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
- Amasty ChatGPT AI Content Generator included
- Hyva-ready storefront and Hyvä Checkout compatible
- Compliance with Hyvä & Hyvä Checkout Content Security Policies

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/moduleseo-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 extention 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



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

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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	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	Yes 💌
[store view]	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]	Yes	*
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	\sim
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 🛛 🥑	<h1> <h2> <h3> <h4> <h5> <h6> 1 0 0 0 0 0 Joust Duffle Bag at the lowest price in NY!</h6></h5></h4></h3></h2></h1>
Images 【	2 image(s) without ALT tag https://mc.yandex.ru/watch/55411426 https://seo- toolkit-m2.magento- demo.amasty.com/static/version1597321281/fronte nd/Magento/luma/en_US/images/logo.svg
In-Page Links	 NoFollow Links DoFollow Links Internal Links External Links 0
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

Thanks to the compatibility between **SEO Toolkit Pro/Premium** and **Amasty ChatGPT AI Content Generator** solution, you can fix meta content issues on category, product, and CMS pages directly during the page inspection using the SEO Toolbar feature. For detailed compatibility information, refer to the ChatGPT AI Content Generator section of this user guide.

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 \rightarrow Products \rightarrow (any product name) \rightarrow Edit \rightarrow Search Engine Optimization tab in Products' configs.

Search Engine Optimization

URL Key	joust-duffle-bag			
[store new]	Create Permanent Redirect for old URL			
Meta Title [store view]	Joust Duffle Bag at the lowest price in NY!			
Meta Keywords [store view]	Bag, Joust Luma Bag, sport bag,			
Meta Description [store view]	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.			
Canonical Link [store view]	https://www.seo-toolkit-m2.magento-demo.amasty.com/joust-duffle-			
Robots [store view]	DefaultDefaultindex,followindex,nofollownoindex,follownoindex,nofollow			

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** \rightarrow **Pages** \rightarrow (choose any cms page) \rightarrow **Edit** \rightarrow **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	about-us		
Meta Title	About Us Page		
Meta Keywords	company info, about us		
Meta Description	Here you can explore our company information and know more about our goals and plans.		
Canonical Link	https://seo-toolkit-m2.magento-demo.amasty.com/about-us		
Robots	Default 🔹		
Amasty Xml Sitemap UUID for Hreflangs	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** \rightarrow **Categories** \rightarrow **(choose needed category)** \rightarrow **Search Engine Optimization tab**. These settings can be configured the same way, as it was described before in the previous sections.

9/44

Search Engine Optimization	1
URL Key [store view]	tops-women Image: Create Permanent Redirect for old URL
Meta Title [store view]	Best tops for women
Meta Keywords [store view]	tops, clothing
Meta Description [store view]	In our store, you can find a variety of tops for women
Robots [store view]	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** \rightarrow **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.

Red	ire	cts						۹	💄 admin 🗸
								Add New	v Redirect
						Y Filters	•	efault View 👻	🗘 Columns 🗸
Action	ns	•	2 records	found		20 🔻 per	page	< 1	of 1 >
	ID	Status	Store Views	Request	Target	Redirect Type	Used for 404 Pages	Description	Action
	1	Enabled	All Store Views	*	1	301 Moved Permanently	Yes	Redirect for all 404 pages	Select 🔻
	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	Select 👻

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

General		
	Status	C Enabled
	Request Path 🔸	men/tops-men/*
		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 <i>men/tops-men/*</i> and Target Path <i>men/tops/*</i> to redirect all URLs which start with <i>men/tops-men/</i> to URLs which start with <i>men/tops/</i>
	Target Path 🔸	men/tops/* Note! Insert URL with suffix which is configured under Configuration- Catalog-Search Engine Optimization. You can use wildcard here if needed.
I	Redirect Type	301 Moved Permanently 🔹

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 <i>contact</i> 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

2025/08/18 21:30	13/44	Guide for SEO Toolkit for Magento 2
Redirects Settings	5	
:	301 Redirects to Home Page [store view]	Yes
		Requests to /index.php, /cms/index, /home will be redirected to Home Page
Enable Redirect	t from 404 to Search Results [store view]	Yes
		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
\odot Deleted P	roducts Redirects	
\odot Deleted C	ategories 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 \rightarrow Configuration \rightarrow SEO Base Settings \rightarrow Redirects Settings \rightarrow Deleted Products Redirects

O Deleted Products Redirects	
Create Redirects for Deleted Products [store view]	Yes
	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]	301 Moved Permanently
Redirect Lifetime (days) [store view]	30

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 \rightarrow Configuration \rightarrow SEO Base Settings \rightarrow Redirects Settings \rightarrow Deleted Categories Redirects

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O 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 th 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

SEO Open Graph

To configure Open Graph meta tags, please go to **Stores** \rightarrow **Configuration** \rightarrow **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]	Yes
Open Graph Title [store view]	meta_title
	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]	meta_description
	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



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] Open Graph Title [store view]	Yes Available variables: • meta_title - CMS Page Meta Title • meta_description - CMS Page Meta Description meta • title - CMS Page Title Name Please • content_heading - CMS Page Content Heading	•	0
Open Graph Description [store view]	meta_description		0
	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

HTML Sitemap for Magento 2

Go to the HTML Sitemap for Magento 2 guide page to configure the plugin.

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- 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;

Search yoga		
Advanced Pilates & Yoga (Strength) Beginner's Yoga Bess Yoga Short Cronus Yoga Pant	Hawkeye Yoga Short Jade Yoga Jacket Josie Yoga Jacket	Karmen Yoga Pant Leah Yoga Top Lono Yoga Short Luma Yoga For Life
Categories		Orestes Yoga Pant

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

				Driven Backpac ***** ^{2 Reviews Add Your \$36.00}	k Re
				Qty 1 Mdd to Cart WISH LIST II COMPARE	ЛАІ
				Purchase the Driven Backpack for only 36]
Details	More Information	Reviews (2)			
Purchase th	e Driven Backpack for only 3	6! Take adventage of the be	st 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

← → C http://example.com/media/sitemap.xml
<pre>v<urlset <="" pre="" xmlns="http://www.sitemaps.org/schemas/sitemap/0.9"></urlset></pre>
<pre>xmlns:image="http://www.google.com/schemas/sitemap-image/1.1"></pre>
V CUTI >
▼<10C>
http://example.com/electronics/computers/acer-ferrari-pc.html
<priority>1.0</priority>
<changefreg>weekly</changefreg>
▼ <image:image></image:image>
<pre>v<image:title></image:title></pre>
Friewy your life with Acer Ferreri 3200 Notebook Computer PC 1
Lingby your file with Acer Ferrari 5200 Notebook computer FC :
▼ <image:loc></image:loc>
http://example.com/electronics/computers/acer-ferrari-pc.html

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

2025/08/18 21:30	21/44		Guide for SEO Toolkit for Magento 2
Reference	Product Id 🔻		
Reference Resource *	Jeans Shorts M88		
	Search Reset P	Filter 187 record	I of 10
	ID	Sku	Product
	From 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]	Yes	•
Choose Category Range to Regenerate	Yes	•
Category ID Range to Regenerate [store view]	1-20	
	Specify a range for IDs, e.g., 1-15.	
Choose Category IDs to Regenerate [store view]	Yes	•
Choose Category IDs to Regenerate [store view] Category IDs to Regenerate [store view]	Yes 25,27	•

Url Rewrites For Products

Include Products to Regeneration [store view]	Yes
Choose Product Range to Regenerate [store view]	Yes
Product ID Range to Regenerate [store view]	1-20
	Specify a range for IDs. e.g., 1-15.
Choose Product IDs to Regenerate [store view]	Specify a range for IDs, e.g., 1-15. Yes
Choose Product IDs to Regenerate [store view] Product IDs to Regenerate [store view]	Specify a range for IDs, e.g., 1-15. Yes 105

ChatGPT AI Content Generator

Visit the ChatGPT AI Content Generator for Magento 2 guide page to configure the plugin.

Automatically generate compelling descriptions and metadata for your online store pages.

- Supports GPT-3.5-turbo, GPT-4, GPT-4o, GPT-4-turbo, GPT-4o-mini
- Generate content for product, category and CMS pages
- Add metadata to product, category and CMS pages
- Create content for multiple products via mass action
- Add metadata to multiple CMS pages via mass action
- Generate texts via Page Builder
- Generate content in any language
- · Generate various content for each store view
- and many more features in the Chat GPT AI Content Generator Pro version

Short Description [store view]	Sho	ow / H	ide Editor	Gener	ate with AI	Advanced Generation with AI
	€	${\diamond}$	Paragraph	~	14px	✓ \$≡ ✓ <u>A</u> ✓ <u>∠</u> ✓
	в	Ι	⊻ ≡	≡ ≡	i≡ ~ i≡	- 🖋 🛃 🖽 Υ Ω
	Intro lifes class is de and Com belo	oducir tylel V s, this signe Bags, npete nging	ng the Compe Vhether you'n versatile tote d to be both making it a r Track Tote is s stay dry an	ete Track e hitting has got functiona nust-have made wit d protect	Tote, the perfe the gym, head you covered. al and stylish. e accessory fo h waterproof ed, no matter	ect companion for your active ding to school, or attending yoga Crafted in sleek black color, this tote It falls under the categories of Gear or all your fitness and daily needs. The material, ensuring that your the weather conditions.
	Ρ					POWERED BY TINY

Search Engine Optimization

URL Key [store view]	compete-track-tote
	Create Permanent Redirect for old URL
Meta Title [store view]	Stay Organized and Stylish with the Compete Track Tote - Perfect fo
[Generate with AI Advanced Generation with AI
Meta Keywords [store view]	fashion bags, sport bag
	Generate with AI Advanced Generation with AI
Meta Description [store view]	The Compete Track Tote is perfect for your active lifestyle, whether you're hitting the gym, heading to school, or practicing yoga. Made with waterproof and lightweight materials, this tote is designed to keep your gear safe and dry. It also features refl
	Generate with AI Advanced Generation with AI
	Maximum 255 chars. Meta Description should optimally be between 150-160 characters

SEO Toolkit Pro includes Amasty's ChatGPT AI Content Generator. SEO Toolkit Premium includes Amasty's ChatGPT AI Content Generator Pro.

If both the **SEO Toolkit (Pro/Premium)** and **ChatGPT AI Content Generator Pro (Basic/Pro)** extensions are installed on your instance, you can automatically fix metadata issues found during the SEO Toolbar inspection on product, category, or CMS store pages using AI in real-time.

For this:

1. Navigate to the desired store's product, category, or CMS page on the frontend and open the SEO Toolbar;

2. Check if there are any issues detected in the page's metadata (for instance, the meta description is missing in the example below);



3. If you'd like to correct the issues with AI, click the **Fix issues with AI** button;

4. After that, you will be redirected to the content generation page, where the store view and the type of metadata with issue are pre-selected;

Q

💄 admin 👻

Generate Content with AI

Page Type: Product Page			
Page Type. Froudct rage	+		
Page Little: Floha Fitness Shor	t		
Page ID: 1924			
Store View	* All Store Views		
	Main Website		
	Main Website Store		
	Default Store View		
	1.		
	Please select the store view for	h you'd like to generate content.	

• •	Content to Generate
	Meta Title
	Meta Description

5. Then, click the **Generate** button if you'd like to auto-generate the selected metadata (meta description in example below) for the chosen store view;

2025/08/18 21:30	27/44		Guide for SE	O Toolkit for Magento 2
Generate Content	t with Al			🔍 💄 admin 🗸
			Cancel	Generate
✓ Meta description has been	generated.			
Page Type: Product Page				
Page Title: Fiona Fitness Short				
Page ID: 1924				
Store View *	All Store Views			
	Main Website			
	Main Website Store			
	Default Store View			
	Please select the store view for	which you'd like to generate content.		

• •	Content to Generate
	Meta Title
✓	Meta Description

6. Refresh the page on the frontend and verify that the issue no longer appears in the SEO Toolbar and the meta description has been generated.



Page Analysis	🙆 Seo Toolba	ar 🗸	Training 🗸 Sale
Robots Meta INDEX,FOLLOW Canonical A canonical tag is set for this page Title I 9 characters — optimal. Fiona Fitness Short Meta Description 146 characters — optimal. Fiona Fitness Shorts Designed for comfort and performance, these stylish shorts are perfect for any fitness enthusiast. Headings 4H1> <h2> <h3> <h4> <h5> <h6> 1 0 0 0 0 0</h6></h5></h4></h3></h2> 0 0 Images 1 image(s) without ALT tag https://seo-toolkit-m2-staging.magento-demo.amasty.com/static/version1751287481/fro ntend/Magento/luma/en_US/mages/logo.svg In-Page Links NoFollow Links 0	Page Analysis	★ Fix Issues with AI	
Canonical A canonical tag is set for this page Title 19 characters – optimal. Fona Fitness Short Meta Description 16 characters – optimal. Bevate your workout with Fiona Fitness Shorts. Designed for comfort and performance, these stylish shorts are perfect for any fitness enthusiast. Headings <ul< td=""><td>Robots Meta</td><td>INDEX,FOLLOW</td><td>*</td></ul<>	Robots Meta	INDEX,FOLLOW	*
Title • 19 characters – optimal. Fona Fitness Short Meta Description • 146 characters – optimal. Evate your workout with Flona Fitness Shorts. Designed for comfort and performance, these stylish shorts are perfect for any fitness enthusiast. Headings • 112 < 412 > 413 > 414 > 415 > 416 > 1 0 0 0 0 0 0 0 0 0	Canonical	A canonical tag is set for this page	
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Headings < <h1> <h2> <h3> <h4> <h5> <h6> 1 0 0 0 0 0 1 0 0 0 0 0 0 0 0 Fiona Fitness Short Images 1 image(s) without ALT tag https://seo-toolkit-m2-staging.magento- demo.amasty.com/static/version1751287481/fro ntend/Magento/luma/en_US/images/logo.svg In-Page Links NoFollow Links 0 DeFellow Links 12</h6></h5></h4></h3></h2></h1>	Meta Description	146 characters — optimal. Elevate your workout with Fiona Fitness Shorts. Designed for comfort and performance, these stylish shorts are perfect for any fitness enthusiast.	
Images 1 image(s) without ALT tag https://seo-toolkit-m2-staging.magento- demo.amasty.com/static/version1751287481/fro ntend/Magento/luma/en_US/images/logo.svg In-Page Links NoFollow Links 0 DeFellow Links 12	Headings	 <h1> <h2> <h3> <h4> <h5> <h6></h6></h5></h4></h3></h2></h1> 1 0 0 0 0 0 Fiona Fitness Short 	
In-Page Links NoFollow Links 0	Images	1 image(s) without ALT tag https://seo-toolkit-m2-staging.magento- demo.amasty.com/static/version1751287481/fro ntend/Magento/luma/en_US/images/logo.svg	
DeFellow Links 12	In-Page Links	NoFollow Links 0	
DOPOILOW LINKS 13		DoFollow Links 13	
Internal Links 13		Internal Links 13	
External Links 0		External Links 0	

ChatGPT AI Content Generator (in SEO Toolkit Pro) and **ChatGPT AI Content Generator Pro (in SEO Toolkit Premium)** are available only as part of an active support or product subscription. The option to fix metadata issues detected by the SEO Toolbar with the help of AI is also only available as part of an active support or product subscription. You can find the **amasty/module-seo-toolbar-ai-fix** package for installating in composer suggest.

Check out **this article** to learn more about **Amasty AI Service**. Discover the supported models, how using your own OpenAI API key differs from using our service, and how we manage usage limits.

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** \rightarrow **Amasty AltTagGenerator** \rightarrow **Alt Tag Rules (Products)**.

👤 demouser 🗸 Alt Tag Rules (Products) Add New **Filters** \mathbf{O} 🏠 Columns 🔻 Default View 🔻 Actions • 3 records found 20 of 1 • per page 1 > ID Title Status Action • Store 1 Bags and Watches All Store Views ENABLED Edit 2 Summer Collection All Store Views ENABLED Edit 3 Black Friday Sale All Store Views ENABLED Edit

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.

2025/08/18 21:30	31/44	Guide for SEO Toolkit for Magen
Edit Rule		💄 demouser 🗸
	← Back De	elete Reset Save and Continue Edit Save
General		6
Enabled	Yes	
Title	* Bags and Watches	
Priority	* 1	alt tag template with the highest
	priority will be applied. 0 is the highest priority.	an lag template with the mg least
	Main Website Main Website Store Default Store View	
Alt Tag Replacement Logic	Replace Filled Alt Text 👻	
Alt Tag Template	 Buy {name} [by {manufacturer brand}] [of {coi Example: Buy {name} [by {manufacturer brand}] {price}] [in {categories}] at [{store},] {website}. An Image Number Increment (for products with sev Name - {name} Category - {category} All Categories - {categories} Store View - {store_view} Store - {store} Website - {website} Price - {price} Special Price - {special_price} Final Price with Tax - {final_price_incl_tax} Price To (bundle) - {startingfrom_price} Price To (bundle) - {startingfrom_price} Color - {color} You can use any product code as a variable {attrivalue. Please make sure that the attribute is used 	tribute_code} to display its sed 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.

Produc	ts Subselec	tion 🖌						\odot
	Produ	ct Conditions If ALL of these co Category is on	onditions are TRUE : le of 4,6 🝙					
Previev Please cli	v Products ck here to pre	Hide Products						
								T Filters
23 recor	ds found				20 -	per page	< 1	of 2 >
ID 1	Thumbnail	Name	Туре	Attribute Set	sku	Price	Visibility	Status
1		Joust Duffle Bag	Simple Product	Bag	24-MB01	\$34.00	Catalog, Search	Enabled
2	8	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

Guide for SEO Toolkit for Magento 2

33/44

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.

Google Indexing API

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

Visit the Google Indexing API for Magento 2 guide page to configure the plugin.

Significantly speed up the process of indexing recent changes to your website pages.

- Establish a connection with the Indexing API provided by Google
- Send indexing requests directly to Google from the Magento admin panel.
- · Submit URLs for indexing manually or enable auto-indexing
- Request URL deletions from index with just a few clicks

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6

- Monitor the indexing status of each URL using a convenient grid
- Initiate indexing right from any edit page (product, category, CMS)

Yes

Auto-Indexing

Enable [store view]

Auto-Indexing for Pages [store view]

Product Pages

Category Pages

CMS Pages

Automatic indexing requests are submitted to search platforms whenever a selected entity is created, updated, or deleted.

Index Product Pages When Attributes Change [global]

Activity	-
Category Gear	
Categories	
Climate	
Collar	
Color	
Cost	
Country of Manufacture	
New Theme	
Active From	•

Changing the selected attributes will trigger the submission of product page URLs for indexing.

Q

Submit Pages for Indexing

Submit

💄 admin 👻

Action



https://google-indexing-api-m2.magento-demo.amasty.com/gear/bags.html https://google-indexing-api-m2.magento-demo.amasty.com/savvy-shoulder-tote.html https://google-indexing-api-m2.magento-demo.amasty.com/gear/fitness-equipment.html https://google-indexing-api-m2.magento-demo.amasty.com/affirm-water-bottle.html https://google-indexing-api-m2.magento-demo.amasty.com/about-us

Please input each URL in a new line.

Q

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Indexing Schedule Log

Searcl	h by k	eyword O		Filt	ers 💿	Default View 🔻	🔅 Colum	ns 🗸 🛓	🛓 Export 👻
Actior	ns	9 records found			20	▼ per pag	ge <	1	of 1 >
Delete Trans	e mit		Trigger	Status	Added At	Scheduled At	Transmitted At	Message	Action
	11	https://google-indexing-api- m2.magento- demo.amasty.com/about-us	URL_UPDATED	Pending	Jul 19, 2024 4:01:25 PM	Jul 19, 2024 4:16:25 PM			Transmit Now
	7	https://google-indexing-api- m2.magento- demo.amasty.com/harmony- lumaflex-trade-strength-band- kit.html	URL_DELETED	Success	Jul 19, 2024 12:46:37 PM	Jul 19, 2024 1:01:37 PM	Jul 19, 2024 12:49:29 PM		Transmit Now
	4	https://google-indexing-api- m2.magento- demo.amasty.com/men.html	URL_UPDATED	Success	Jul 17, 2024 12:32:47 PM	Jul 17, 2024 12:47:47 PM	Jul 17, 2024 12:33:07 PM		Transmit Now
	3	https://google-indexing-api- m2.magento- demo.amasty.com/strive- shoulder-pack.html	URL_UPDATED	Success	Jul 17, 2024 12:32:42 PM	Jul 17, 2024 12:47:42 PM	Jul 17, 2024 12:33:07 PM		Transmit Now

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;

— Account dashboard	
Orders	Amosty One Video calls & screen sharing for configuration questions LEARN MORE →
Products	
Account information	
Reward points	Hi, Jane Doe
Store Credit & Refunds	
Support	Hmm, it looks like you are not subscribed to our newsletter yet.
Amasty SaaS	SUBSCRIBE

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

AMASTY PLATFORM

Email address	
janedoe@exa	ample.com
Password	
🗌 Remember m	e Forgot Passwor
	Sign In
	Or sign in with
G	Google
4	Facebook

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

Customer Account (Beta)	
List of applications Website SEO Health Check	Website SEO Health Check Website SEO Health Check is a SaaS Tool that helps to discover the most severe SEO mistakes which can damage your website. go to application

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

Last update: 2025/08/13 08:59

Website SEO Health Check (Beta)		
udit	https://amasty.com	add domain
Start audit via sitemap	How to verify your site	
Start audit with cron (coming soon)		
Scan log	Domains list:	
(coming soon)	https://amasty.com	start scan view results
Start One Page SEO Check (coming soon)		
Account		
Domain (coming soon)		
Notification		
(coming soon)		
Settings (coming soon)		

6. Click on the 'start scan' button.

https://dmasty.com	add domain
<u>How to verify your site</u>	
Domains list:	

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

– Go back ht	tps://amasty.com		Status: pending
	Scanned URLs: -	8 Critical errors: -	
PHI -	Created at: 29-9-2022 10:57	🛕 Warnings: -	
1182 left	Updated at: 29-9-2022 10:57	1 Notification: -	

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

Website SEO Health Check (Beta)				
		Scanned URLs: 1532	🗴 Critical errors: 427	
	94	Created at: 12-8-2022 16:00	🛕 Warnings: 1977	
Audit	of 100	Updated at: 12-8-2022 16:02	1 Notification: 1109	
Start audit via sitemap				
Chart qualit with even				
(coming soon)				
Scan loa				
(coming soon)	Briority Error type		Total number of errors	
Start One Page SEO Check	Filolity Ellor type		Total number of errors	
(coming soon)	😢 Canonical is m	issing	423	See URL
Account	X Description is r	nissing	3	See URL
Domain				
(coming soon)	sitemap is not	available	1	See URL
Notification				
(coming soon)	Description is t with spaces.)	oo short (The Description should include 140-170 s	symbols 617	See URL

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

Example: https://www.amasty.com	add domain
<u>How to verify your site</u>	
Domains list:	
https://amasty.com	start scan view results

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

Select Entity	Select		
		Q	
^	Customer		
(U) Copyright © 2023 Magento Co	Sales		Ac
	Product		
	Amasty SeoToolkit Redirect		
	Amasty SeoToolkit Redirect Import Entity		

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

Export

Export Settings

Select Entity	Select	•
	٩	
	Customer	
Opyright © 2023 Magento Cor	lnventory	
	Sales	
	Product	
	Amasty SeoToolkit Redirect	
	Amasty SeoToolkit Redirect Export Entity	
	Amasty SeoToolkit Redirect Store Export Entity	
	Amasty SeoToolkit Redirect Expiration Export Enti	ty

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
0	Last	Cron Activity: 20 seconds ago					
					T Filter	s 💿 Default View	🗸 🏠 Columns 🗸
Actio	ons	▼ 652 reco	rds 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.

ChatGPT AI Content Generator

• **amasty/module-seo-toolbar-ai-fix**- Install this package to fix metadata issues found by the SEO Toolbar with the help of AI, when both the SEO Toolkit (Pro/Premium) and ChatGPT AI Content Generator Pro (Basic/Pro) extensions are installed together on your instance.

FAQ

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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?

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

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