

amasty

SEO Toolkit

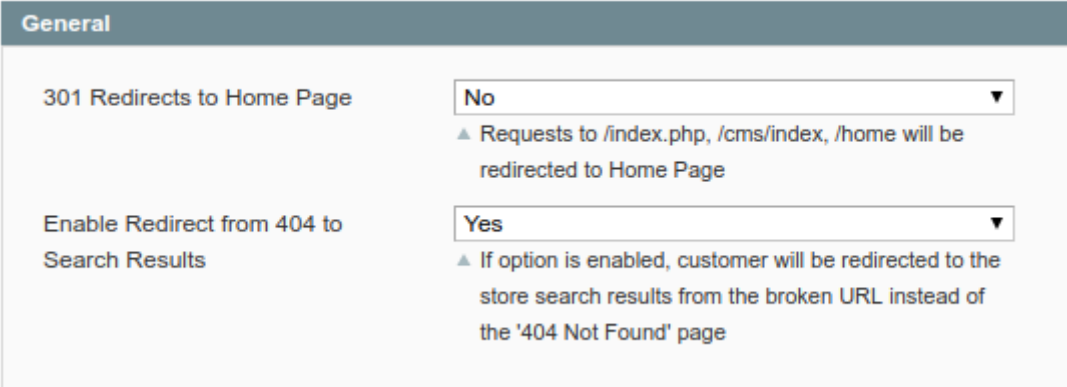
With the extension, you can bring your Magento store *SEO* to a new level. Use an extended selection of *SEO* tools and upgrade your online store according to the latest search engines requirements.

SEO Toolkit Settings

To configure the extension, go to **Admin Panel → System → Configuration → SEO Toolkit**

301 Redirects to Home Page - Enable the option to remove duplicate content.

Enable Redirect from 404 to Search Results - The feature redirects customers to a search result page instead of 404 page not found. For instance, when customers navigate to *exmaple.com/shorts* page, which does not exist (404 not found), the extension redirects them to a page with *shorts* search results.



General	
301 Redirects to Home Page	No ▲ Requests to /index.php, /cms/index, /home will be redirected to Home Page
Enable Redirect from 404 to Search Results	Yes ▲ If option is enabled, customer will be redirected to the store search results from the broken URL instead of the '404 Not Found' page

Add Link Rel="next/prev" - To improve indexing, links that are components to the series will be grouped. Users will receive the most relevant URL's (the first page of the series: e.g. *example.com/extensions.html* instead of *example.com/extensions.html?p=1*).

For more details check [Googleblog](#).

Add Page Number to Meta Description - Improve SEO by adding page numbers to meta descriptions.

Add Page Number to Meta Title - Improve SEO by adding page numbers to meta titles.

Pagination Settings		
Add Link Rel="next/prev"	<input type="text" value="No"/>	[STORE VIEW]
	▲ Use the rel=next/prev tag to point Google where the next or the previous pages are. Click here to read more.	
Add Page Number to Meta Title	<input type="text" value="No"/>	[STORE VIEW]
	▲ Adds the Page Number at the end of the Meta Title, e.g. 'Apparel Page 5'	
Add Page Number to Meta Description	<input type="text" value="No"/>	[STORE VIEW]
	▲ Adds the Page Number at the end of the Meta Title, e.g. 'Apparel Description Page 5'	

Hreflang URLs Scope - Specify whether alternative links should be found within only one website (*Website*) or between several ones (*Global*).

For more details about *hreflang*, see [Google Webmasters](#) article

Language Code - Specify the language of the audience you want your content introduce to. The option *From Current Store Locale* is available.

Country Code - Specify the region you want your content introduce to (optional). The options *From Current Store Default Country* and *Don't add* are available.

Language is required and should be specified first, *region* is optional: for instance, *fr-gb* means French content for British visitors.

X-default - Specify which store in the XML sitemap will be tagged as a default.

Multi-Stores CMS Pages Relation - The option allows to look for alternative links within various websites with different language and region codes.

- By ID - Relates the pages (from different stores) that have the same ID's;
- Hreflang UUID - Relates the pages (from different stores) that have the same UUID's;
- Hreflang URL Key - Relates the pages (from different stores) that have the same URL Keys;

Hreflang URLs

Hreflang URLs Scope:
▲ Choose **Website** to work within one website only or **Global** to work between the websites

Language Code:

Country Code:

X-default:
▲ If **Hreflang Scope** is **Global**, values from website scope for this setting will be ignored

Multi-Stores CMS Pages Relation:
▲ Choose the way how to identify the same CMS page for different views. By Hreflang UUID option is to be specified for each CMS page manually

There is also a convenient preview box for the *hreflang* settings.

▼ **Preview** [STORE VIEW]

Store	Hreflang Value		
	Product	Category	CMS Page
Main Website			
English	en-US	en-US	en-US
French	fr-US	fr-US	fr-US
German	de-US	de-US	de-US

*Hreflang Tags are added individually to each rule of the SEO XML Google Sitemap extension

Legend:
Enabled in [SEO Meta Tags](#) extension
Disabled in [SEO Meta Tags](#) extension

To specify UUID for particular page, go to **Admin Panel** → **CMS** → **Pages** Select a page → go to **Meta Data** tab → **Hreflang UUID**

Page Information

Page Information
Content
Design
Meta Data

Edit Page 'Customer Service'

Back Reset Delete Page Save Page Save

Meta Data

Keywords	<input type="text"/>
Description	<input type="text"/>
Hreflang UUID	01a

SEO Layered Navigation Settings

To configure SEO-friendly Filter URLs, go to **Admin Panel → System → Configuration → SEO Layered Navigation**.

Query param for URLs with multiple attributes - Specify any parameter you need to tell Google to exclude pages with such a parameter from indexation.

Don't forget to specify the same parameter in **Google Webmaster Tool** Use the option, to tell Google to skip URL with 2+ values of the same attribute. Will add *param_name=true* to such URL's.

Replace special characters with, Separate attribute options with - Specify '-' or '_' to replace special characters for filter results page URLs.

If a customer selects 3 options for the attribute *color*, the URL will look like <http://example.com/red-green-blue.html>

SEO Layered Navigation

Save Config

General	
Enabled	Yes [WEBSITE]

URL	
Query param for URLs with multiple attributes	[STORE VIEW] <p>▲ Allows you to tell Google (in the webmaster panel) to skip URL with 2+ values of the same attribute. Will add param_name=true to such urls. Leave empty if you are not sure how to use it.</p>
Replace special characters with	_ [STORE VIEW]
Separate attribute options with	- [STORE VIEW] <p>▲ For example, if a customer selects 3 options for the attribute `color`, the URL will look like http://example.com/red-green-blue.html</p>

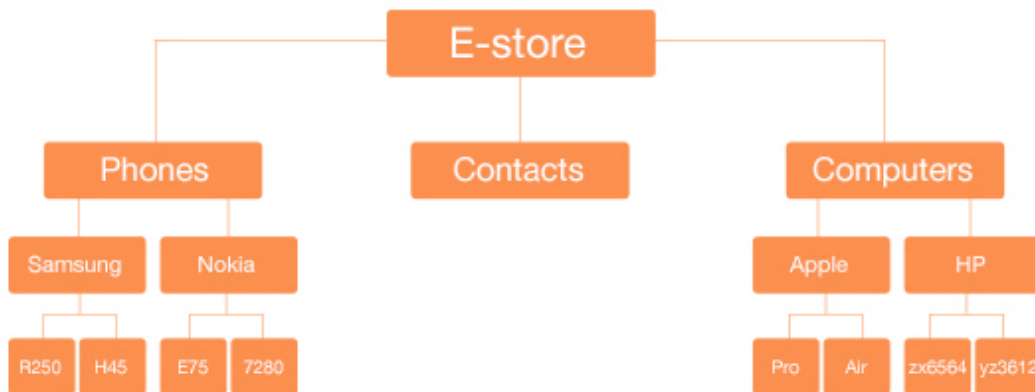
XML Google Sitemap

To configure the plugin, see [XML Google Sitemap](#) user guide.

```
← → ↻ http://example.com/media/sitemap.xml
▼<urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9"
  xmlns:image="http://www.google.com/schemas/sitemap-image/1.1">
▼<url>
  ▼<loc>
    http://example.com/electronics/computers/acer-ferrari-pc.html
  </loc>
  <priority>1.0</priority>
  <changefreq>weekly</changefreq>
  ▼<image:image>
    ▼<image:title>
      Enjoy your life with Acer Ferrari 3200 Notebook Computer PC !
    </image:title>
    ▼<image:loc>
      http://example.com/electronics/computers/acer-ferrari-pc.html
    </image:loc>
```

HTML Sitemap

To configure the plugin, see [HTML Sitemap](#) user guide.



Meta Tags Templates

To configure the plugin, see [Meta Tags Templates](#) user guide.

```

<title>Buy Black HTC Touch Diamond from HTC for $750.00 only at Main Website!</title>
<meta http-equiv="Content-Type" content="text/html; charset=utf-8" />
<meta name="description" content="Best HTC Touch Diamond for the least price only at Main Website!" />
  
```

Google Rich Snippets

To configure the plugin, see [Google Rich Snippets](#) user guide.

Before

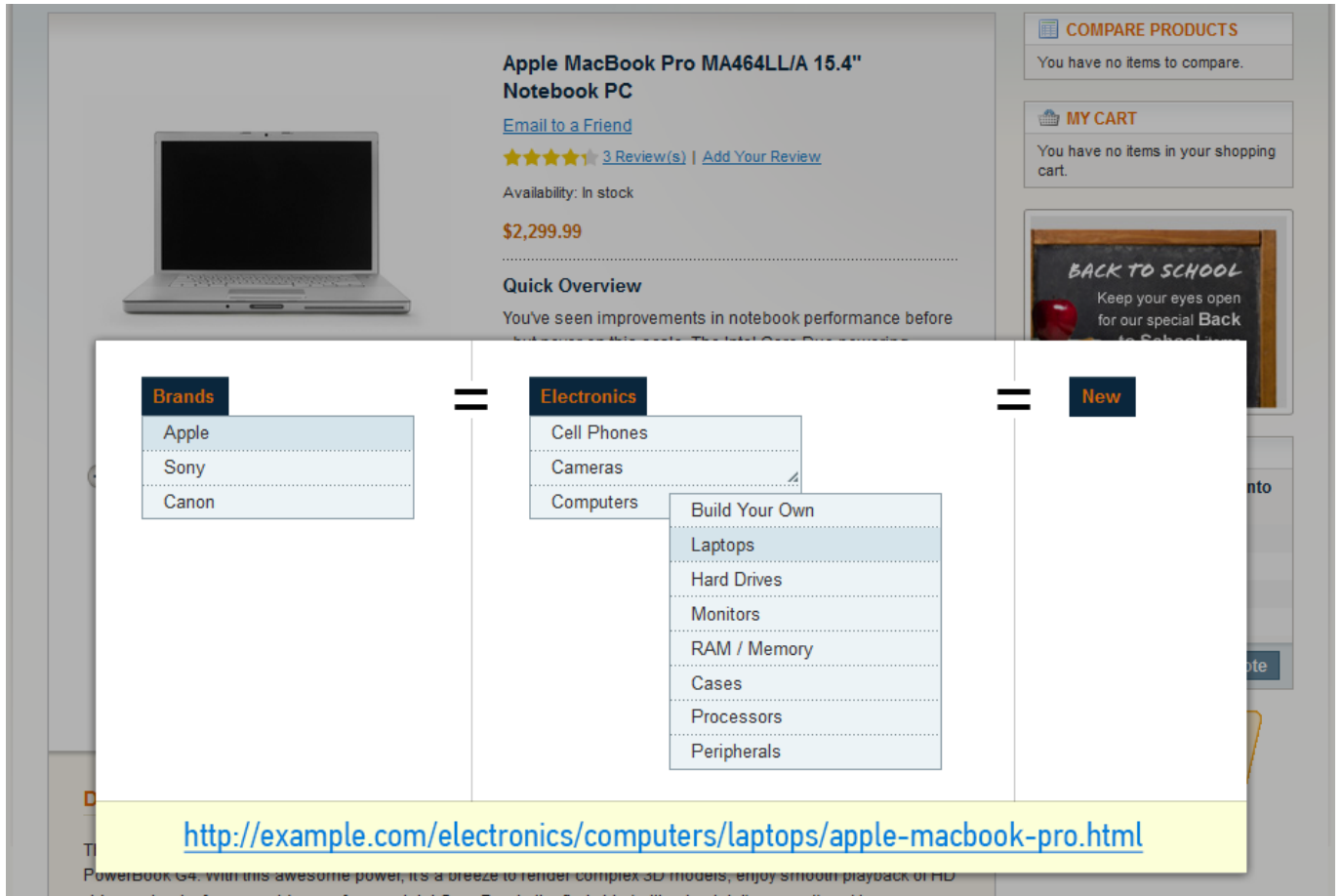
Example Domain
example.com/
The excerpt from the page will show up here.
The reason we can't show text from your webpage is because the text depends on the query the user types.

After

Magento Loyalty Program - rewards program extension by Amasty
amasty.com > Magento Extensions > Promotions
★★★★★ Rating: 5 - 4 reviews - \$129.00 - In stock
The excerpt from the page will show up here. The reason we can't show text from your webpage is because the text depends on the query the user types. by Amasty .

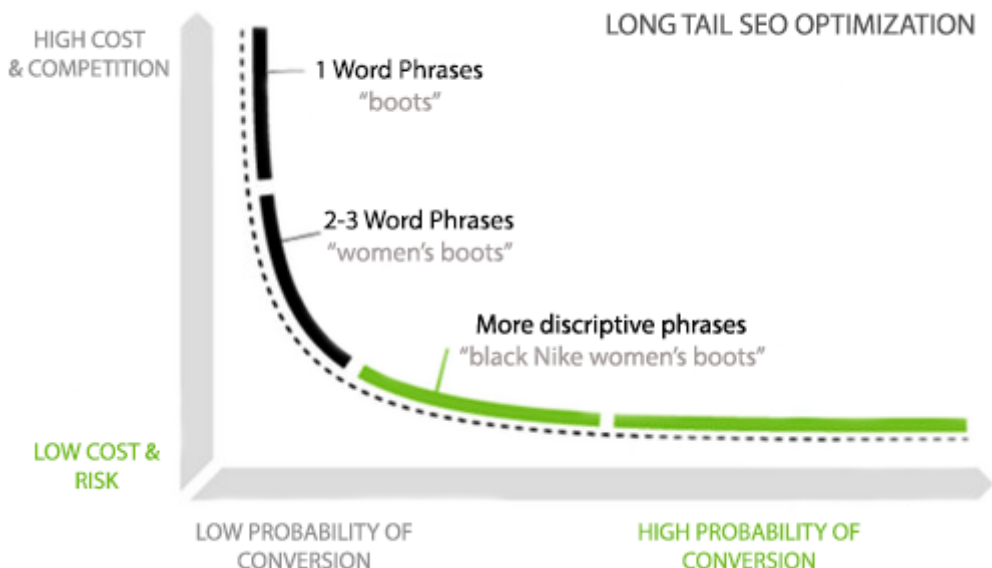
Unique Product URL

To configure the plugin, see [Unique Product URL](#) user guide.



Important Product Tags

To configure the plugin, see [Important Product Tags](#) user guide.



Product Reviews

To configure the plugin, see [Product Reviews](#) user guide.

example.com/laptops/reviews/the-fastest-notebook-ever

Review Details



Apple MacBook Pro MA464LL/A 15.4" Notebook PC

Product Review (submitted on August 26, 2007):

It's the most stunning idea, isn't it? This top of the line MacBook Pro is the fastest Mac Notebook ever, and probably one of the fastest Macs period.

When Steve Jobs announced the new Macs, with Intel Core Duo processors I was almost certain I wanted to buy one. Why? Macs are well known for ease of use and capabilities, but they have managed all that for years, with processors that are not always top-notch. That all changed in January 2006.

[« Back to Product Reviews](#)

NOINDEX

To prevent search engines (Google, Bing, Yahoo, etc.) from needlessly indexing Magento catalog

search results page(s) and advanced search results page(s) we added the code to `app/design/frontend/YOUR_PACKAGE/YOUR_THEME/layout/local.xml`.

- If this file does not yet exist in your custom theme you can create it and Magento will automatically include it.
 - If this file already exists in your custom theme then copy everything except the first line XML declaration and elements into your copy of `local.xml`.
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From:

<https://amasty.com/docs/> - **Amasty Extensions FAQ**

Permanent link:

https://amasty.com/docs/doku.php?id=magento_1:seo_toolkit

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