

**amasty**

For more details see how the [SEO Toolkit for Magento 2](#) extension works.

# Guide for SEO Toolkit for Magento 2

The extension is a collection of seven efficient SEO tools. It significantly simplifies the process of specifying the meta tags, short and full SEO descriptions, and rich snippets as well as making product URLs unique. Furthermore, you can quickly generate XML and HTML sitemaps for better interaction with Google and customers.

- Eliminate duplicate content with unique product URLs
- Highlight more information in search with rich snippets
- Mass-optimize pages meta values with SEO templates
- Connect all relevant pages with automatic cross-linking
- Enhance store indexation with HTML and XML sitemaps
- Avoid broken links with smart redirects
- Monitor any page SEO health in real-time
- Hyva-ready storefront

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The extension is compatible with **Hyvä Theme**. You can find the packages for installing in composer suggest. The compatibility is available as a part of an active product subscription or support subscription.

Note: To ensure the module functions correctly on Hyva and for correct breadcrumbs generation, please enable '*Hyva Themes > Catalog > Hyvä Client-Side Breadcrumbs Rendering > Enable on Product Detail Pages*' setting.

Amasty SEO Toolkit is read and write compatible with **GraphQL**. You can find the **amasty/module-seo-toolkit-lite-graphql** package for installing in composer suggest (Note: the compatibility is available as part of an active product subscription or Support Subscription).

In [SEO Toolkit FAQ](#) you can find answers to the most popular questions about the extension functionality.

## Pager Optimization for Magento 2

### General Settings

#### How to enable the extension?

When the SEO Toolkit module is installed, it is automatically enabled. All further settings are performed inside the appropriate extension sections.

To enable redirect option, go to **Stores→ Configuration→ SEO Base Settings**

**301 Redirects to Home Page** - Enable redirect option to avoid duplicating content and make store URLs SEO-friendly.

**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.

**Custom URL Key for Default Search Results Page** - set to *Yes* if you want to use the neat and easy-to-read URL to display in search results. URL will look *'search/yellow'* instead of *'catalogsearch/results/q=yellow'*

### General Settings

<b>301 Redirects to Home Page</b> <small>[store view]</small>	<input type="text" value="Yes"/>
	<small>Requests to /index.php, /cms/index, /home will be redirected to Home Page</small>
<b>Enable Redirect from 404 to Search Results</b> <small>[store view]</small>	<input type="text" value="Yes"/>
	<small>If option is enabled, customer will be redirected to the store search results of the broken URL text instead of the '404 Not Found' page</small>
<b>Custom URL Key for Default Search Results Page</b> <small>[store view]</small>	<input type="text" value="No"/>
	<small>URL will look 'search/yellow' instead of 'catalogsearch/results/q=yellow'.</small>

### Pagination Settings

**Add Link Rel="next/prev"** - This option is visible only if the **Use Canonical to 'View All' for Paginated Pages** is set to *'No'*. The feature provides precise pagination: the links are grouped with the sequences and not dispersed between pages. Customers receive the first page of the series: e.g. *example.com/extensions.html* instead of *example.com/extensions.html?p=1*). If you are interested in more details, see [Googleblog](#)

**Add Page Number to Meta Title/Description** - The feature adds page numbers to meta titles/descriptions to fasten the work of search crawlers and the index building process.

- Adds the Page Number at the end of the Meta Title, for instance, *Apparel | Page 5*
- Adds the Page Number at the end of the Meta Description, e.g. *Apparel Description | Page 5*

## Pagination Settings

### Use Canonical to 'View All' for Paginated Pages

[store view]

No

If enabled, the canonical for the first category's page will be its URL, while the rest paginated pages will have 'View all' page as canonical. If you are enabling this setting, please firstly make sure that 'View All' option is enabled under Stores-Catalog-Storefront-Allow All Products per Page.

### Add Link Rel="next/prev"

[store view]

Yes (Deprecated)

Google stopped treating rel=next/prev as an indexing signal, however it's not recommended to change anything if these links have already been implemented on your website.

### Add Page Number to Meta Title

[store view]

Yes

Adds the Page Number at the end of the Meta Title, e.g. 'Apparel | Page 5'; and 'Apparel | All' (for View All page).

### Add Page Number to Meta Description

[store view]

Yes

Adds the Page Number at the end of the Meta Description, e.g. 'Apparel Description | Page 5'

## SEO Toolbar

**Enable SEO Toolbar** - The feature helps quickly make the SEO analysis of any page.

**Show Only for IP** - Enable display the SEO statistics only for the page with the entered IP.

## SEO Toolbar

Enable Toolbar  [store view]

Show only for IP  [store view]

The SEO Toolbar provides the following page statistics on the front-end: robots meta header, canonical URL compliance, number of H1 tags, meta title and description, images alt tag, in-page links, iframes, microformats tags, schema.org tags, page content state and applied meta tags template.

### Seo Toolbar

#### Page Analysis

Robots Meta	INDEX,FOLLOW												
Canonical	✓ A canonical tag is set for this page												
Title	✓ 34 characters — optimal. Buy Joust Duffle Bag for only 34!												
Meta Description	✓ 37 characters — optimal. Buy Joust Duffle Bag of for only 34!												
Headings	✓ <table><tr><td>&lt;H1&gt;</td><td>&lt;H2&gt;</td><td>&lt;H3&gt;</td><td>&lt;H4&gt;</td><td>&lt;H5&gt;</td><td>&lt;H6&gt;</td></tr><tr><td>1</td><td>0</td><td>0</td><td>0</td><td>0</td><td>0</td></tr></table> Joust Duffle Bag at the lowest price in NY!	<H1>	<H2>	<H3>	<H4>	<H5>	<H6>	1	0	0	0	0	0
<H1>	<H2>	<H3>	<H4>	<H5>	<H6>								
1	0	0	0	0	0								
Images	! 2 image(s) without ALT tag <a href="https://mc.yandex.ru/watch/55411426">https://mc.yandex.ru/watch/55411426</a> <a href="https://seo-toolkit-m2.magento-demo.amasty.com/static/version1597321281/frontend/Magento/luma/en_US/images/logo.svg">https://seo-toolkit-m2.magento-demo.amasty.com/static/version1597321281/frontend/Magento/luma/en_US/images/logo.svg</a>												

In-Page Links	<ul style="list-style-type: none"><li>NoFollow Links 0</li><li>DoFollow Links 13</li><li>Internal Links 13</li><li>External Links 0</li></ul>
Schema.org Tags	Great. We have found several schema.org types
Iframes	No IFrames found on this page

#### Page Content

State	Product View Page
Applied Meta Tags Template	Template (Category) #2

**Add Advanced Reviews** - Install the Advanced Product Reviews for Magento 2 extension to get higher search ranking positions, engage customers, and build up trust in your business.

## Products' SEO

The extension also adds several extra configs for Products Search Engine Optimization. To access them, please go to **Catalog → Products → (any product name) → Edit → Search Engine Optimization tab in Products' configs.**

### Search Engine Optimization

<b>URL Key</b> <small>[store view]</small>	<input type="text" value="joust-duffle-bag"/>
	<input checked="" type="checkbox"/> Create Permanent Redirect for old URL
<b>Meta Title</b> <small>[store view]</small>	<input type="text" value="Joust Duffle Bag at the lowest price in NY!"/>
<b>Meta Keywords</b> <small>[store view]</small>	<input type="text" value="Bag, Joust Luma Bag, sport bag,"/>
<b>Meta Description</b> <small>[store view]</small>	<input type="text" value="Purchase the Joust Duffle Bag for only \$34! Enjoy the perfect combination of style and comfort. A great choice for one-day trips, climbs, runs, or bike rides."/>
	Maximum 255 chars. Meta Description should optimally be between 150-160 characters
<b>Canonical Link</b> <small>[store view]</small>	<input type="text" value="https://www.seo-toolkit-m2.magento-demo.amasty.com/joust-duffle-"/>
<b>Robots</b> <small>[store view]</small>	<div style="border: 1px solid #ccc; padding: 5px;"><div style="background-color: #f0f0f0; padding: 2px;">Default ▼</div><div style="background-color: #007bff; color: white; padding: 2px;">Default</div><div style="padding: 2px;">index,follow</div><div style="padding: 2px;">index,nofollow</div><div style="padding: 2px;">noindex,follow</div><div style="padding: 2px;">noindex,nofollow</div></div>

**URL Key, Meta Title, Meta Keywords, Meta Description** - the default Magento's SEO options.

**Canonical Link** - set the URL that will be used as a canonical link for a specific product.

**Robots** - choose the appropriate options on what directions will be given to Google crawlers via Robots file.

## CMS Pages SEO

With the extension, it is also possible to add **Canonical Links** and adjust **Robots** settings for CMS pages. To do this, please go to **Content → Pages → (choose any cms page) → Edit → Search Engine Optimization tab' configs**. These settings can be configured the same way, as it was described before in the 'Products' SEO' section.

### Search Engine Optimization

URL Key	<input type="text" value="about-us"/>
Meta Title	<input type="text" value="About Us Page"/>
Meta Keywords	<input type="text" value="company info, about us"/>
Meta Description	<input type="text" value="Here you can explore our company information and know more about our goals and plans."/>
Canonical Link	<input type="text" value="https://seo-toolkit-m2.magento-demo.amasty.com/about-us"/>
Robots	<input type="text" value="Default"/>
Amasty Xml Sitemap UUID for Hreflangs	<input type="text"/>

- Default
- Default
- index,follow
- index,nofollow
- noindex,follow
- noindex,nofollow

## Categories' SEO

With the extension, it is also possible to adjust **Robots** settings for categories. To do this, please go to **Catalog → Categories → (choose needed category) → Search Engine Optimization tab**. These settings can be configured the same way, as it was described before in the previous sections.



## Search Engine Optimization

<b>URL Key</b> <small>[store view]</small>	<input type="text" value="tops-women"/>
	<input checked="" type="checkbox"/> Create Permanent Redirect for old URL
<b>Meta Title</b> <small>[store view]</small>	<input type="text" value="Best tops for women"/>
<b>Meta Keywords</b> <small>[store view]</small>	<input type="text" value="tops, clothing"/>
<b>Meta Description</b> <small>[store view]</small>	<input type="text" value="In our store, you can find a variety of tops for women"/>
<b>Robots</b> <small>[store view]</small>	<input type="text" value="INDEX, FOLLOW"/>

## Redirects

Expanded redirect settings allow users to use third-party services like Tilda together with Magento. You can set up redirects from any domain or platform

The module allows you to configure custom redirects to meet your business demands. To do that, please go to **Marketing → Manage Redirects**. The Redirects functionality allows you to create various redirect types, use wildcards redirects, create redirects for 404 error pages, and assign redirects for various store views.

On the **Redirects** grid, you can see all redirects that are created for this store.

# Redirects

[Add New Redirect](#)

Filters Default View ▾ Columns ▾

Actions ▾ 2 records found 20 ▾ per page < 1 of 1 >

	ID	Status	Store Views	Request	Target	Redirect Type	Used for 404 Pages	Description	Action
<input type="checkbox"/>	1	Enabled	All Store Views	*	/	301 Moved Permanently	Yes	Redirect for all 404 pages	<a href="#">Select ▾</a>
<input type="checkbox"/>	2	Disabled	All Store Views	/index.php/catalogsearch/result?q=shorts	/lono-yoga-short.html	302 Found	No	Show certain product when looking for shorts	<a href="#">Select ▾</a>

To add a redirect, please click the **Add New Redirect** button.

## General

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**Status**  Enabled

**Request Path** \*

Note! Insert URL with suffix which is configured under Configuration-Catalog-Search Engine Optimization.  
It is possible to use wildcard to indicate 'any path' option. Use \* to activate it.  
Example:  
use Request Path *men/tops-men/\** and Target Path *men/tops/\**  
to redirect all URLs which start with *men/tops-men/* to URLs which start with *men/tops/*

**Target Path** \*

Note! Insert URL with suffix which is configured under Configuration-Catalog-Search Engine Optimization.  
You can use wildcard here if needed.

**Redirect Type**  ▼

**Status** - turn the switch to *Enabled*, to apply redirect.

**Request Path** - here, insert the URL of origin page that should be redirected.

**Target Path** - enter the URL of the end page, to which the user will be redirected.

You can use wildcards to indicate the 'any path' option. Use the wildcard symbol \* to activate it. For example, you need to create the redirect for all URLs that start with '*men/tops-men/*' to URLs that start with '*men/tops/*'.

To do that, fill the settings as follows:

Request Path:

men/tops - men/\*

Target Path:

men/tops/\*

**Redirect Type** - choose if you want the URL to be moved permanently as 301 redirect, or temporary as 302 found redirect.

Use for 404 Pages Only  Yes

If set to 'Yes', the redirect will be performed only if request path is returning Page 404.

Example:

set this setting to 'Yes',

use Request Path \* and Target Path *contact* to redirect all 404 Pages to Contact Us page.

Description

Redirect for all 404 pages

Store Views \*

All Store Views

Main Website

Main Website Store

Default Store View

Priority

1

If there are several redirects with identical Request Path, the redirect with the highest priority will be executed. Here 1 is the highest priority.

**Use for 404 Pages Only** - set to Yes if this redirect applies only to pages with 404 error.

**Description** - write an explanation for the redirect. This is handy if you need to maintain a large number of redirects. A clear description that states the redirect's purpose saves lots of time on redirects maintenance.

**Store Views** - select, on what store view level the redirect will be applied. You can create a custom redirect for a specific store view if needed.

**Priority** - in case of several redirects that have an identical Request Path, the redirect with the highest priority will be executed. 1 is the highest priority.

## Automatic redirect for deleted products/categories

## Redirects Settings

**301 Redirects to Home Page**  
[store view]

Requests to /index.php, /cms/index, /home will be redirected to Home Page

**Enable Redirect from 404 to Search Results**  
[store view]

If option is enabled, customer will be redirected to the store search results of the broken URL text instead of the '404 Not Found' page

### ⌵ Deleted Products Redirects

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### ⌵ Deleted Categories Redirects

Automatically redirect deleted product and category pages. This feature improves website overall SEO and reduces the number of 404's.

To enable redirects for deleted products, please navigate to **Stores → Configuration → SEO Base Settings → Redirects Settings → Deleted Products Redirects**

### ⌵ Deleted Products Redirects

**Create Redirects for Deleted Products**  
[store view]

When set to Yes, the extension will create a redirect to a category product was assigned to. If a product is assigned to several categories, the same amount of redirects will be created.

**Redirect Type**  
[store view]

**Redirect Lifetime (days)**  
[store view]

Extension will remove created redirects after a set amount of time.

**Create Redirects for Deleted Products** - set to **'Yes'** to enable redirects for deleted products

**Redirect Type** - choose if you want the URL to be moved permanently as 301 redirect, or temporary as 302 found redirect.

**Redirect Lifetime (days)** - set up a duration for created redirects to be available

To enable redirects for deleted categories, please navigate to **Stores → Configuration → SEO Base Settings → Redirects Settings → Deleted Categories Redirects**

## ⤴ Deleted Categories Redirects

Create Redirects for Deleted Categories  
[store view]

Yes

When set to Yes, the extension will create a redirect to a parent of the deleted category. If there is no parent category, a redirect will lead to Home Page instead.

Redirect Type  
[store view]

301 Moved Permanently

Redirect Lifetime (days)  
[store view]

30

Extension will remove created redirects after a set amount of time.

**Create Redirects for Deleted Categories** - set to 'Yes' to enable redirects for deleted categories

**Redirect Type** - choose if you want the URL to be moved permanently as 301 redirect, or temporary as 302 found redirect.

**Redirect Lifetime (days)** - set up a duration for created redirects to be available

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## SEO Open Graph

To configure Open Graph meta tags, please go to **Stores** → **Configuration** → **SEO Open Graph**

### Product Page

For the Product Pages you can use **product attribute codes** to display its value in Open Graph tags on the frontend. Please make sure "Used in Product Listing" is set to Yes for the selected attribute. The extension will use Meta Tags Templates values if applicable.

## Product Page

**Enabled**  
[store view]

**Open Graph Title**  
[store view]   
Use product attribute codes to display its value in Open Graph tag on the frontend. Please make sure "Used in Product Listing" is set to Yes for the selected attribute. The extension will use Meta Tags Templates values if applicable.

**Open Graph Description**  
[store view]   
Use product attribute codes to display its value in Open Graph tag on the frontend. Please make sure "Used in Product Listing" is set to Yes for the selected attribute. The extension will use Meta Tags Templates values if applicable.

**Enabled** - set to 'Yes' to enable Open Graph meta tags on product pages

**Open Graph Title** - enter an attribute code for the title that will be displayed on the frontend

**Open Graph Description** - enter an attribute code for the description that will be displayed on the frontend.

Please note that if the value of **meta\_title** or **meta\_description** attribute is not set, then the **product name** and **product description** will be used by default.

## Category Page

Category Page

**Enabled**  
[store view]

**Open Graph Title**  
[store view]  ?  
Please check setting's tooltip for the available values. The extension will use Meta Tags Templates values if applicable

**Open Graph Description**  
[store view]  ?  
Please check setting's tooltip for the available values. The extension will use Meta Tags Templates values if applicable

Available variables:

- meta\_title - Category Meta Title
- meta\_description - Category Meta Description
- name - Category Name
- description - Category Description

**Enabled** - set to 'Yes' to enable Open Graph meta tags on category pages

**Open Graph Title** - enter an attribute code for the title that will be displayed on the frontend

**Open Graph Description** - enter an attribute code for the description that will be displayed on the

frontend

Available variables for Category Pages:

- **meta\_title** - Category Meta Title
- **meta\_description** - Category Meta Description
- **name** - Category Name
- **description** - Category Description

## CMS Pages

CMS Pages

Enable Open Graph on Home Page [store view] Yes

Enable Open Graph on CMS Pages [store view] Yes

Open Graph Title [store view] meta\_title

Open Graph Description [store view] meta\_description

Please check setting's tooltip for the available values

**Enable Open Graph on Home Page** - set to 'Yes' to enable Open Graph meta tags on the Home Page

**Enable Open Graph on CMS Pages** - set to 'Yes' to enable Open Graph meta tags on CMS Pages

**Open Graph Title** - enter an attribute code for the title that will be displayed on the frontend

**Open Graph Description** - enter an attribute code for the description that will be displayed on the frontend

Available variables for CMS Pages:

- **meta\_title** - CMS Page Meta Title
- **meta\_description** - CMS Page Meta Description
- **title** - CMS Page Title Name
- **content\_heading** - CMS Page Content Heading

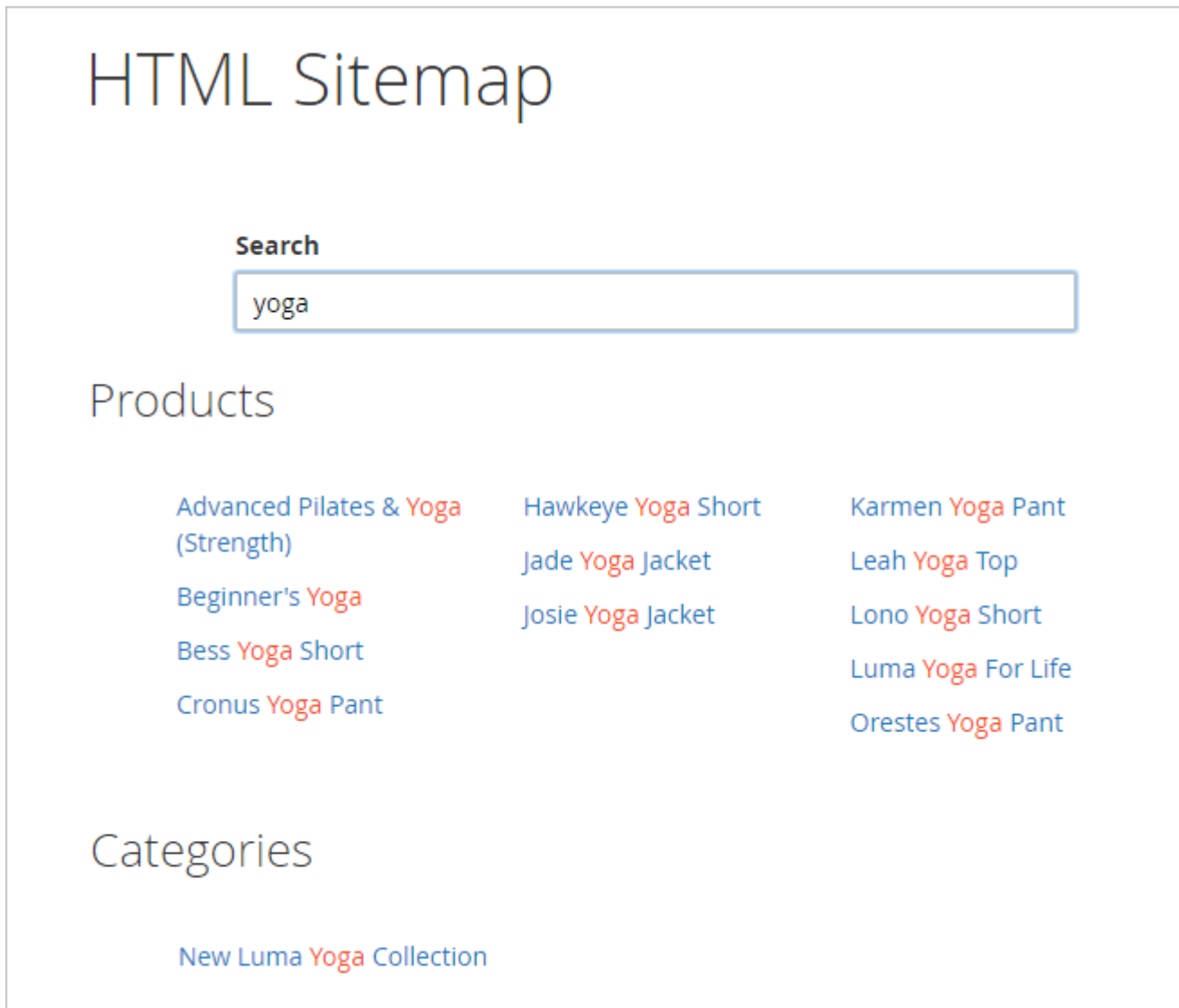
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## HTML Sitemap for Magento 2

Go to the [HTML Sitemap for Magento 2 guide page](#) to configure the plugin.



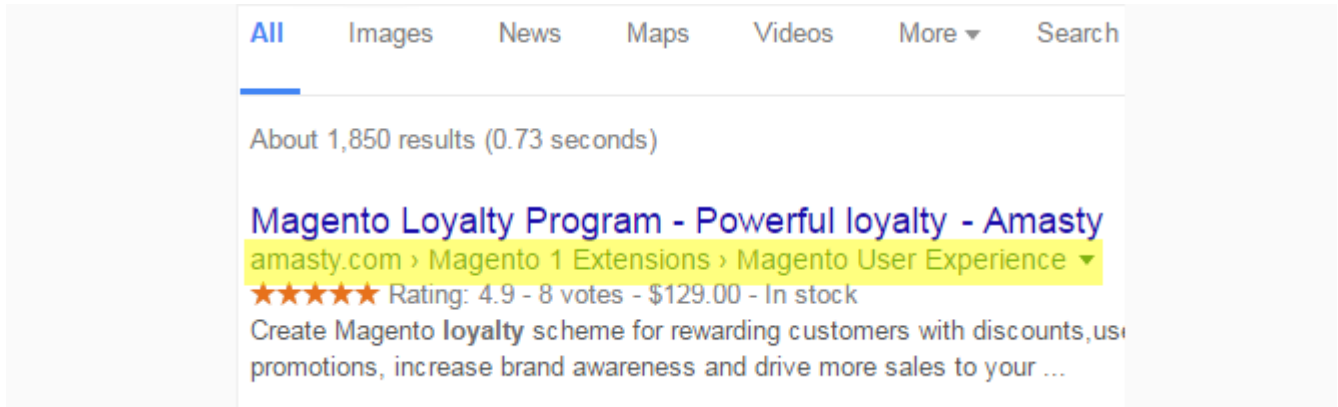
- Add various products and categories to a sitemap;
- Add CMS-pages and additional links to a sitemap;
- Add a search box to a sitemap;
- Specify a sitemap layout;



## Google Rich Snippets for Magento 2

Go to the [Google Rich Snippets for Magento 2 guide page](#) to configure the plugin.

- Enrich site presentation in organic search;
- Include breadcrumbs, company name, logo in snippets;
- Include rating, minimal price, and stock status in snippets;
- Add a search box;

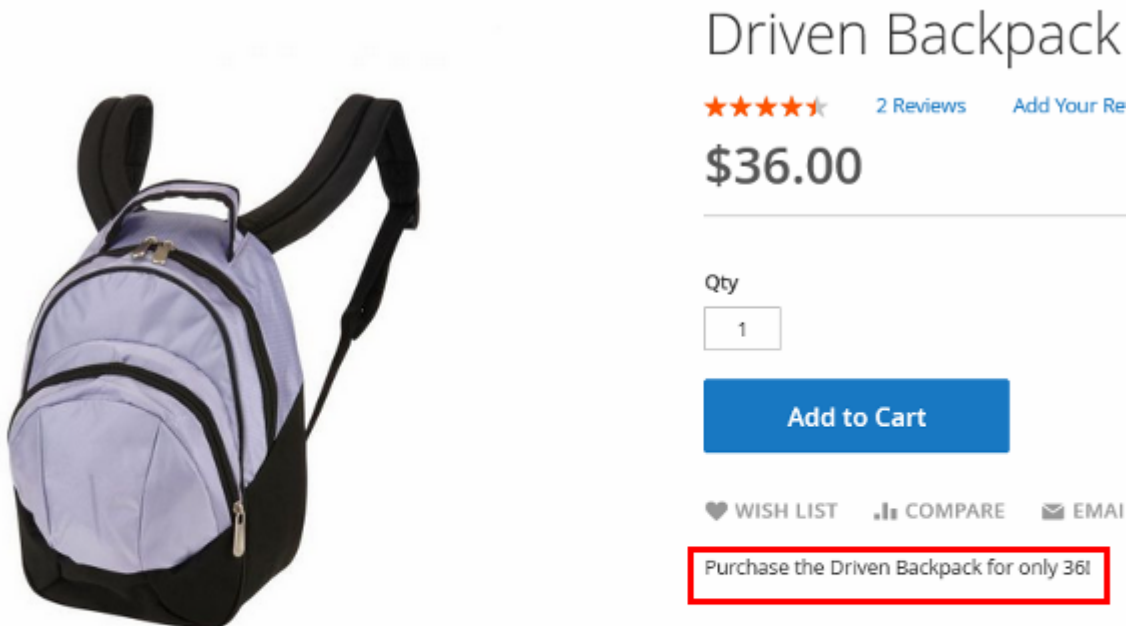


## Meta Tags Templates for Magento 2

Go to the [Meta Tags Templates for Magento 2](#) guide page to configure the plugin.

- Specify meta info, keywords and H1 tag for products & categories;
- Use handy templates with variables;
- Set short and full product descriptions;
- Set unique meta data for any page by URL;

> Driven Backpack



Details   More Information   Reviews (2)

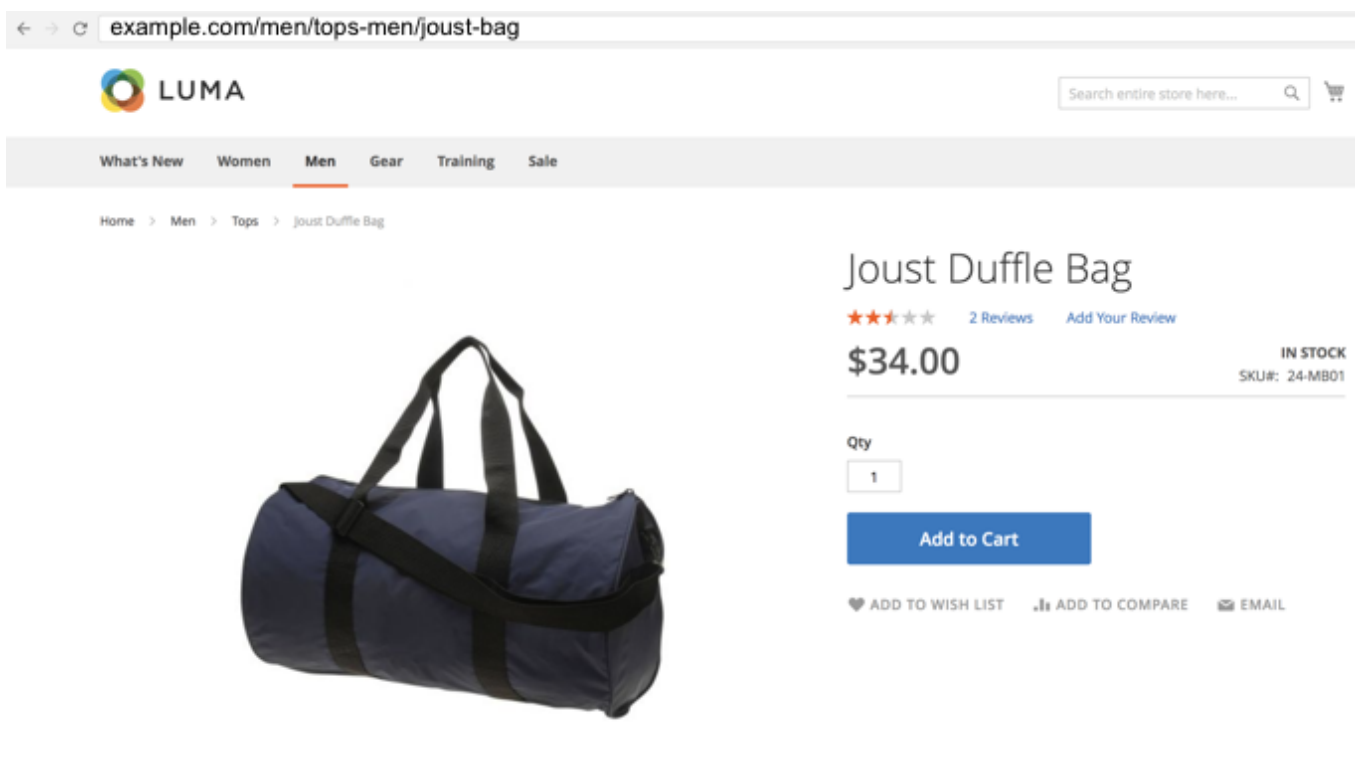
Purchase the Driven Backpack for only 36! Take advantage of the best offers!

## Unique Product URL

Go to the [Unique Product URL for Magento 2](#) guide page to configure the plugin.

- Set the desired length of product URLs
- Specify the criteria to choose the product path
- Avoid multiple secondary links with canonical URL
- Improve breadcrumbs on product pages

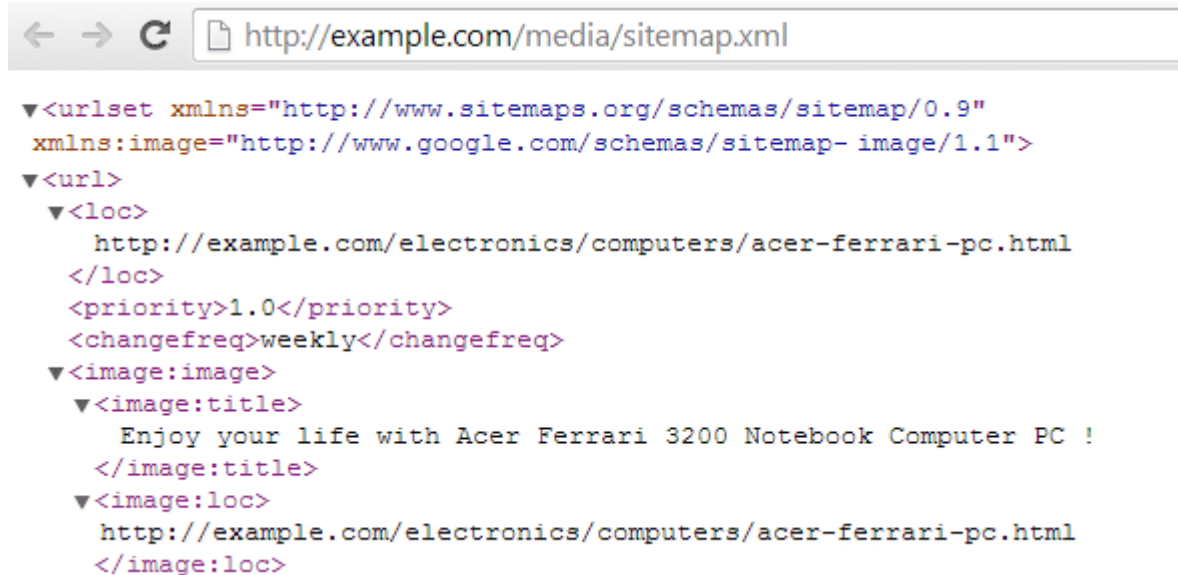
Please note that the extension doesn't enable full breadcrumbs if they are not available on your site. It just changes their formation logic. For this configuration to work, full breadcrumbs should be displayed by default.



## XML Google Sitemap for Magento 2

Go to the [XML Google Sitemap for Magento 2](#) guide page to configure the plugin.

- add or remove group of pages
- set frequency of updates for each group of pages
- specify priority of importance for group of links
- add images with titles and templates

A screenshot of a web browser displaying an XML sitemap file. The address bar shows the URL 'http://example.com/media/sitemap.xml'. The page content is an XML document with the following structure:

```
<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>
  </image:image>
</url>
</urlset>
```

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## Cross Linking for Magento 2

Go to the [Cross Linking for Magento 2](#) guide page to configure the plugin.

- automatically generate the internal links to the product and category pages
- automatically generate the external links to any site
- limit the number of links per page (product, category, CMS)
- specify variations of keywords
- auto replace the modified keywords with links

Reference

Product Id

Reference Resource \*

Jeans Shorts M88

**Search** [Reset Filter](#) 187 records found

20  per page   of 10

ID	Sku	Product
<input type="text" value="From"/>	<input type="text"/>	<input type="text"/>
<input type="text" value="To"/>		
1	24-MB01	Joust Duffle Bag
2	24-MB04	Strive Shoulder Pack
3	24-MB03	Crown Summit Backpack
4	24-MB05	Wayfarer Messenger Bag

## URL Rewrites Regenerator

Go to the [URL Rewrites Regenerator for Magento 2](#) guide page to configure the plugin.

- Rewrite URLs for categories and products without the command line
- Apply all default Magento SEO settings
- Regenerate URLs for specific store views
- Skip reindex and cache flush

## Url Rewrites For Categories

**Include Categories to Regeneration**  
[store view]

 ▼

**Choose Category Range to Regenerate**  
[store view]

 ▼

**Category ID Range to Regenerate**  
[store view]

Specify a range for IDs, e.g., 1-15.

**Choose Category IDs to Regenerate**  
[store view]

 ▼

**Category IDs to Regenerate**  
[store view]

Specify a comma-separated list of IDs.

## Url Rewrites For Products

**Include Products to Regeneration**  
[store view]

 ▼

**Choose Product Range to Regenerate**  
[store view]

 ▼

**Product ID Range to Regenerate**  
[store view]

Specify a range for IDs, e.g., 1-15.

**Choose Product IDs to Regenerate**  
[store view]

 ▼

**Product IDs to Regenerate**  
[store view]

Specify a comma-separated list of IDs.

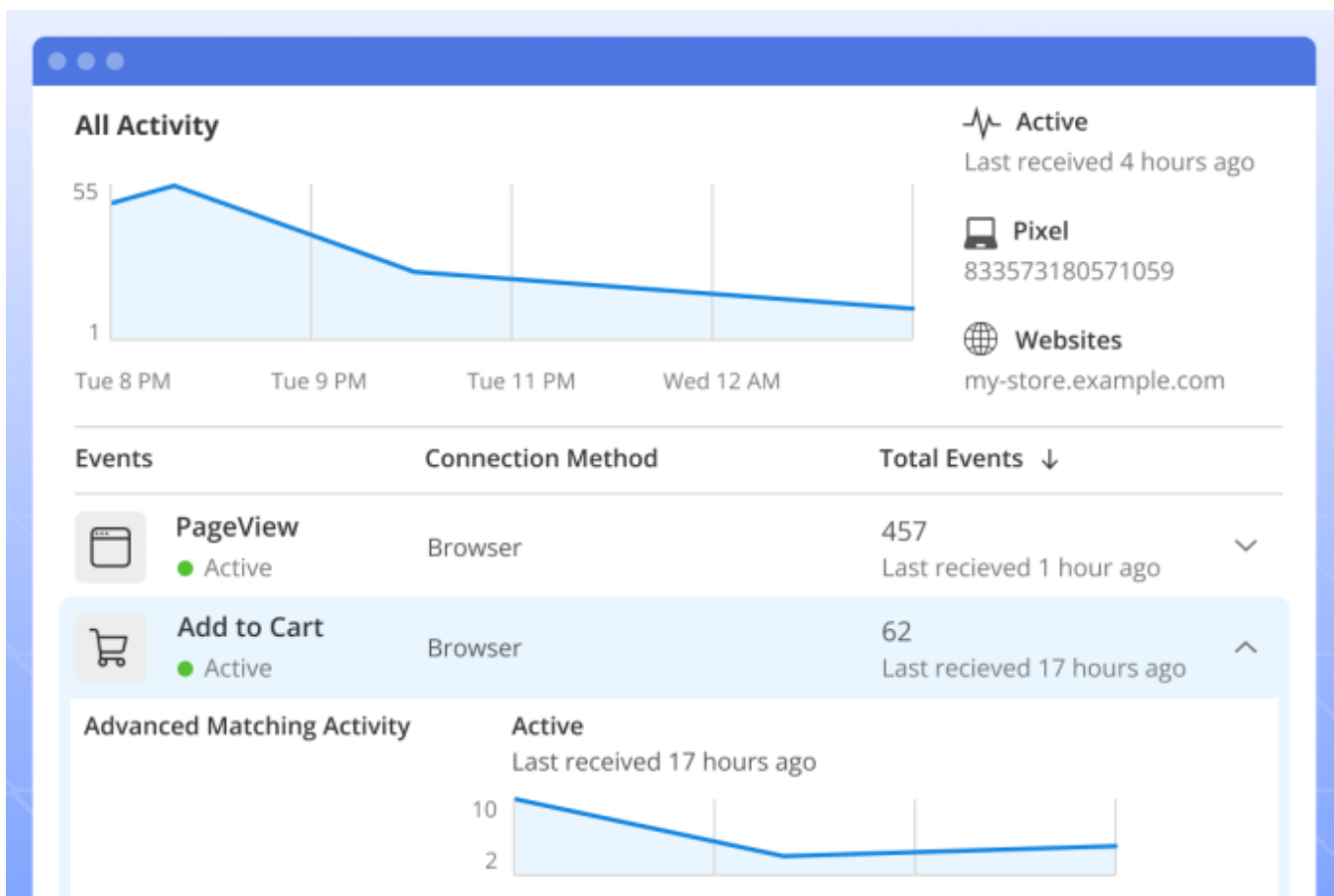
## Facebook Pixel

Please note, that this functionality is available only for the **Premium** pricing plan of the SEO Toolkit.

**Please navigate to the [Facebook Pixel for Magento 2](#) guide page to configure the plugin.**

Connect your Magento store to Facebook in a split second. Gather more relevant data for the customer behavior analysis during your promo campaigns where Facebook or Instagram are involved.

- Choose the events to track
- Set up remarketing audiences
- Optimize your ads configurations
- Create lookalike audiences
- Configure custom events



## Alt Tags Generator

Please note, that this functionality is available only for the **Premium** pricing plan of the SEO Toolkit.

Alt tags provide context to what an image is displaying, informing search engine crawlers and allowing them to index an image correctly.

With our Alt Tags Generator, you can automatically generate Alt Tags for product and category images in bulk. This way your images (and hence your products) will be more visible and

understandable for search engines.

## Alt Tag Rules Grid

To start Alt Tags generation you need to create Alt Tags rules. Please, navigate to **Marketing → Amasty AltTagGenerator → Alt Tag Rules (Products)**.

### Alt Tag Rules (Products)

 demouser ▾

[Add New](#)

 Filters  Default View ▾  Columns ▾

Actions ▾ 3 records found 20 ▾ per page < 1 of 1 >

	ID	Title	Store	Status	Action
<input type="checkbox"/>	1	Bags and Watches	All Store Views	<span>ENABLED</span>	<a href="#">Edit</a>
<input type="checkbox"/>	2	Summer Collection	All Store Views	<span>ENABLED</span>	<a href="#">Edit</a>
<input type="checkbox"/>	3	Black Friday Sale	All Store Views	<span>ENABLED</span>	<a href="#">Edit</a>

From this grid, you can manage the Alt Tag rules and create new ones. Please note, that when you open this page for the first time the grid will be empty.

## Create an Alt Tag Rule

To create a rule, please click the **Add New Rule** button above the grid.



# Edit Rule

demouser

← Back Delete Reset Save and Continue Edit Save

## General

Enabled  Yes

Title \*

Priority \*

If a product meets conditions in several templates, the alt tag template with the highest priority will be applied. 0 is the highest priority.

Stores \* 

- All Store Views
- Main Website
- Main Website Store
- Default Store View

Alt Tag Replacement Logic

Alt Tag Template \*

Example: Buy {name} [by {manufacturer | brand}] [of {color} color] [for only {price}] [in {categories}] at [{store},] {website}. Available variables:  

- Image Number Increment (for products with several images) - {N}
- Name - {name}
- Category - {category}
- All Categories - {categories}
- Store View - {store\_view}
- Store - {store}
- Website - {website}
- Price - {price}
- Special Price - {special\_price}
- Final Price - {final\_price}
- Final Price with Tax - {final\_price\_incl\_tax}
- Price From (bundle) - {startingfrom\_price}
- Price To (bundle) - {startingto\_price}
- Brand - {brand}
- Color - {color}
- You can use any product code as a variable {attribute\_code} to display its value. Please make sure that the attribute is used in the [product listing](#).

**Enabled** - Set to 'Yes' to enable the functionality.

**Title** - Specify the title for the rule.

**Priority** - Set the rule priority. If a product meets conditions in several templates, the alt tag template with the highest priority will be applied. 0 is the highest priority.

**Stores** - In this tab, you can specify the store view to apply the rule.

**Alt Tag Replacement Logic** - Here you can choose the logic for the automatic Alt texts adding to

the images. Three options are available:


- Only Replace Empty Alt Text - the Alt text will be added if the image doesn't have the alt tag.
- Replace Filled Alt Text - the new Alt text will replace the existing Alt Text.
- Append to Existing Alt Text - the new Alt text will be added to the existing Alt text.

**Alt Tag Template** - In this tab, you can specify the Alt tag template using variables

Example: Buy {name} [by {manufacturer|brand}] [of {color} color] [for only {price}] [in {categories}] at [{store},] {website}. Available variables:

- Image Number Increment (for products with several images) - {N}
- Name - {name}
- Category - {category}
- All Categories - {categories}
- Store View - {store\_view}
- Store - {store}
- Website - {website}
- Price - {price}
- Special Price - {special\_price}
- Final Price - {final\_price}
- Final Price with Tax - {final\_price\_incl\_tax}
- Price From (bundle) - {startingfrom\_price}
- Price To (bundle) - {startingto\_price}
- Brand - {brand}
- Color - {color}

You can use any product code as a variable {attribute\_code} to display its value. Please make sure that the attribute is used in the product listing.


Products Subselection 



Product Conditions If ALL of these conditions are TRUE :  
Category is one of 4,6   








**Preview Products** **Hide Products**

Please click here to preview the product list.

 Filters

23 records found

20 per page  1 of 2 

ID ↓	Thumbnail	Name	Type	Attribute Set	SKU	Price	Visibility	Status
1		Joust Duffle Bag	Simple Product	Bag	24-MB01	\$34.00	Catalog, Search	Enabled
2		Strive Shoulder Pack	Simple Product	Bag	24-MB04	\$32.00	Catalog, Search	Enabled
3		Crown Summit Backpack	Simple Product	Bag	24-MB03	\$38.00	Catalog, Search	Enabled
4		Wayfarer Messenger Bag	Simple Product	Bag	24-MB05	\$45.00	Catalog, Search	Enabled
5		Rival Field Messenger	Simple Product	Bag	24-MB06	\$45.00	Catalog, Search	Enabled
6		Fusion Backpack	Simple Product	Bag	24-MB02	\$59.00	Catalog, Search	Enabled

**Products Subselection** - In this tab, you can specify the conditions to select the products to which the Alt Tag template will be applied.

Click the **Preview Products** or **Hide Products** buttons to preview or hide the products list to which the Alt Tag rule will be applied.

If everything is correct - **Save** the rule.

## Website SEO Health Check

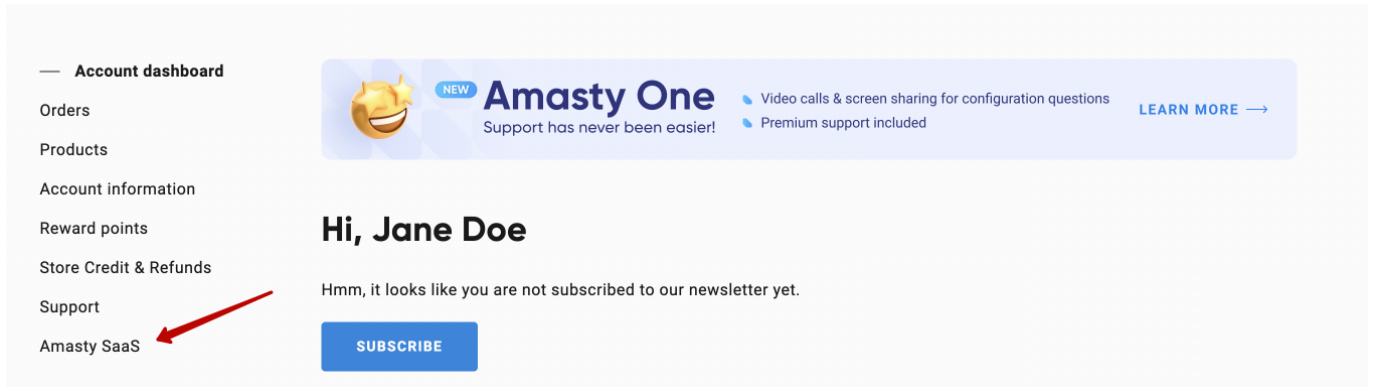
SEO Health Check is a SaaS Tool that helps to discover the most severe SEO mistakes which can damage your website. Enter your domain name, submit the request and get the list of improvements.

Website SEO Health Check is **included for free** in the tariff plans **SEO Toolkit Pro** and **Premium**. To start use it just leave us a [request](#).

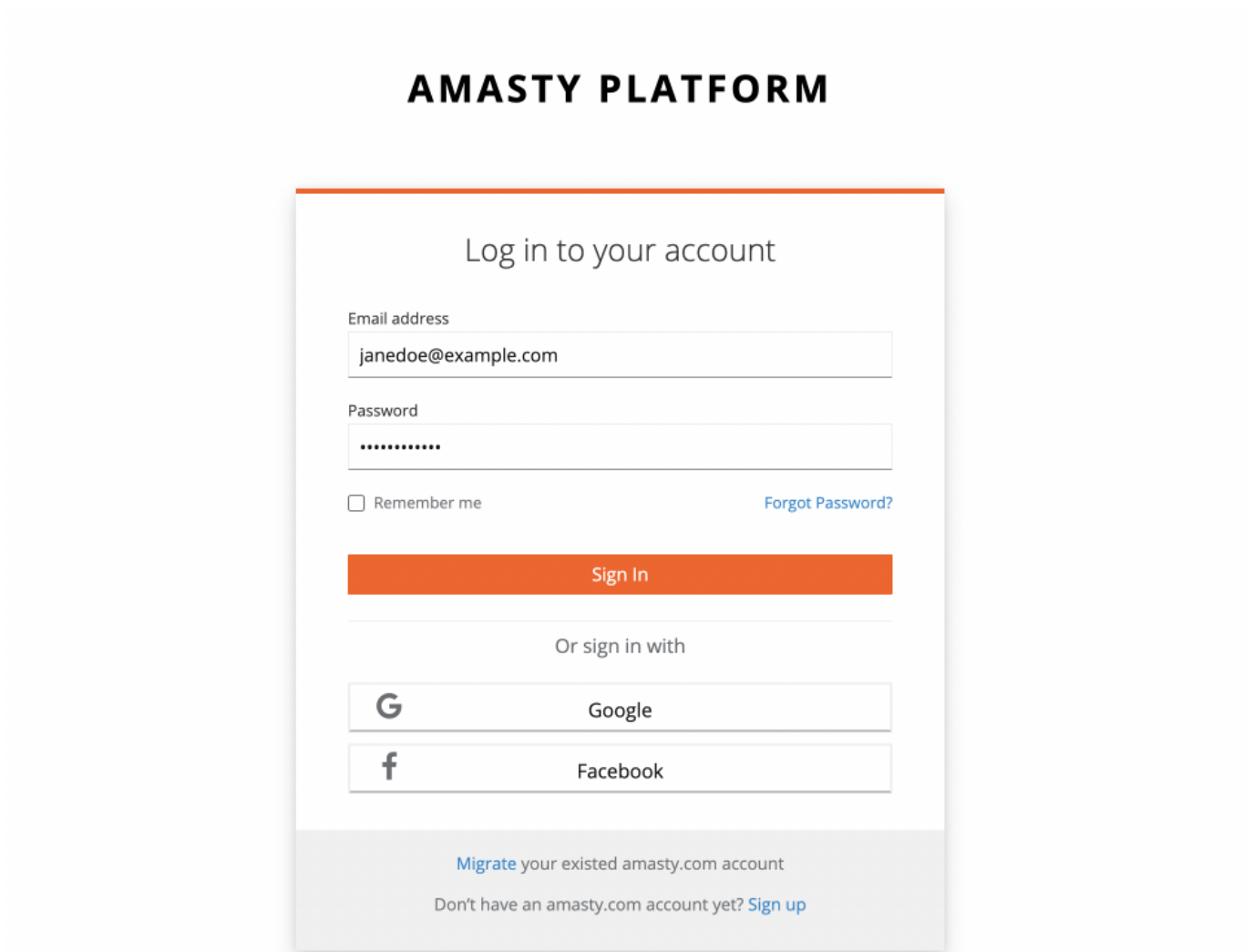
Please see the instruction on how to activate your access to Website SEO Health Checker below.

1. Log in your Amasty Customer Account;

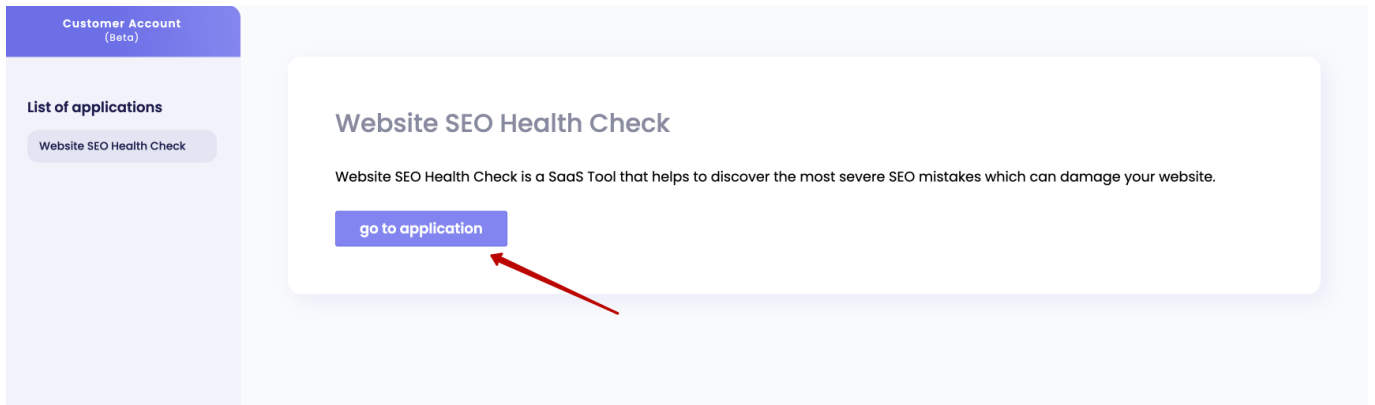
2. Go to My Account and click on the Amasty SaaS tab;



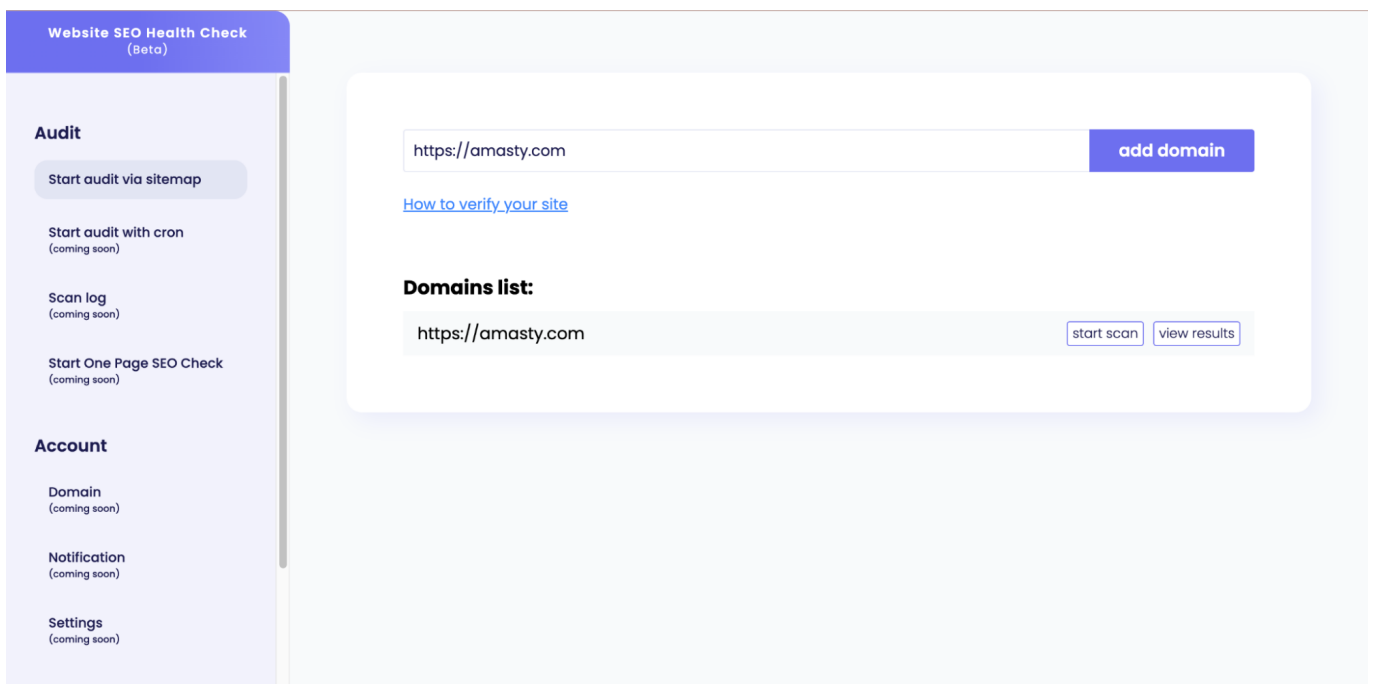
3. Login to Amasty SaaS Platform using your credentials for Amasty account;



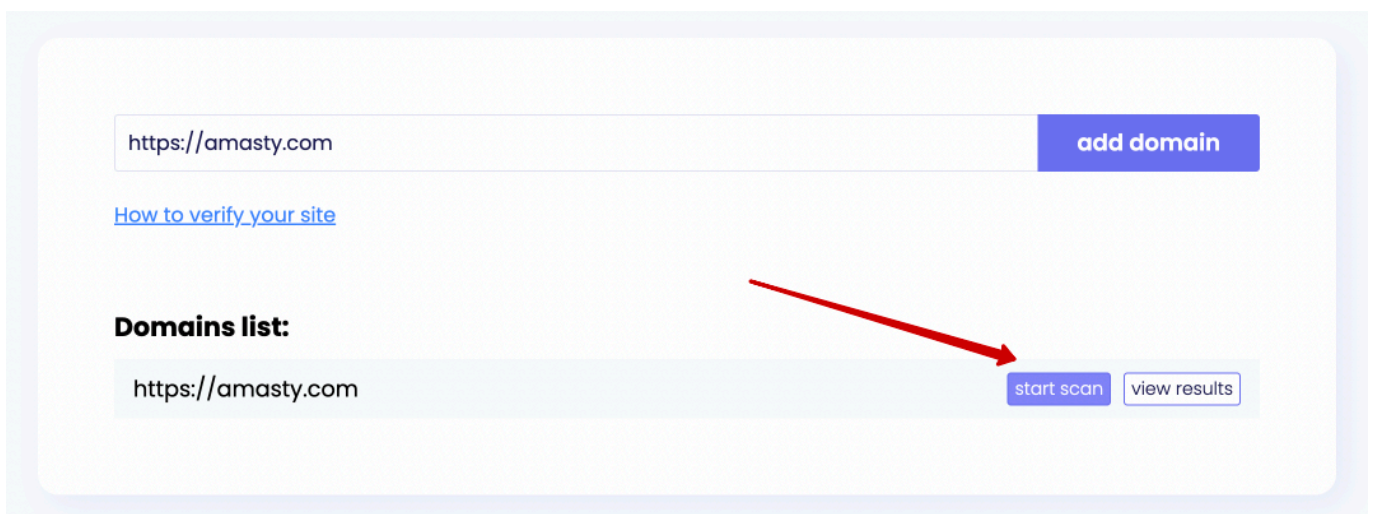
4. Navigate to Website SEO Health Check and click on the 'go to application' button;



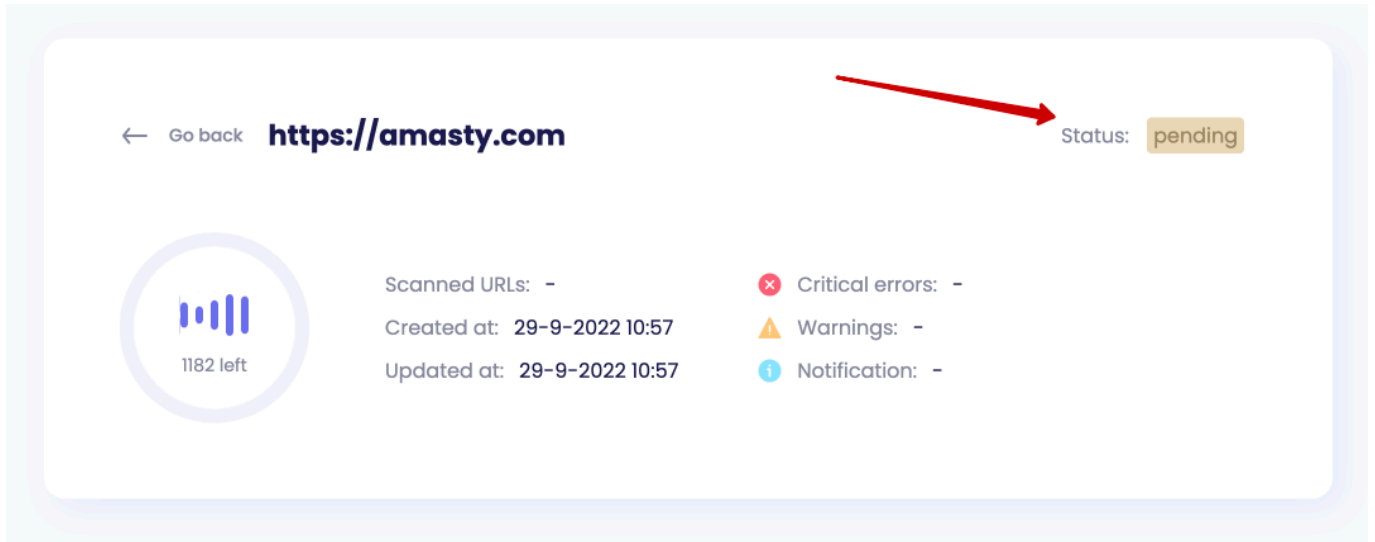
5. Enter the domain of the website you'd like to scan.



6. Click on the 'start scan' button.



7. You can view the scanning status in the upper right corner.



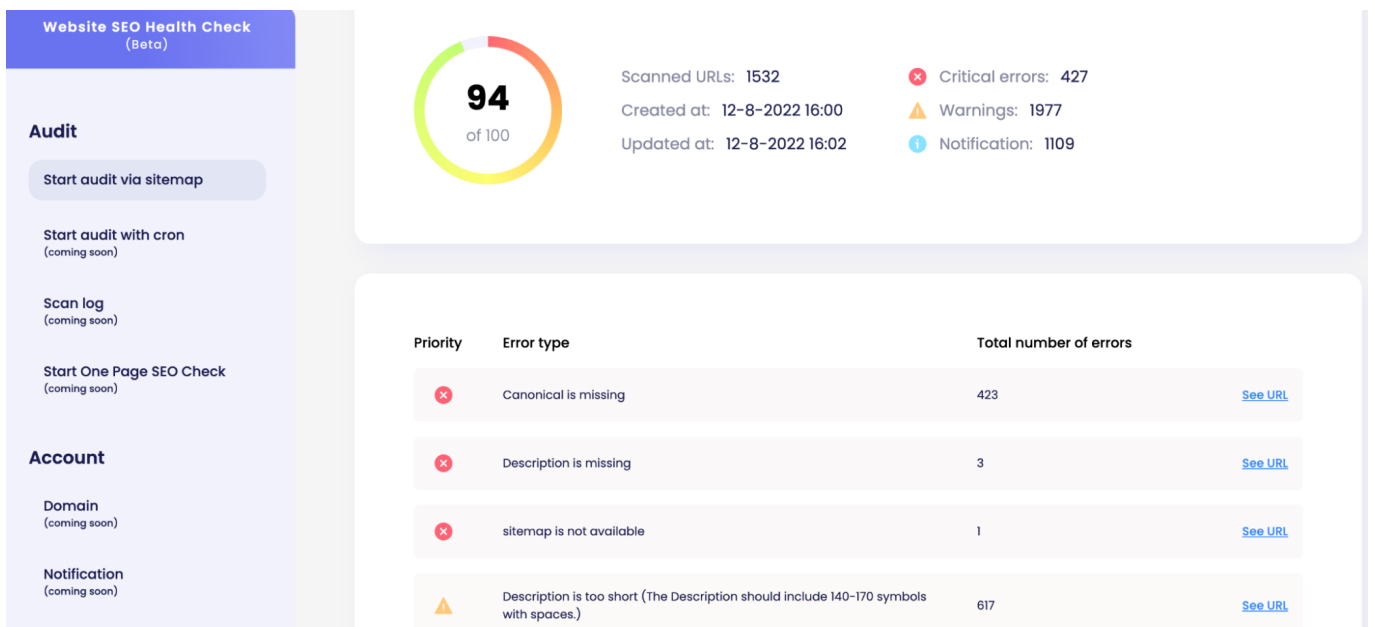
← Go back **https://amasty.com** Status: **pending**

1182 left

Scanned URLs: -  
Created at: 29-9-2022 10:57  
Updated at: 29-9-2022 10:57

✖ Critical errors: -  
⚠ Warnings: -  
ℹ Notification: -

8. When the scanning process is complete, you can see the statistics for your website.



Website SEO Health Check (Beta)

**Audit**

- Start audit via sitemap
- Start audit with cron (coming soon)
- Scan log (coming soon)
- Start One Page SEO Check (coming soon)

**Account**

- Domain (coming soon)
- Notification (coming soon)

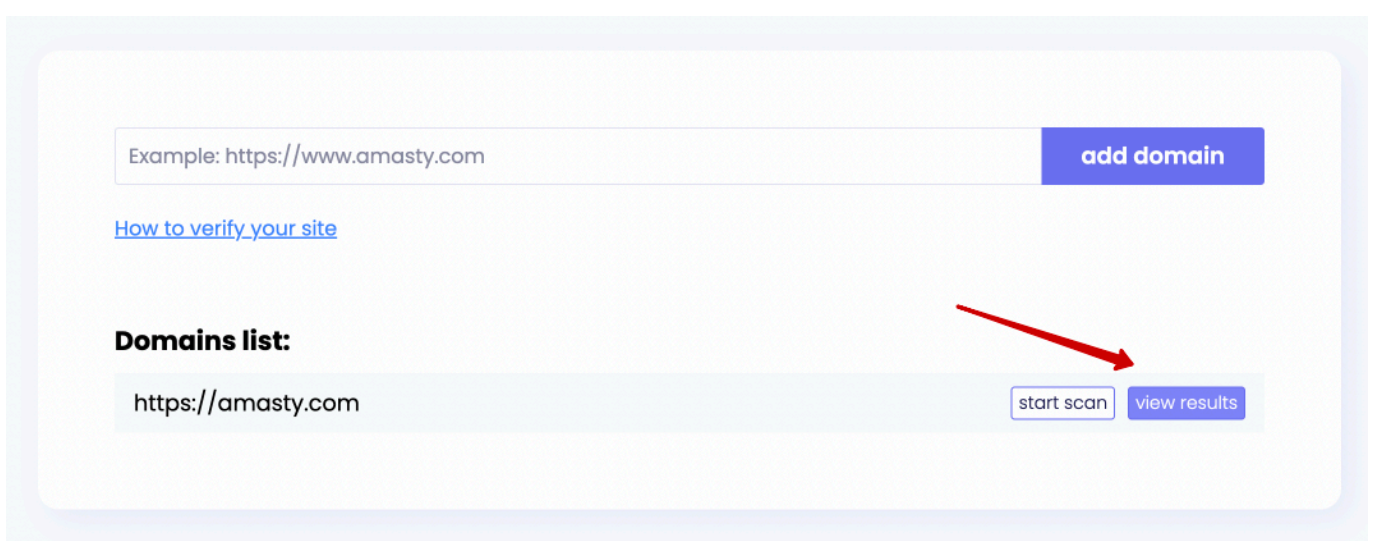
**94** of 100

Scanned URLs: 1532  
Created at: 12-8-2022 16:00  
Updated at: 12-8-2022 16:02

✖ Critical errors: 427  
⚠ Warnings: 1977  
ℹ Notification: 1109

Priority	Error type	Total number of errors	
✖	Canonical is missing	423	<a href="#">See URL</a>
✖	Description is missing	3	<a href="#">See URL</a>
✖	sitemap is not available	1	<a href="#">See URL</a>
⚠	Description is too short (The Description should include 140-170 symbols with spaces.)	617	<a href="#">See URL</a>

9. You can view the scan results anytime by clicking on the **‘view results’** button.



Example:  **add domain**

[How to verify your site](#)

**Domains list:**

If the page doesn't respond for more than 5 minutes, the tool considers it unavailable and reports 404.

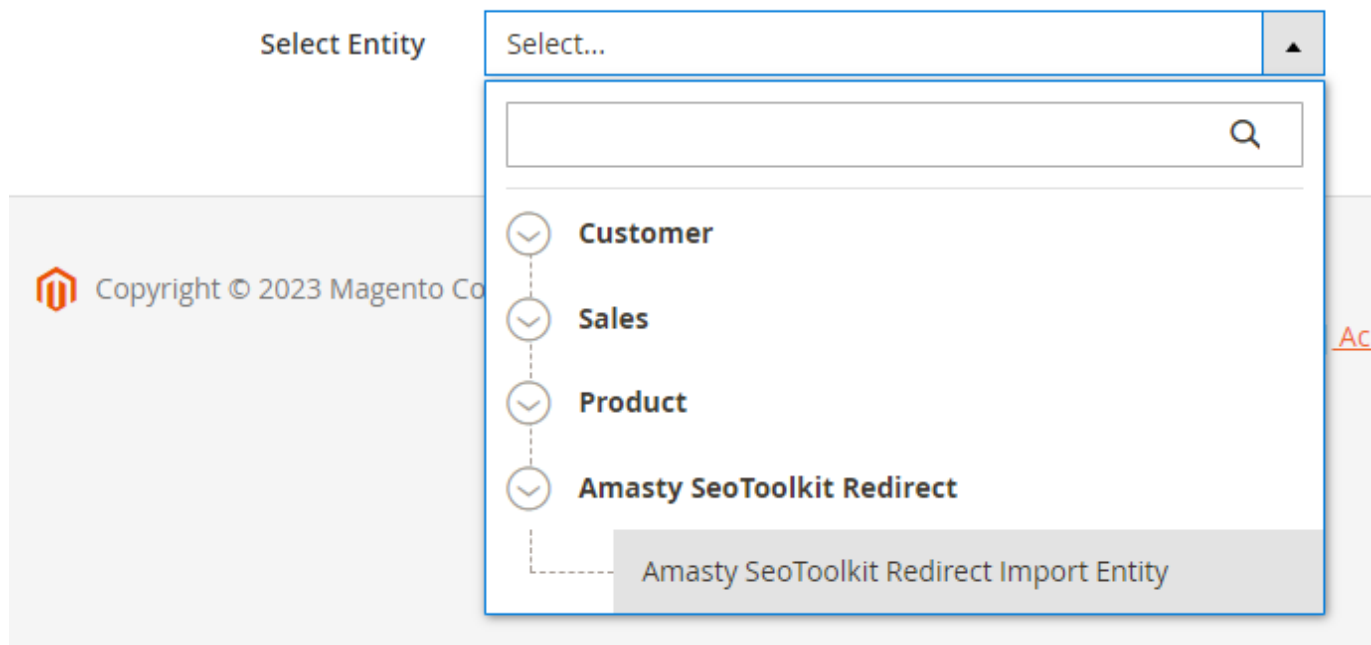
## Import and Export

With the **Pro and Premium versions of SEO Toolkit** extension you can import and export Redirects data. This functionality is available as a part of an active product subscription or support subscription.

To **import** redirects data, please navigate to **System → Amasty Import → Import → Select Entity → Amasty SeoToolkit Redirect → Amasty SeoToolkit Redirect Import Entity**:

### Import

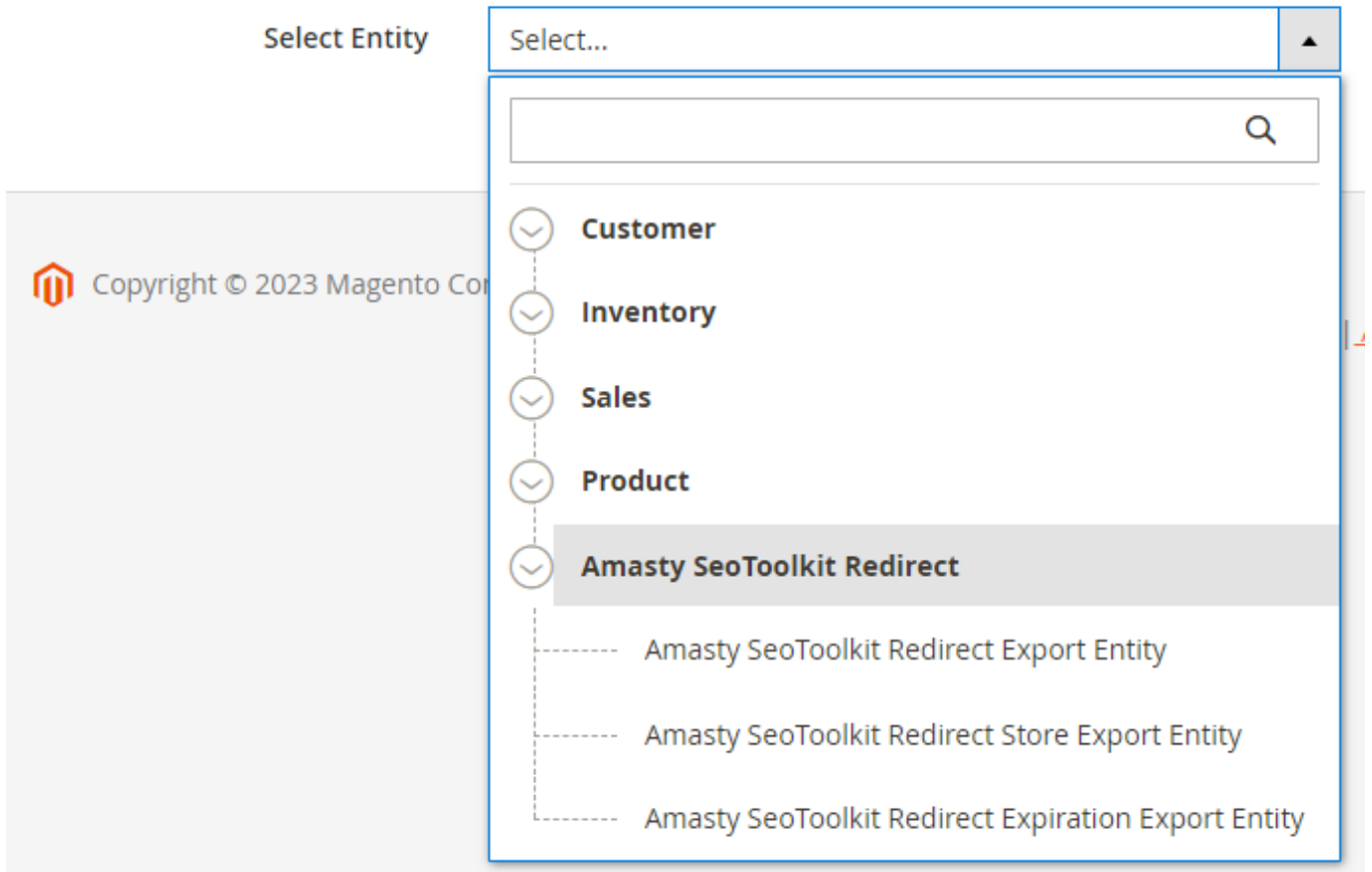
### Import Settings



To **export** redirects data, please navigate to **System → Amasty Export → Export → Select Entity → Amasty SeoToolkit Redirect → choose the needed subentity**:

# Export

## Export Settings



## Cron Tasks List

Magento 2 SEO Toolkit extension is preintegrated with Cron Tasks List to provide store owners with an opportunity to track and manage all cron tasks running in the website background.

To view all scheduled and executed cron tasks, go to **System → Cron Tasks List**

Run all cron tasks and generate their schedule by clicking the 'Run Cron' button. Also you can delete separate tasks in bulk, apply filtering and sorting options when it is needed.



### Cron Tasks List

[Run Cron](#)

i Last Cron Activity: 20 seconds ago

Filters
Default View
Columns

Actions
652 records found
20 per page
1 of 33

ID	Job Code	Status	Created At	Scheduled At	Executed At	Finished At
1038	sales_grid_order_shipment	SUCCESS	Mar 18, 2019 5:47:11 AM	Mar 18, 2019 5:47:00 AM	Mar 18, 2019 5:47:20 AM	Mar 18, 2019 5:47:20 AM
1058	sales_grid_creditmemo_async	SUCCESS	Mar 18, 2019 5:47:11 AM	Mar 18, 2019 5:47:00 AM	Mar 18, 2019 5:47:20 AM	Mar 18, 2019 5:47:20 AM
1078	sales_send_order_emails	SUCCESS	Mar 18, 2019 5:47:11 AM	Mar 18, 2019 5:47:00 AM	Mar 18, 2019 5:47:20 AM	Mar 18, 2019 5:47:20 AM
1098	sales_order_invoice_emails	SUCCESS	Mar 18, 2019 5:47:11 AM	Mar 18, 2019 5:47:00 AM	Mar 18, 2019 5:47:20 AM	Mar 18, 2019 5:47:20 AM
1118	sales_send_order_shipment	SUCCESS	Mar 18, 2019 5:47:11 AM	Mar 18, 2019 5:47:00 AM	Mar 18, 2019 5:47:20 AM	Mar 18, 2019 5:47:20 AM
1196	indexer_reindex_all_invalid	SUCCESS	Mar 18, 2019 5:47:13 AM	Mar 18, 2019 5:47:00 AM	Mar 18, 2019 5:47:21 AM	Mar 18, 2019 5:47:21 AM
1200	indexer_update_all_views	MISSED	Mar 18, 2019 5:47:13 AM	Mar 18, 2019 5:47:00 AM	Mar 18, 2019 5:47:21 AM	Mar 18, 2019 5:47:21 AM
1018	sales_grid_order_invoice_async	SUCCESS	Mar 18, 2019 5:47:11 AM	Mar 18, 2019 5:47:00 AM	Mar 18, 2019 5:47:20 AM	Mar 18, 2019 5:47:20 AM
1024	sales_grid_order_invoice_async	PENDING	Mar 18, 2019 5:47:11 AM	Mar 18, 2019 5:53:00 AM		
1025	sales_grid_order_invoice_async	PENDING	Mar 18, 2019 5:47:11 AM	Mar 18, 2019 5:54:00 AM		

## Additional packages (provided in composer suggestions)

To make additional functionality available, please install the suggested packages you may need.

Available as a part of an active product **subscription** or support subscription:

For **Pro and Premium** versions:

- **amasty/module-seo-toolkit-lite-graphql** - Install this module to activate GraphQL and Toolkit Lite integration.
- **amasty/module-seo-toolkit-lite-hyva** - Install this module to activate the integration SEO Toolkit Core with the Hyva Theme.
- **amasty/module-seotoolkit-import-entity** - Install this package to import redirects data.
- **amasty/module-seotoolkit-export-entity** - Install this package to export redirects data.

For **Premium** tariff plan only:

- **amasty/module-avif-image-optimizer** - Install this package to enable AVIF optimization

support.

- **amasty/module-facebook-pixel-hyva** - Install this package to ensure the Facebook Pixel extension works with the Hyva Theme.

The suggested packages related to separate extensions that are included in the **Pro and Premium** versions of the SEO Toolkit extension:

### Google Rich Snippets

- **amasty/module-seo-rich-data-subscription-package** - consists of 3 packages. Let's consider each of these packages separately:

1. **amasty/module-google-rich-snippets-graphql** - Install this module to activate GraphQL and Seo Rich Data integration.
2. **amasty/module-seo-rich-data-hyva** - Install this package to ensure the SEO Rich Data extension works with the Hyva Theme.
3. **amasty/module-seo-rich-data-subscription-functionality** - Install this package to activate the following compatibilities: Return Policy Rich Data compatibility, Local business structured data compatibility, Shipping Rich Data compatibility, Product Variant Structured Data compatibility.

### Cross Linking

- **amasty/module-cross-linking-hyva** - Install this module to activate the SEO Cross Linking and Hyva Theme integration .
- **amasty/module-cross-linking-blog-reference** - Install this package for Amasty Blog Pro compatibility.
- **amasty/module-cross-linking-faq-reference** - Install this package for Amasty FAQ and Product Questions compatibility.
- **amasty/module-cross-linking-custom-tabs-reference** - Install this package for Amasty Product Tabs compatibility.

### HTML Sitemap

- **amasty/module-seo-html-sitemap-hyva** - Install this module to activate the HTML Sitemap and Hyva Theme integration.

## FAQ

[How the Google Rich Snippets extension changes the source code of a website?](#)

[How to remove a store view from the XML Sitemap hreflang tags?](#)

[How to use meta tags templates?](#)

[How to hide a page from Google \(block indexation\)?](#)

[What's the difference between an HTML Sitemap and an XML Sitemap?](#)

[How to customize the SEO content of the pages with SEO Meta Tags Templates?](#)

[Does the SEO Toolkit allow users to automate product image alt text?](#)

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Find out how to install the **SEO Toolkit** extension for Magento 2 via [Composer](#).

From:

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

Permanent link:

[https://amasty.com/docs/doku.php?id=magento\\_2:seo\\_toolkit](https://amasty.com/docs/doku.php?id=magento_2:seo_toolkit)



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