

# Magento 2 Advanced SEO Suite

## Installation and User Guide for Magento 2 Advanced SEO Suite

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# Installation

- **Installation via app/code:** Upload the content of the module to your root folder. This will not overwrite the existing Magento folder or files, only the new contents will be added. After the successful upload of the package, run below commands on Magento 2 root directory.

```
php bin/magento setup:upgrade  
php bin/magento setup:di:compile  
php bin/magento setup:static-content:deploy
```

- **Installation via Composer:** Please follow the guide provided in the below link to complete the installation via composer.

<https://docs.scommerce-mage.com/magento-2-extensions/installation-via-composer/installation-via-composer>

# Configuration Settings for SEO Base

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

## General Settings

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

### General Settings

**Enabled** [store view] Yes ▼ Select "Yes" to enable the module

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

**License Key** [store view] \$2y\$10\$T2ycsrX0U3leW7JPAIWIPusKaWIQU1FUvMCu3bQNAI9TksPCUxurC Enter the License key for the module

This setting will verify your license key for the give domain  
**N.B. License keys are domain specific so for your testing or staging sites please email us at [core@sccommerce-mage.com](mailto:core@sccommerce-mage.com)**

# Configuration Settings for SEO Sitemap Exclusion

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

## General Settings

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

### General Settings

**Enable**  
[store view]

Yes

This setting will be used to enable or disable module.

Select "Yes" to enable the module

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

Enable Category  Yes

Include in Menu  Yes

Category Name

Exclude from Sitemap  No

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

Set Product as New From  
[website]

10/1/2019



To

10/16/2019

Exclude from Sitemap  
[store view]



Yes

Country of Manufacture  
[website]

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

Enable Page



Yes

Page Title \*

About us

Exclude from Sitemap



No

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

Site Map

Add Site

Search

Reset Filter

1 records found

20



per page



1

of 1

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

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

## New Site Map

← Back Reset S

### Sitemap

Filename \*   
example: sitemap.xml

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

Store View \*  ?

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

### Search Engine Optimization

Popular Search Terms [store view]

Product URL Suffix [store view]   
You need to refresh the cache.

Category URL Suffix [store view]   
You need to refresh the cache.

**Use Categories Path for Product URLs** [store view]

Create Permanent Redirect for URLs if URL Key Changed [store view]

Page Title Separator [store view]

Use Canonical Link Meta Tag For Categories [store view]

Use Canonical Link Meta Tag For Products [store view]

## Google Sitemap XML

Google site map shows all the included Products, Categories, and CMS Pages links in the sitemap.xml.

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

```

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

```

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

```

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

```

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

```

▼<PageMap xmlns="http://www.google.com/schemas/sitemap-pagemap/1.0">
  ▼<DataObject type="thumbnail">
    <Attribute name="name" value="Montana Wind Jacket"/>
    <Attribute name="src" value="http://demo2.scommerce-mage.co.uk/pub/media/catalog/product/cache/74c1057f7991b4edb2bc7bdaa94c
  </DataObject>
</PageMap>
</url>
▼<url>
  ▼<loc>
    http://demo2.scommerce-mage.co.uk/men/tops-men/jackets-men/proteus-fitness-jackshirt.html
  </loc>
  <lastmod>2019-06-20T10:46:29+00:00</lastmod>
  <changefreq>daily</changefreq>
  <priority>1.0</priority>
  ▼<image:image>
    ▼<image:loc>
      http://demo2.scommerce-mage.co.uk/pub/media/catalog/product/cache/74c1057f7991b4edb2bc7bdaa94de933/m/j/mj12-orange_main_1.j
    </image:loc>
  </image:image>
</url>

```

## Configuration Settings for Catalog URL

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

### General Settings

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

## General Settings

**Enabled**  
[store view] Yes

This setting will be used to enable or disable module.

**Exclude Root Categories**  
[store view]

Root Catalog  
Default Category

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

Select "Yes" to enable the module

Please select the root categories to exclude

# Configuration Path to Set Up Primary Category

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

## Search Engine Optimization

**URL Key**  
[store view] rival-field-messenger

Create Permanent Redirect for old URL

**Meta Title**  
[store view]

**Meta Keywords**  
[store view]

**Meta Description**  
[store view]

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

**Primary Category**  
[store view] Root Catalog -> Default Category1 -> Gear -> Bags

# Front-end Site View

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

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



## Configuration Settings for Canonical Tags

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

### General Settings

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

#### General

Enable  
[store view]

Yes

Select "Yes" to enable the module

This setting will be used to enable or disable module.

### Category Canonical Tag

- **Category Canonical Enable** - Set it to yes, if you want canonical tag on category pages.

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

**Category Canonical Tags**

Category Canonical Enabled [store view] Yes  Select "Yes" to enable the Category Canonical

Exclude Current Category in Admin [store view] Yes  Select "Yes" to Exclude the Current Category  
Remove current category from the selection drop down

Append Text with Every Category URL Path [store view] No  Select "Yes" to Append Text with Category URL

## Product Canonical Tag

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

**Product Canonical Tags**

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

## CMS Canonical Tag

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

**CMS Canonical Tags**

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

## No Index No Follow

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

## No Index No Follow

**No Index No Follow Enabled** [store view] Yes Select "Yes" to enable the Index No Follow

**Action Names** [store view] catalog\_product\_compare\_index  
catalog\_seo\_sitemap\_category  
catalog\_seo\_sitemap\_product Please select the Action Names

**Route Names** [store view] checkout  
customer  
sendfriend  
tag  
review  
null Please define the Route Names

## Product Setup for Canonical URL

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

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

### Search Engine Optimization

**URL Key** [store view] joust-duffle-bag

Create Permanent Redirect for old URL

**Meta Title** [store view]

**Meta Keywords** [store view]

**Meta Description** [store view]  
Maximum 255 chars. Meta Description should optimally be between 150-160 characters

**Primary Category** [store view] Root Catalog -> Default Category -> Gear -> Bags

**Override Canonical URL** [store view]

**Robots Settings** [store view] Please select

## Category Setup for Canonical URL

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

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

## Search Engine Optimization

URL Key	<input type="text" value="default-category"/>
	<input type="checkbox"/> Create Permanent Redirect for old URL
Meta Title	<input type="text"/>
Meta Keywords	<input type="text"/>
Meta Description	<input type="text"/>
Canonical URL	<input type="text" value="Root Catalog -&gt; Default Category -&gt; Collections"/>
Override Canonical URL	<input type="text"/>
Robots Settings	<input type="text" value="Please select"/>

## CMS Setup for Canonical URL

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

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

## Search Engine Optimization

URL Key	<input type="text" value="about-us"/>
Meta Title	<input type="text"/>
Meta Keywords	<input type="text"/>
Meta Description	<input type="text"/>
Override Canonical URL	<input type="text" value="test"/>
Robots Settings	<input type="text" value="Please select"/>

## Front-end Site View

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

```
uk/pub/static/version1581365868/frontend/Magento/luma/en_US/css/styles-l.min.css" />
1365868/frontend/Magento/luma/en_US/css/print.min.css" />
Magento/luma/en_US/Magento_Theme/favicon.ico" />
frontend/Magento/luma/en_US/Magento_Theme/favicon.ico" />
```

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

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

```
pub/static/version1581365868/frontend/Magento/luma/en_US/css/styles-l.min.css" />
65868/frontend/Magento/luma/en_US/css/print.min.css" />
agento/luma/en_US/Magento_Theme/favicon.ico" />
ontend/Magento/luma/en_US/Magento_Theme/favicon.ico" />
```

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

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

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

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

# Configuration Settings for Rich Snippets

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

## General Settings

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

### General Settings

The screenshot displays the 'General Settings' for the Rich Snippets module. It consists of five rows, each with a setting name, a dropdown menu, and an explanatory text box:

- Enable** (store view): Set to 'Yes'. Text box: 'Select "Yes" to enable the module'. Below the dropdown: 'This setting will be used to enable or disable module.'
- Description** (store view): Set to 'Long Description'. Text box: 'Please select the description'.
- Price** (store view): Set to 'Incl. Tax'. Text box: 'Please select the price'. Below the dropdown: 'In case price is listed with Tax and without Tax select which price should be used.'
- Brand** (store view): Set to 'brand'. Text box: 'Please select the brand'.
- Global Product Identifier** (store view): Set to 'SKU'. Text box: 'Please select the global product identifier'.
- Global Product Identifier Type** (store view): Set to 'mpn'. Text box: 'Please add the global product identifier type'. Below the dropdown: 'Could be one of the following: gtin8, gtin13, gtin14, mpn'.

## Rich Snippets General Settings

- **Enable** - Select "Yes" or "No" to enable or disable the module.
- **Description** - Select description/short description from the drop-down.
- **Price** - Select price from the drop down. In case price is listed with tax and without tax select which price should be used.

- **Wrap with div** - Select "Yes/No". It helps prevent conflicts with SEO extensions.
- **Use JSON-LD** - Select "Yes/No" use JSON-LD format for product snippet.

### Rich Snippets General Settings

<b>Enable</b> <small>[store view]</small>	Yes	▼	Select "Yes" to enable the Rich Snippets
<small>NOTE: Based on your template you might already have Rich Snippets enabled on your page</small>			
<b>Description</b> <small>[store view]</small>	Long Description	▼	Please select the description
<b>Price</b> <small>[store view]</small>	Incl. Tax	▼	Please select the price
<small>In case price is listed with Tax and without Tax select which price should be used.</small>			
<b>Wrap with div</b> <small>[store view]</small>	Yes	▼	Select "Yes" to enable wrap with div
<small>Helps prevent conflicts with SEO extensions</small>			
<b>Use JSON-LD</b> <small>[store view]</small>	Yes	▼	Select "Yes" to use JSON-LD
<small>Use JSON-LD format for product snippet</small>			

## Twitter Card Settings

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

### Twitter Card Settings

<b>Enable</b> <small>[store view]</small>	Yes	▼	Select "Yes" to enable the Twitter Card
<b>Card Type</b> <small>[store view]</small>	Product (Deprecated)	▼	Please select the card type
<b>Description</b> <small>[store view]</small>	Short Description	▼	Please select the description
<b>Price</b> <small>[store view]</small>	Incl. Tax	▼	Please select the price
<small>In case price is listed with Tax and without Tax select which price should be used.</small>			
<b>Twitter Site</b> <small>[store view]</small>			Please add the twitter site
<b>Twitter Creator</b> <small>[store view]</small>			Please add the twitter creator

## Facebook Open Graph Settings

### Facebook Open Graph Settings

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

### Facebook Open Graph Settings

<b>Enable</b> <small>[store view]</small>	<input type="text" value="Yes"/>	▼	Select "Yes" to enable the Facebook Open Graph
<b>Description</b> <small>[store view]</small>	<input type="text" value="Short Description"/>	▼	Please select the description
<b>Price</b> <small>[store view]</small>	<input type="text" value="Incl. Tax"/>	▼	Please select the price
<small>In case price is listed with Tax and without Tax select which price should be used.</small>			
<b>Site Name</b> <small>[store view]</small>	<input type="text"/>		Please add the site name
<b>App Id</b> <small>[store view]</small>	<input type="text"/>		Please add the App Id
	<small>fb:app_id</small>		

### Pinterest Rich Pins Settings

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

### Pinterest Rich Pins Settings

<b>Enable</b> <small>[store view]</small>	<input type="text" value="Yes"/>	▼	Select "Yes" to enable the <u>pin</u> terest rich pins
<small>It uses same tags as Facebook Open graph, make sure Facebook Open Graph is enabled as well</small>			

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

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

Organization		All (1) ▾
Organization		0 ERRORS 0 WARNINGS ^
@type	Organization	
url	http:// test.co.uk/	
logo	http:// test.co.uk/pub/static/version157864150 /frontend/Magento/luma/en_US/images/logo .svg	

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

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

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

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

review	
@type	Review
datePublished	2017-03-24T00:54:25
description	Great for cooler runs.
name	Great for cooler runs.
author	

## Twitter, Facebook Open Graph Social Sharing Code

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

```

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

```

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

```

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

```

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

## Magento Google Tag Manager (GTM) Enhanced Ecommerce Tracking

<https://www.scommerce-mage.com> > Magento Extensions



★★★★★ Rating: 97% - 13 reviews - £84.99

This Magento extension allows you to install Google Tag Manager on your Magento store which will help you integrate Enhanced Ecommerce, Google Dynamic Remarketing, Facebook Pixel, Facebook Conversion and many more tracking with GTM. ... Google Universal Analytics Tracking

## Magento 2 Google Tag Manager Pro Enhanced Ecommerce Tracking

<https://www.scommerce-mage.com> > Magento 2 Extensions

★★★★★ Rating: 96% - 12 reviews - £104.99

Google Tag Manager is a tag management system that allows you to quickly and easily update tags and code snippets on your website. With the help of our extension, you can add Enhanced E-commerce, Google Remarketing, Facebook Pixel, Facebook Conversion, and many more tracking effortlessly.

# Configuration Settings for Hreflang

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

## General Settings

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

- **Enable Hreflang Tags for CMS Pages** - Select "Yes/No". If set to "Yes" then it will enable Hreflang Tags for the CMS Pages.

**General Settings**

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

## Language and Country Settings

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

### Language and Country Settings

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

## Front-end Site view

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

```

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

```

```
</head>
```

```

container="body" data-mage-init='{"loaderAjax": {}, "loader": { "icon": "http://demo2.scommerce-
static/version1561649812/frontend/Magento/luma/en_US/images/loader-2.gif"}}' class="cms-home cms-in

```

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

```

<link rel="stylesheet" type="text/css" media="print" href="http://demo2.scommerce-mage.co.uk/pub/static/version1561649812/frontend/Magento/luma/en_US/images/loader-2.gif"/>
<link rel="icon" type="image/x-icon" href="http://demo2.scommerce-mage.co.uk/pub/static/version1561649812/frontend/Magento/luma/en_US/images/loader-2.gif"/>
<link rel="shortcut icon" type="image/x-icon" href="http://demo2.scommerce-mage.co.uk/pub/static/version1561649812/frontend/Magento/luma/en_US/images/loader-2.gif"/>
<script type="text/javascript" src="http://demo2.scommerce-mage.co.uk/pub/static/version1561649812/frontend/Magento/luma/en_US/js/lib/jquery/jquery.min.js"/>
<script type="text/javascript" src="http://demo2.scommerce-mage.co.uk/pub/static/version1561649812/frontend/Magento/luma/en_US/js/lib/jquery/jquery.min.js"/>
<script type="text/javascript" src="http://demo2.scommerce-mage.co.uk/pub/static/version1561649812/frontend/Magento/luma/en_US/js/lib/jquery/jquery.min.js"/>
<script type="text/javascript" src="http://demo2.scommerce-mage.co.uk/pub/static/version1561649812/frontend/Magento/luma/en_US/js/lib/jquery/jquery.min.js"/>
<link rel="stylesheet" type="text/css" media="all" href="http://demo2.scommerce-mage.co.uk/pub/media/styles.css"/>

```

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

```

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

```

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

```

<script type="text/javascript" src="http://demo2.scommerce-mage.co.uk/pub/static/version1561649812/frontend/Magento/luma/en_US/js/lib/jquery/jquery.min.js"/>
<script type="text/javascript" src="http://demo2.scommerce-mage.co.uk/pub/static/version1561649812/frontend/Magento/luma/en_US/js/lib/jquery/jquery.min.js"/>
<script type="text/javascript" src="http://demo2.scommerce-mage.co.uk/pub/static/version1561649812/frontend/Magento/luma/en_US/js/lib/jquery/jquery.min.js"/>
<script type="text/javascript" src="http://demo2.scommerce-mage.co.uk/pub/static/version1561649812/frontend/Magento/luma/en_US/js/lib/jquery/jquery.min.js"/>
<link rel="stylesheet" type="text/css" media="all" href="http://demo2.scommerce-mage.co.uk/pub/media/styles.css"/>

```

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

```

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

```

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

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

```

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

```

## Configuration Settings for Cross Linking

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

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


- **Product Page Replacement Limit** - Please define the replacement limit per product page. It determines how many keywords will be replaced on the given page.
- **Category Page Replacement Limit** - Please define the replacement limit per category page. It determines how many keywords will be replaced on the given page.
- **CMS Page Replacement Limit** - Please define the CMS page replacement limit. It determines how many keywords will be replaced on the given page.
- **Product Attributes for Replacement** - Please select the product attributes where text will be replaced with link on product pages.
- **Category Attribute for Replacement** - Please select the category attributes where text will be replaced with link on category page.



General Settings


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

**Product Page Replacement Limit** [global]   **Please define the prod page replacement limit**  
 This setting will limit the number of links per product page.

**Category Page Replacement Limit** [global]   **Please define the category page replacement limit**  
 This setting will limit the number of links per category page.

**CMS Page Replacement Limit** [global]   **Please define the CMS page replacement limit**  
 This setting will limit the number of links per cms page.

**Product Attributes For Replacement** [global]    
  **Please select the Prod attributes for replacement**  
 This setting will show product attributes where text will be replaced with link on product pages.

**Category Attributes For Replacement** [global]   **Please select the Category attributes for replacement**  
 This setting will show category attributes where text will be replaced with link on category page.

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

Cross Links

3 records found

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

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

## Add New Cross Link

← Back

### General Information

**Active**  No

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

**Link Target**   
This setting uses for open link in new window or same window.

**Keywords \***

**Store View \***   
Main Website  
Main Website Store  
Default Store View  
Select store view.

**Reference**

**Select Category \***

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

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

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

This will have the following general information:-

- **Active** - Dropdown with 'YES' or 'NO' options
- **Link Title** - Title of the link
- **Link Target** - Dropdown with options self or blank
- **Keywords** - Keywords can be entered with line breaks and wildcard % anywhere with the keyword for example %phone% (iPhone7)
- **Store View** - Multi-select with options All Store Views, Default Store View
- **Reference** - Dropdown with options, Product ID, Category ID or Custom Url
- **Reference Resource** - This will show either category tree or product grid with filters or css grid with filters to choose category or product ID
- **Priority** - Priority to be given to the link which has highest priority first in case the replacement is lower number
- **Replacement limit** - Limit the number of links per page

- **No Follow** - This will add follow or nofollow with the link on frontend
- **Build External Link to Any Website** - You can set external link to any website from **Admin > Marketing > SEO Cross Linking > Cross Links > Reference - Custom Url > Custom Url** - Provide External Link.
- **Alert Message for Inactive Product / Category** - It shows an alert / warning message when you disable the category or product from **Admin > Catalog > Category / Product > Select Category / Product > Disable > Save.**
- **Alert Message for Inactive Category**

## Set Primary Categories

You can use a script provided with the extension to automatically add primary categories for products. Admin can exclude certain categories from primary category and also prioritise one category over the other to be picked as the primary category.

Go to Admin>Catalog>Categories select a category then scroll down to find the option "Primary Category Settings". Here click on "Exclude From Primary Category" to exclude this category from primary category or enter the priority 0 being the highest. The highest priority category will be picked first for the primary category.

The screenshot shows the 'Primary Category Settings' section for the 'Design' category. It features a toggle switch labeled 'Exclude From Primary Category' which is currently turned off. Below this is a text input field labeled 'Priority' containing the number '0'. Red boxes highlight these two elements.

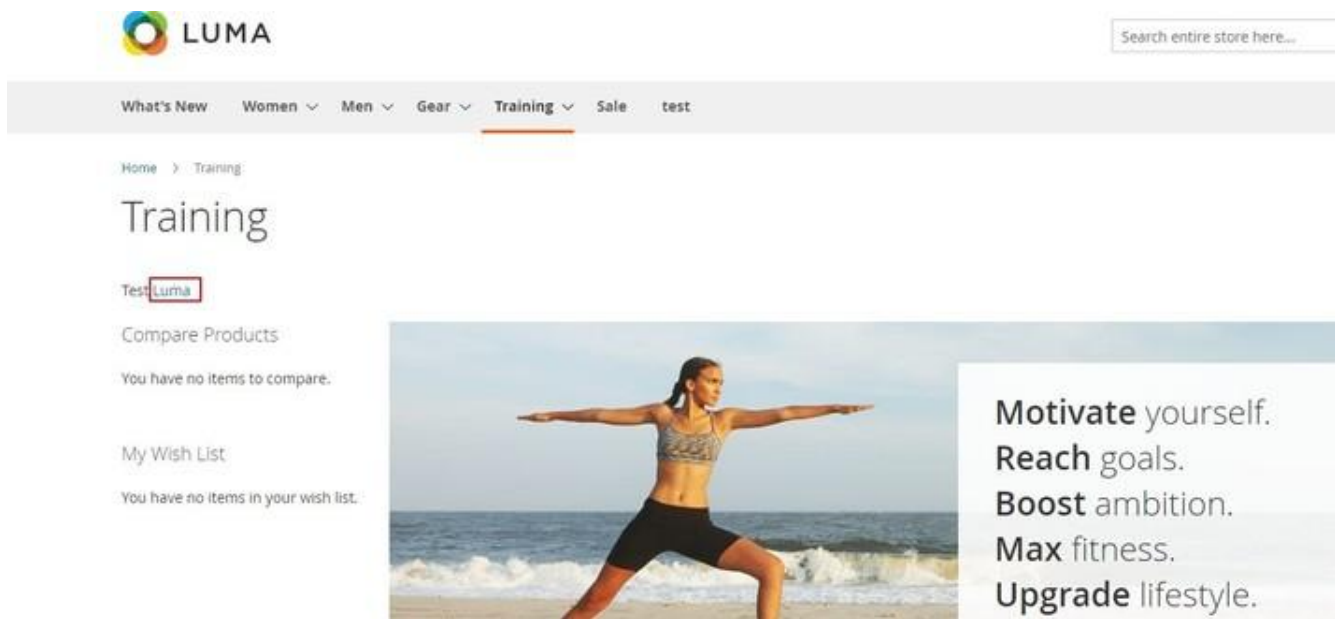
To automatically assign primary category for all products run the command given below by going into the root directory of your store.

```
scommerce:seo-base:set-primary-category
```

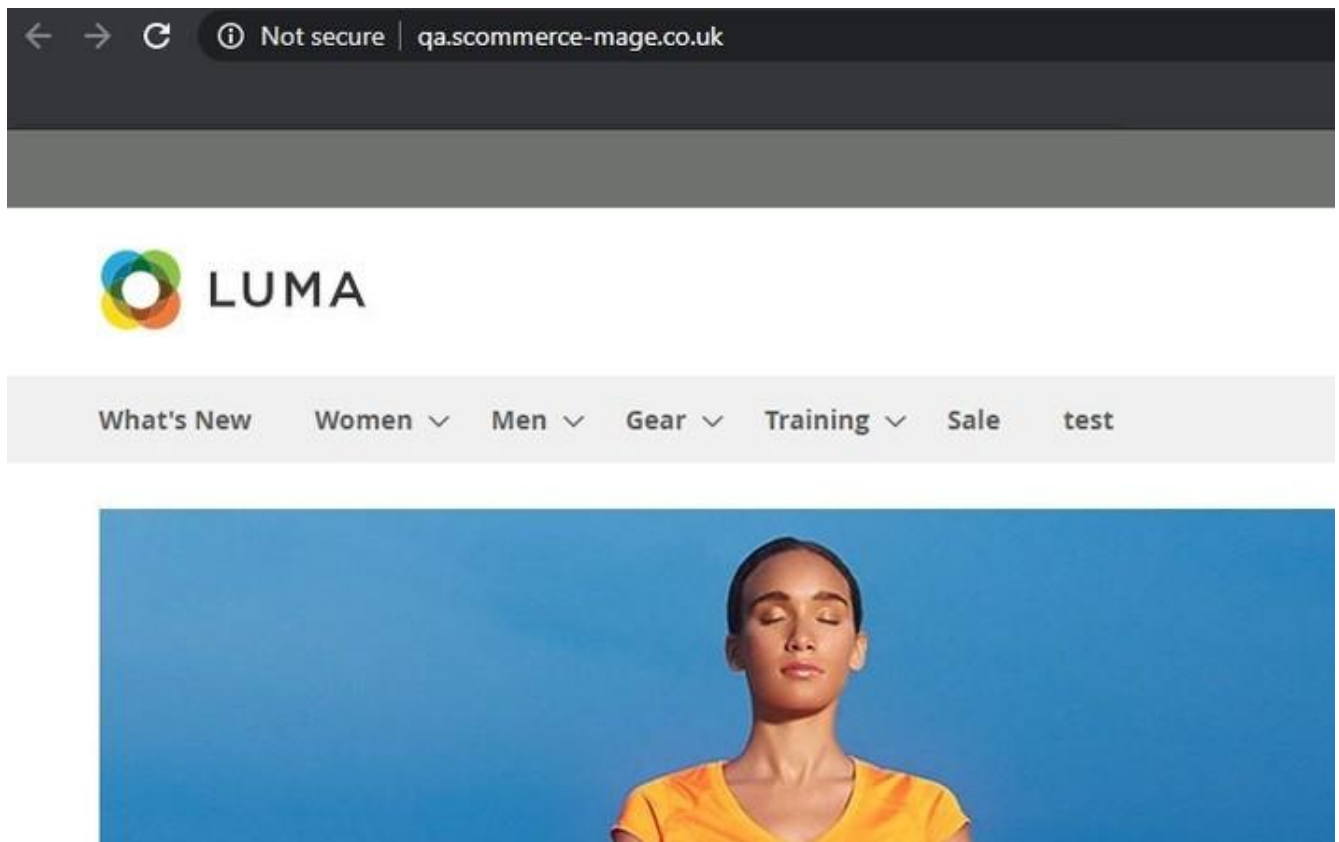
**N.B** - If you are using older version then run the script provided in the extension folder at the path `Data/SetPrimaryCategoryM2.php` from ssh

## Front-end Site view

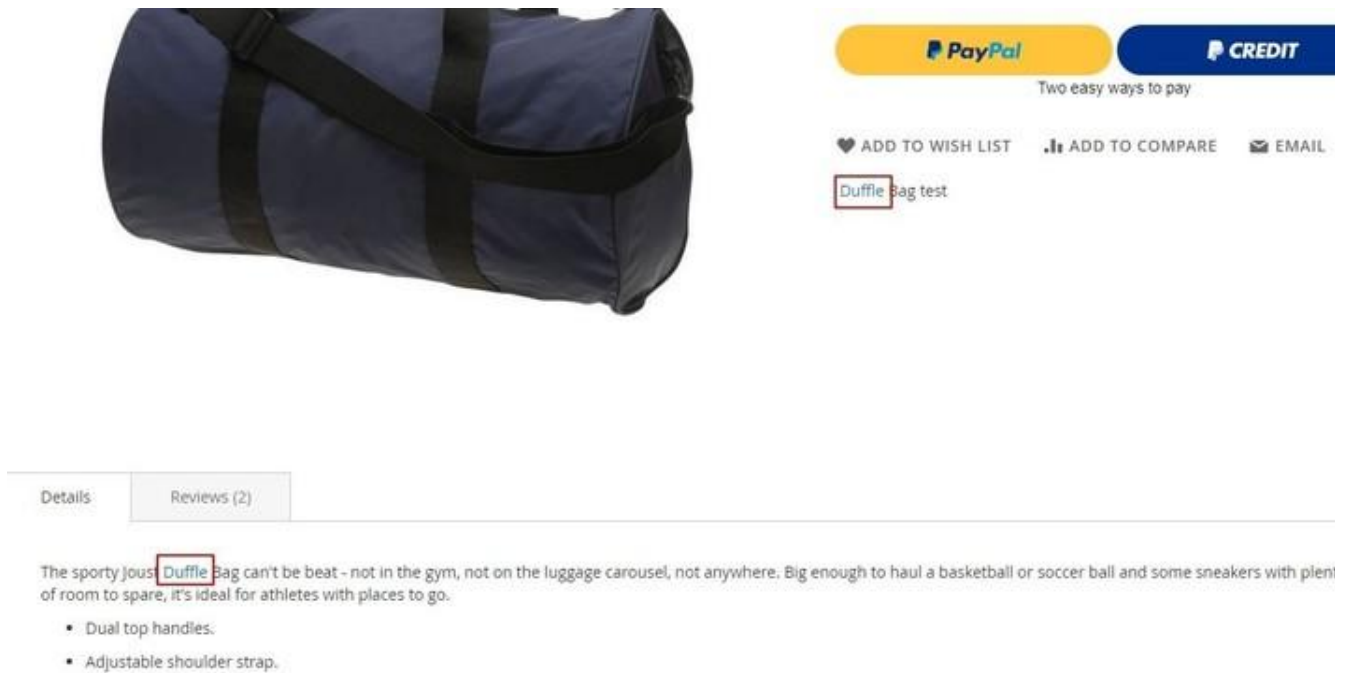
- **Cross Link on Category Page** - You can define the replacement limit for category page from *Admin > Stores > Configuration > Scommerce Configuration > Cross Linking > Category Page Replacement Limit - 1*. It determines how many keywords will be replaced on the given page and to define cross link,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



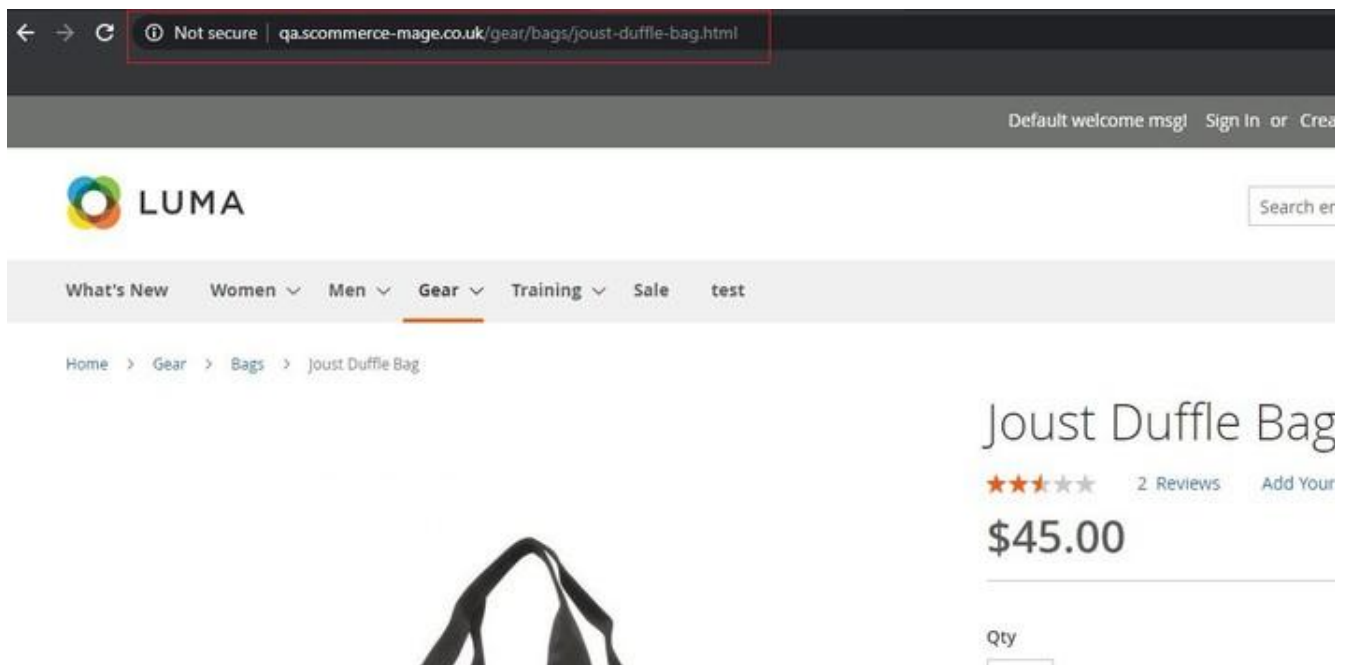
- **Category Page Cross Link Redirecting on External Link** - Click on the cross link "Luma" will redirect to external link.



- **Cross Link on Product Page** - You can define replacement limit for cross link from *Admin > Marketing > SEO Cross Linking > Cross Links > Select Link > Replacement Limit - 2*. Individual Cross link limit determines how many times the link will be replaced on the given page.



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



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

## About us

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

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

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

If you have a question related to this extension please check out our **[FAQ section](#)** first. If you can't find the answer you are looking for then please contact **[support@scommerce-mage.com](mailto:support@scommerce-mage.com)**.

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