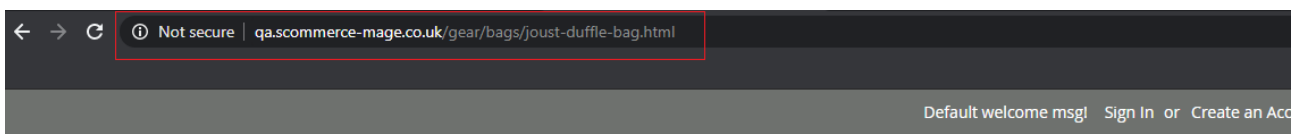

- **Product Page Cross Link Redirecting on Internal Link** - Click on the cross link "Duffle" will redirect to defined internal link.

- **Cross Link on CMS Page -** You can set replacement limit for cross link from **Admin > Marketing > SEO Cross Linking > Cross Links > Select Link > Replacement Limit - 1.** Individual Cross link limit determines how many times the link will be replaced on the given page.

Home > About us

About us

With more than 230 stores spanning 43 states and growing, Luma is a nationally recognized active wear manufacturer and retailer. We're passionate about active lifestyles – and it goes way beyond apparel.

At Luma, wellness is a way of life. We don't believe age, gender or past actions define you, only your ambition and desire for wholeness... today.

We differentiate ourselves through a combination of unique designs and styles merged with unequaled standards of quality and authenticity. Our founders have deep roots in yoga and health communities and our selections serve amateur practitioners and professional athletes alike. Luma

Please contact core@scommerce-mage.com for any queries.