

# Magento 2 Cross Linking SEO

## Installation and User Guide for Magento 2 Cross Linking SEO

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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>

- **Installation via Composer(Hyvä Theme):** Go to My Account section then go to Composer Instructions. Run the composer config commands mentioned on the page then run the below command to install the module on hyva theme.

```
composer require hyva-themes/magento2-scommerce-crosslinking
```

## 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

<b>Enabled</b> <small>[store view]</small>	<input type="text" value="Yes"/>	Select "Yes" to enable the module
	<small>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 <b>Cross Linking SEO</b></small>	
<b>License Key</b> <small>[store view]</small>	<input type="text" value="\$2y\$10\$T2ycsrX0U3leW7JPAIWIPusKaWIQU1FUvMCu3bQNAI9TksPCUxurC"/>	Enter the License key for the module
	<small>This setting will verify your license key for the give domain <b>N.B. License keys are domain specific so for your testing or staging sites please email us at <a href="mailto:core@sccommerce-mage.com">core@sccommerce-mage.com</a></b></small>	

## 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 the module  
 This setting will be used to enable or disable module.

**Product Page Replacement Limit** [global]  Please define the product 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 Product attributes for replacement

description

short\_description

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

description

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.

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 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.

Keywords \*

Luma

keywords can be entered with line breaks and wildcard + anywhere with the keyword for example +phone+ (iPhone7), +phone (SmartPhone), phone (Phone)

Store View \*

All Store Views

**Main Website**

**Main Website Store**

Default Store View

Select store view.

Reference

Custom Url

Custom Url \*

http://qa.scommerce-mage.co.uk/

- **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*.

## Joust Duffle Bag

Store View: All Store Views ▾ ?

⚠ This product is linked to SEO cross linking and disabling it might have impact on your site page ranking.

✓ You saved the product.

Enable Product [website]  No

Attribute Set

Product Name [store view] \*

SKU [global] \*

Price [global] \*

[Advanced Pricing](#)

- **Alert Message for Inactive Category**

### Training (ID: 9)

Store View: All Store Views ▾ ?

⚠ This category is linked to SEO cross linking and disabling it might have impact on your site page ranking.

✓ You saved the category.

Add Root Category

Add Subcategory

Collapse All | Expand All

- Default Category (2546)
- What's New (0)
- Women (0)
- Men (5)
- Gear (63)
- Collections (19)
- Training (9)

Enable Category  No

Include in Menu  Yes

Category Name

Exclude from Sitemap  No

## 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.

Design	⌵
Schedule Design Update	⌵
Primary Category Settings <i>✎</i>	⌵

Exclude From Primary Category  No

Priority

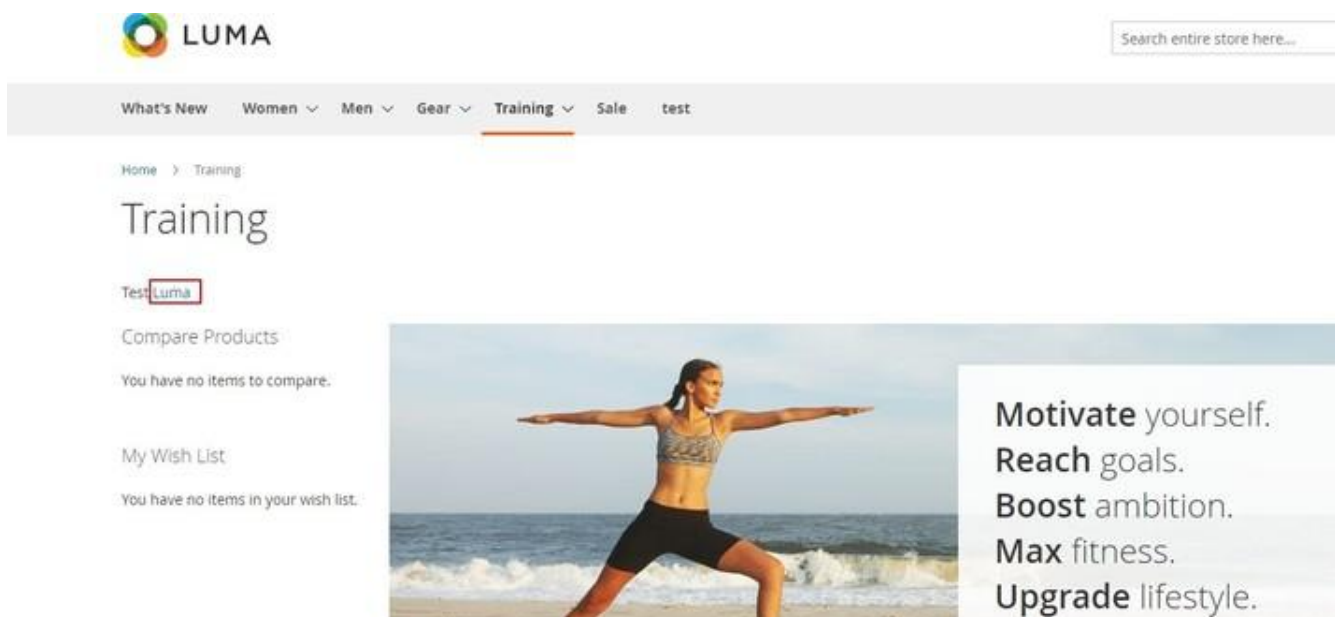
To automatically assign primary category for all products run the command given below by going into the root directory of your store.

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

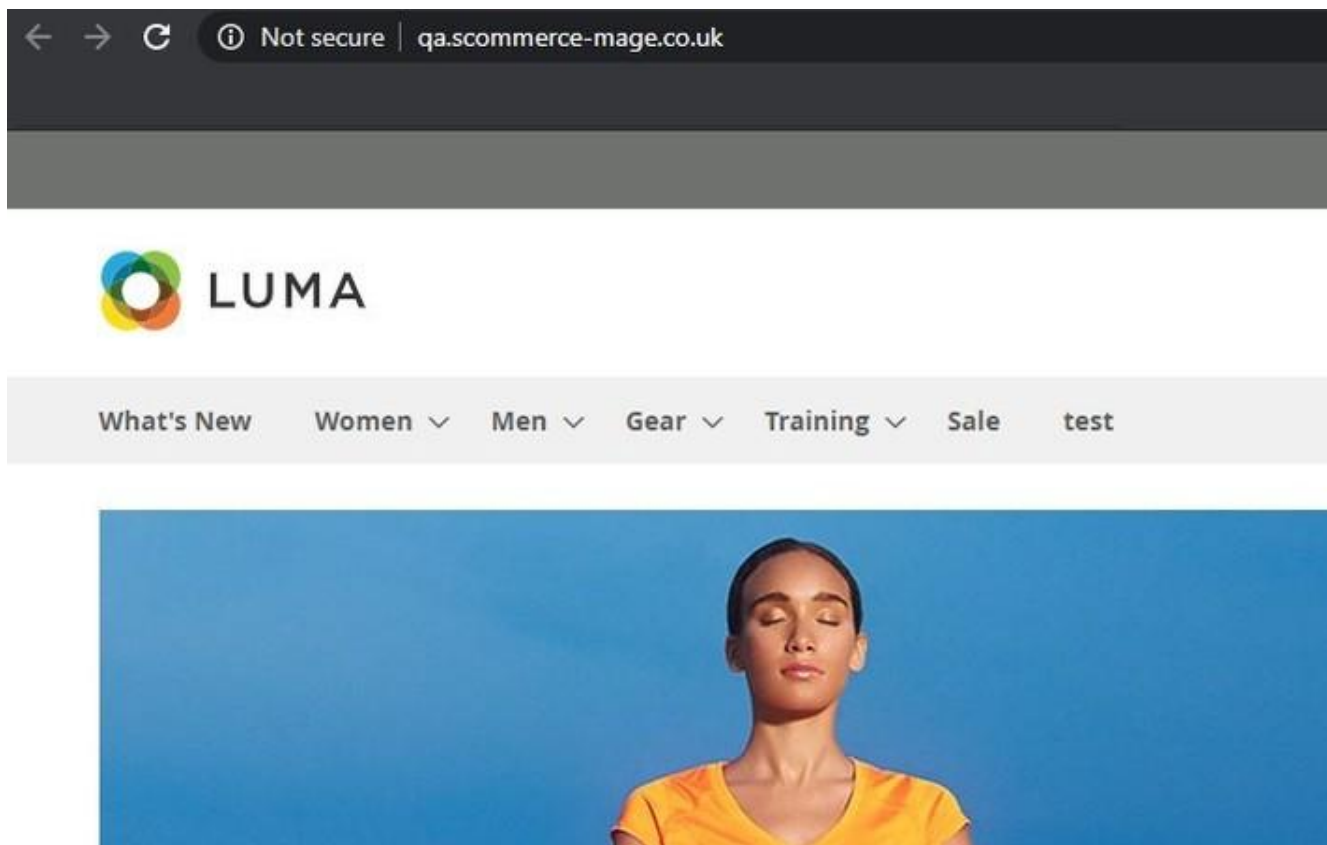
**N.B** - If you are using older version then run the script provided in the extension folder at the path `Data/SetPrimaryCategoryM2.php` from ssh

## 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.

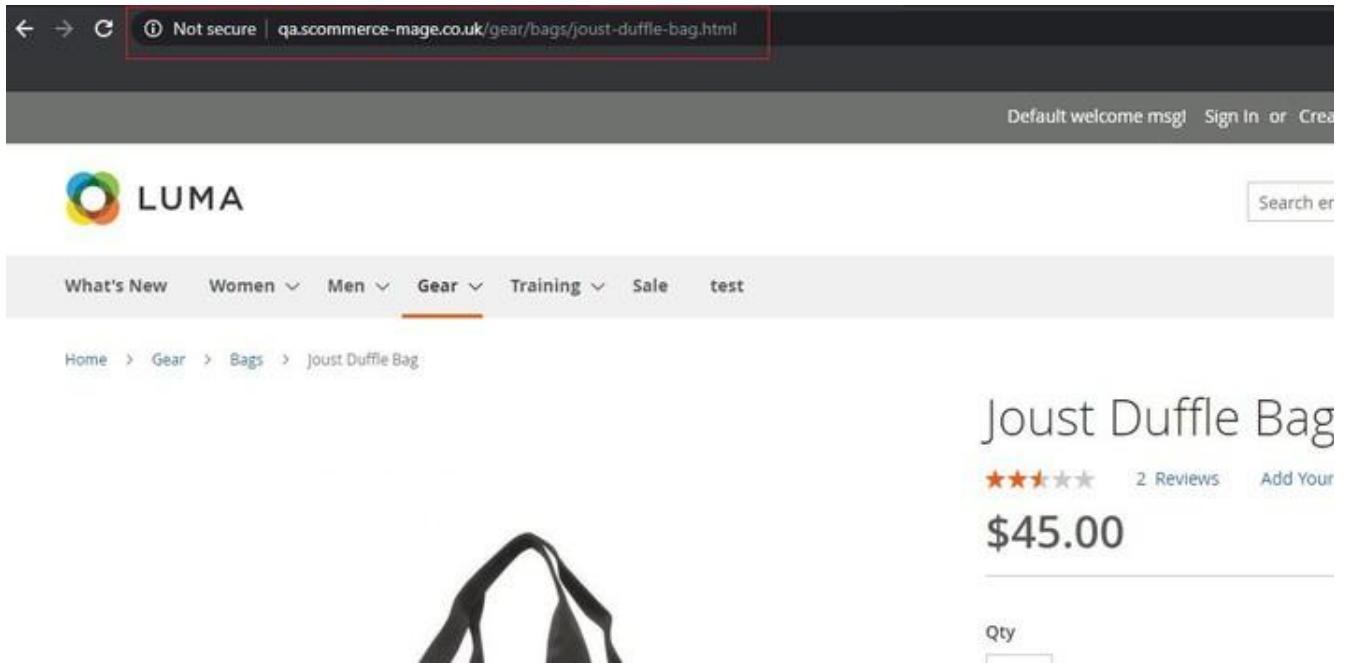


Details | Reviews (2)

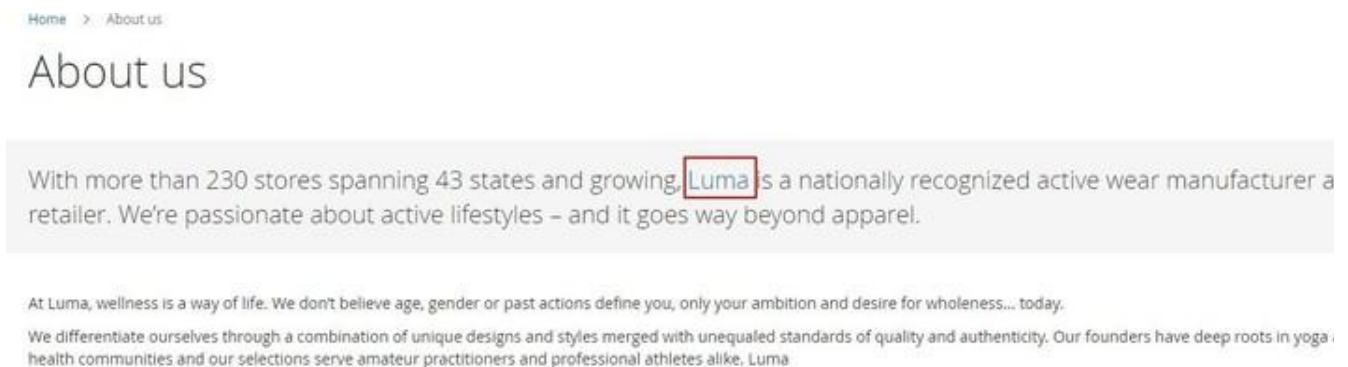
The sporty jous **Duffle** Bag can't be beat - not in the gym, not on the luggage carousel, not anywhere. Big enough to haul a basketball or soccer ball and some sneakers with plenty of room to spare, it's ideal for athletes with places to go.

- Dual top handles.
- Adjustable shoulder strap.

- **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.



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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