

# **User Guide**



## **Extension Description**

Serious websites and large stores spend much time and huge amounts of money on SEO optimization to improve their websites' visibility in search results. Getting top search engine positions is a high priority for lots of stores since top positions bring potential customers.

Magento SEO ENGINE extension is a real time saver for you, if you have to improve your search engine positions. This Magento extension helps you to increase your ranking positions and reduce time spent on optimization. We highly recommend you to use this extension if you want to take a serious approach to SEO for your Magento site.

With Magento SEO ENGINE you can generate SEO and user-friendly product URL Keys based on product attributes. For example, you can set a template "[name]-[color] color-[categories]-[sku]" and it will be transformed into "apple-macbook-pro-ma464ll-a-15-4-notebook-pc-silver-color-computers-laptops-ma464ll-a.html". This SEO ENGINE allows you to select all products and set them a template, as well as assign different templates to different product groups with store division (different URL Key templates for different languages). Besides generation of URL Keys, this extension allows you to reach higher rankings in search engines with the help of Title, Description and Meta keywords dynamic templates. It transforms all meta information and makes your products SEO friendly just in a few minutes!

## **Extension Installation**

We made tests on all major installations and this extension is a fully workable. But It is highly recommended to backup your server files and database before installing this module. It is also recommended you install on a test server initially to carry out your own testing.

To install extension follow this steps:

- 1 Clear the store cache under var/cache and all cookies for your store domain**
- 2 Disable Compilation Mode (if enabled)**
- 3 Log out from Magento Admin panel if you are logged in**
- 4 Unpack the contents of the “extension” folder from the package file to your Magento root directory**

If you dont use “default” folder as your theme pool directory copy files from app/design/frontend/default/default/ & skin/frontend/default/default to yours

- 5 Check that magento has permissions to read extensions files.**

- 6 If Cache Control is enabled in Magento go to ‘System > Cache Management’ section, select ‘Refresh’ under ‘All Cache’ drop-down menu and press ‘Save Cache Settings’**

# Extension Usage

SEO ENGINE extension offers everything you need to set up and automate SEO for your Magento shop. This extension is particularly useful for large shops with 100k+ positions.

First of all check that all extension files and folders uploaded to the right place, after that Log into Magento Admin panel and go to System > Configuration > Magazento tab >

“SEO ENGINE” section to configure the extension main settings

The screenshot displays the Magento Admin configuration interface for the 'SEO ENGINE' extension. On the left, a sidebar menu lists various configuration categories, with 'MAGAZENTO.COM' and 'SEO ENGINE' selected. The main content area is titled 'SEO ENGINE' and contains a 'General settings & rules' section. This section includes several configuration options, each with a dropdown menu set to 'Yes' and a '[STORE VIEW]' link. The options are: Product Meta Robots Enabled, Product Title Template, Product Description Template, Product Keyword Template, Category Meta Robots Enabled, Category Title Template, Category Description Template, Category Keyword Template, Cms Page Meta Robots Enabled, and Remove Homepage Duplicates. Each option has a small triangle icon and a tooltip that explains the setting's function. For example, 'Product Title Template' has a tooltip that says 'Use product meta title template rules instead of the meta\_title product attribute'. At the bottom of the 'General settings & rules' section, there is a note about Canonical URLs, suggesting the use of built-in Magento functionality and providing a link to a support page: <http://support.google.com/webmasters/bin/answer.py?hl=en&answer=139066>. Below the link, there is a quote from guidelines: "To gain more control over how your URLs appear in search results, and to consolidate properties, such as link popularity, we recommend that you stick a canonical (preferred) URL".

## MAGENTO SEO ENGINE

After general configuration is done you need to setup your own rules for your store. As well as products you can automate your store categories, but we have to say that categories automation for small stores is an optional and extra.

## Product meta templates

To manage product seo templates you need to go to the “[Product Meta Rules](#)” . Extension allows setup multiple different templates for different product groups.

The screenshot shows the Magento Admin Panel interface. At the top, there's a navigation bar with 'Dashboard', 'Sales', 'Catalog', 'Mobile', 'Customers', 'Promotions', 'Newsletter', 'CMS', 'Reports', and 'System'. A 'Global Record Search' box is on the right. Below the navigation bar, a message states 'Latest Message: Firecheckout 2.2 is now available. Read details'. The main content area is titled 'Product SEO Rules[Products]' and shows a table with one record. The table columns are ID, Description, Title, Url, Description, Keywords, Products, Store View, and Action. The record has ID 4, Description 'Example "Laptops"', Title '[name] [[color] color] [for {price} USD] [in {categories}] - SKU:[sku]', and Action 'Edit | Update Products'.

The screenshot shows the 'Edit #4' form for a Product SEO rule. The form is divided into two sections: 'General' and 'Assigned Products'. The 'General' section contains the following fields:

- Description \***: Example "Laptops"
- Rule Title \***: [name] [[color] color] [for {price} USD] [in {categories}] - SKU:[sku]  
Example: [name] [[color] color] [for {price} USD] [in {categories}] - SKU:[sku]  
Will be transformed into: Apple MacBook Pro MA464LL/A 15.4" Notebook PC Silver color for \$2,299.99 USD in Computers, Laptops - SKU:MA464LL/A
- Rule URL \***: [name]-[[color] color]-[categories]-[sku]  
Example: [name]-[[color] color]-[categories]-[sku]  
Will be transformed into: apple-macbook-pro-ma464ll-a-15-4-notebook-pc-silver-color-computers-laptops-ma464ll-a
- Rule Description \***: [name] [[color] color] [for {price} USD] at [{store\_name}], [website\_name], [short\_description]  
Example: [name] [[color] color] [for {price} USD] at [{store\_name}], [website\_name], [short\_description]  
Will be transformed into: Apple MacBook Pro MA464LL/A 15.4" Notebook PC Silver color for \$2,299.99 USD at Main Store, Main Website. You've seen improvements in notebook performance before - but never on this scale. The Intel Core Duo powering MacBook Pro is actually two processors
- Rule keywords \***: [name], [color], [model], [categories], [store\_name], [website\_name]  
Example: [name], [color], [model], [categories], [store\_name], [website\_name]  
Will be transformed into: Apple MacBook Pro MA464LL/A 15.4" Notebook PC, Silver, MA464LL/A, Computers, Laptops, Main Store, Main Website

Below the form, there is a 'Help:' section with the following definitions:

- product\_attribute: attribute (example: name)
- categories: product categories
- price: product price
- special\_price: product special price
- store\_name: Current store name
- store\_view\_name: Store view name

# MAGENTO SEO ENGINE

Product SEO rule

General

Assigned Products

Edit #4

Page 1 of 1 pages | View 20 per page | Total 4 records found

<input checked="" type="checkbox"/>	ID	Name	Type	Attrib. Set Name	Status	Visibility	SKU	Price	Position
<input checked="" type="checkbox"/>	158	Sony VAIO 11.1" Notebook PC	Bundle Product	Computer	Enabled	Catalog, Search	VGN-TXN27N/BW		
<input checked="" type="checkbox"/>	27	Sony VAIO VGN-TXN27N/B 11.1" Notebook PC	Simple Product	Computer	Enabled	Catalog, Search	VGN-TXN27N/B	\$2,699.99	
<input checked="" type="checkbox"/>	26	Acer Ferrari 3200 Notebook Computer PC	Simple Product	Computer	Enabled	Catalog, Search	LX.FR206.001	\$1,799.99	
<input checked="" type="checkbox"/>	25	Apple MacBook Pro MA464LL/A 15.4" Notebook PC	Simple Product	Computer	Enabled	Catalog, Search	MA464LL/A	\$2,299.99	

Meta examples goes bellow:

## Meta URL:

[name]-[color]-[categories]-[sku]

Will be transformed into:

apple-macbook-pro-ma464ll-a-15-4-notebook-pc-silver-color-computers-laptops-ma464ll-a

## Meta Title:

[name] [color] [for price] USD [in categories] - SKU:[sku]

Will be transformed into:

Apple MacBook Pro MA464LL/A 15.4" Notebook PC Silver color for \$2,299.99 USD in Computers, Laptops - SKU:MA464LL/A

## MAGENTO SEO ENGINE

### Meta Keyword:

[name], [color], [model], [categories], [store\_name], [website\_name]

Will be transformed into:

Apple MacBook Pro MA464LL/A 15.4" Notebook PC, Silver, MA464LL/A, Computers, Laptops, Main Store, Main Website

### Meta Description:

[name] [{color} color] [for {price} USD] at [{store\_name}], [website\_name].

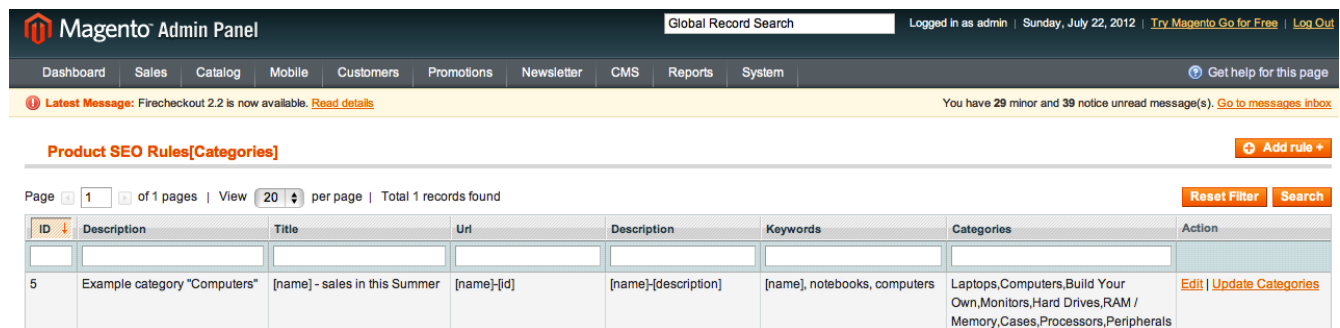
[short\_description]

Will be transformed into:

Apple MacBook Pro MA464LL/A 15.4" Notebook PC Silver color for \$2,299.99 USD at Main Store, Main Website. You've seen improvements in notebook performance before - but never on this scale. The Intel Core Duo powering MacBook Pro is actually two processors

## Category meta templates

The second feature is dynamic categorization of Meta Titles, Descriptions and Keywords with Category URL Keys rewrite templates on board. Magento SEO ENGINE optimizes Category URL Keys and other Meta information in the same way as it does with products. Select categories, set templates and click "Update Categories".



The screenshot shows the Magento Admin Panel interface. At the top, there's a navigation bar with the Magento logo and 'Admin Panel' text. A search bar is present with the text 'Global Record Search'. The user is logged in as 'admin' on 'Sunday, July 22, 2012'. There are links for 'Try Magento Go for Free' and 'Log Out'. Below the navigation bar, there's a menu with options: Dashboard, Sales, Catalog, Mobile, Customers, Promotions, Newsletter, CMS, Reports, System. A 'Get help for this page' link is also visible. A message banner at the top indicates a 'Latest Message: Firecheckout 2.2 is now available. Read details' and 'You have 29 minor and 39 notice unread message(s). Go to messages inbox'. The main content area is titled 'Product SEO Rules[Categories]' and includes an 'Add rule +' button. Below this, there's a table with columns: ID, Description, Title, Url, Description, Keywords, Categories, and Action. The table contains one record with ID 5, Description 'Example category "Computers"', Title '[name] - sales in this Summer', Url '[name]-[id]', Description '[name]-[description]', Keywords '[name], notebooks, computers', Categories 'Laptops,Computers,Build Your Own,Monitors,Hard Drives,RAM / Memory,Cases,Processors,Peripherals', and Action 'Edit | Update Categories'.

ID	Description	Title	Url	Description	Keywords	Categories	Action
5	Example category "Computers"	[name] - sales in this Summer	[name]-[id]	[name]-[description]	[name], notebooks, computers	Laptops,Computers,Build Your Own,Monitors,Hard Drives,RAM / Memory,Cases,Processors,Peripherals	Edit   Update Categories

# MAGENTO SEO ENGINE

**Category SEO rule**

**Edit #5** [Back] [Reset] [Delete Item] [Save Item] [Save And Continue Edit]

**General**

Description \*

Rule title \*   
▲ Example:  
[name] - sales in this Summer  
Will be transformed into:  
Laptops, notebooks, computers

Rule url \*   
▲ Example:  
[name]-[id]  
Will be transformed into:  
laptops-28

Rule description \*   
▲ Example:  
[name]-[description]  
Will be transformed into:  
Laptops-buy brand new laptops directly from distributors

Rule keywords \*   
▲ Example:  
[name], notebooks, computers  
Will be transformed into:  
Laptops, notebooks, computers

**Help:**  
name: category id  
name: category name  
description: category description

**Category SEO rule**

**Edit #5** [Back] [Reset] [Delete Item] [Save Item] [Save And Continue Edit]

**Categories**

- Root Catalog (0)
- Furniture (6)
- Electronics (42)
  - Cell Phones (6)
  - Cameras (8)
  - Computers (28)
    - Build Your Own (3)
    - Laptops (4)
    - Hard Drives (4)
    - Monitors (4)
    - RAM / Memory (3)
    - Cases (2)
    - Processors (4)
    - Peripherals (4)
- Apparel (66)
- Household Items (0)



## **MAGENTO SEO ENGINE**

**Meta examples goes bellow:**

**Rule Title:**

**[name] - sales in this Summer**

**Will be transformed into:**

**Laptops, notebooks, computers**

**Rule URL:**

**[name]-[id]**

**Will be transformed into:**

**laptops-28**

**Rule Description:**

**[name]-[description]**

**Will be transformed into:**

**Laptops-buy brand new laptops directly from distributors**

**Rule Keywords:**

**[name], notebooks, computers**

**Will be transformed into:**

**Laptops, notebooks, computers**

## **Extension Troubleshooting**

After the extension installation the store gives an error, or blank page, or suggests to start Magento installation procedure.

- > Change the owner of the extracted extension files to the web server user and set 775 permissions on them. Clear the store cache and try again.

There is extension tab under configuration section, or having the extension tab clicked I get a blank page, or *Access Denied* error.

- > Clear the store cache, browser cookies, logout and login again.

I've set up everything correctly, inserted the HTML code but there is nothing on that page.

- > Clear the store cache, clear your browser cache and domain cookies and refresh the page.

My configuration changes do not appear on the store.

- > Clear the store cache, clear your browser cache and domain cookies and refresh the page.

# Extension Uninstallation

You can completely disable extension if you delete

“/app/etc/modules/lp\_Seotools.xml” file or just change “true” to “false”

```
<?xml version="1.0"?>  
<config>  
  <modules>  
    <lp_Seotools>  
      <active>true</active>  
      <codePool>community</codePool>  
    </lp_Seotools>  
  </modules>  
</config>
```

But if you want to completely remove this extension from your magento installation follow this steps

- 1 delete extension files
- 2 delete following tables from your db

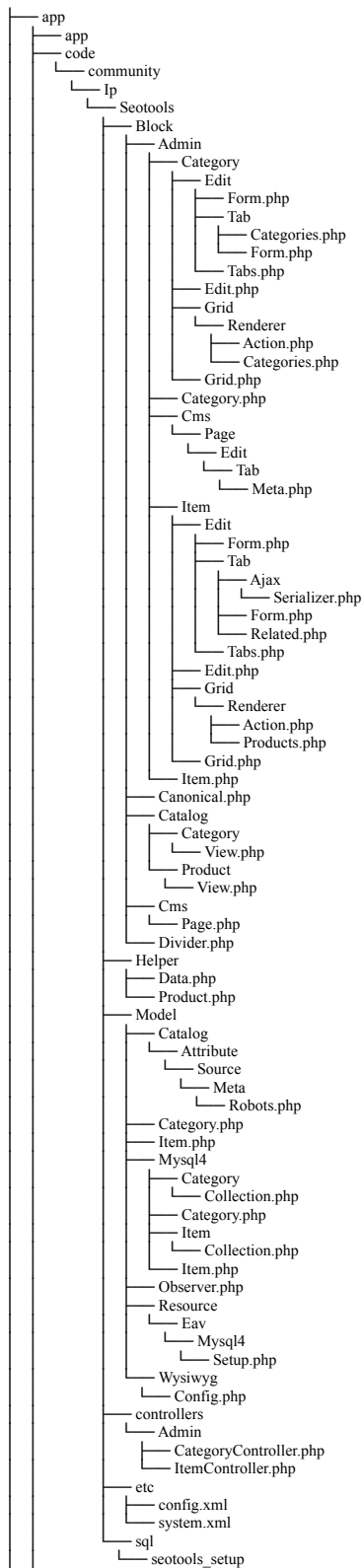
<input type="checkbox"/>	ip_seotools_item							
<input type="checkbox"/>	ip_storeevents_item							

and following record from “core\_resource” table

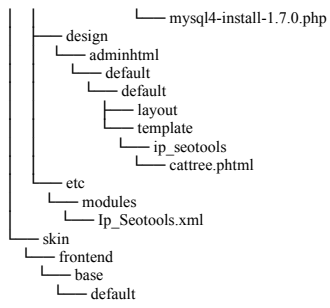
<input checked="" type="checkbox"/>			seotools_setup	1.7.0	1.7.0
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3 Remove extension extension Files & Folders tree

# Extension folders and files



## MAGENTO SEO ENGINE



## CustomWork with Magento!

As you may know, for now Magento is the superior ecommerce platform, scalable and and full of additional features that the others ecommerce platforms doesn't have. We are focused on the the custom module and additional features development for Magento CMS. We also provide premium web-store development services including design and consulting. For us is not important your business size, does your company big or it doesn't. We will build you your eCommerce business through research with the latest innovations in web-development niche.

If you need need custom development for magento, please do not hesitate to contact us at [service@magazento.com](mailto:service@magazento.com) or <http://www.magazento.com/english/quote>

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