



# AWESOME URL

**Create SEO-friendly URLs for better customer  
experience & SEO score**

A product of PrestaHero

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## I. WELCOME

Thank you for purchasing our product. We hope to guide you through all the aspects of the module installation and the module setup within this document. If you have any questions that are beyond the scope of this documentation, please feel free to contact us.

## II. INTRODUCTION

Customers and search engines should be able to understand what is on your web page just by looking at the URL. SEO-friendly URLs help customers navigate around your site and make your site easier to share with social networks. With **Awesome URL**, you will have everything you need to create SEO-friendly URLs!

\* **“Awesome URL”** is compatible with PrestaShop 1.7.x – 9.x.

## III. INSTALLATION

1. Navigate to **“Modules / Module manager”**, click on **“Upload a module / Select file”**
2. Select the module file **“ets\_awesomeurl.zip”** from your computer then click on **“Open”** to install
3. Click on **“Configure”** button of the module you just installed to open the module's configuration page

## IV. CONFIGURATION

### 1. Schema of URLs

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By default, PrestaShop's deep URLs are uninformative to both customers and search engines: a URL such as [http://www.mystore.com/product.php?id\\_product=27](http://www.mystore.com/product.php?id_product=27) does not help visitors know what product is on that page. Friendly URLs are the way to achieve that, for instance: <http://www.mystore.com/2-music-players/27-ipod-nano-green>.

From **Awesome URL** top menu, select **SEO & URLs** to navigate to "SEO & URLs" page.

To configure the "Friendly URL" field, scroll down the "SEO & URLs" page and find "Set up URLs" section.

#### **NOTE:**

*Change this option if you know that your server can support URL rewriting. If not, leave it at "No".*

Our **Awesome URL** module offers a powerful URL optimization tool that enables you to **remove IDs (number), ISO language code, and attribute alias from URLs** for every page, for example, product pages, category pages, CMS pages, brand pages, etc. You can also **customize page URL** for each type of page on your store.

In addition, **Awesome URL** also offers an auto-redirect feature that automatically **redirects all old URLs (with ID and ISO code) to new relevant URLs (without ID and ISO code)** to maintain your SEO rankings and backlinks.

- ✓ You can select a redirect type for URLs:

*301 Move Permanently:* Returns the HTTP 301 status code, pointing to the main URL and notifying search engines that this is the only URL to take into account. We recommend this option once your modifications are done.

**302 Moved Temporarily:** Returns the HTTP 302 status code, pointing to the main URL and notifying search engines that the main URL might change later.

SEO & URLs Search Engines Referrers URL Redirection Check Duplicate URLs Sitemap Rss

### Schema of URLs

Remove ID in URL ☐ NO ☒ YES

Remove ISO code in URL for default language ☐ NO ☒ YES

Remove attribute alias in URL ☐ NO ☒ YES

Redirect all old URLs to new URLs (keep your page rankings and backlinks) ☐ NO ☒ YES

Redirect type: 302 Moved Temporarily (recommended while setting up your store)

Route to products: {category}/{rewrite}  
Keywords: id, id\_product\_attribute, rewrite\*, ean13, category, categories, reference, meta\_keywords, manufacturer, supplier, price, tags

Route to category: {rewrite}  
Keywords: id, rewrite\*, meta\_keywords

Route to category which has the "selected\_filter" attribute for the "Layered Navigation" (blocklayered) module: {rewrite}/filter/{selected\_filters}  
Keywords: id, selected\_filters\*, rewrite\*, meta\_keywords

Route to supplier: supplier/{rewrite}  
Keywords: id, rewrite\*, meta\_keywords

Route to brand: brand/{rewrite}  
Keywords: id, rewrite\*, meta\_keywords

Route to page: content/{rewrite}  
Keywords: id, rewrite\*, meta\_keywords

Route to page category: content/category/{rewrite}  
Keywords: id, rewrite\*, meta\_keywords

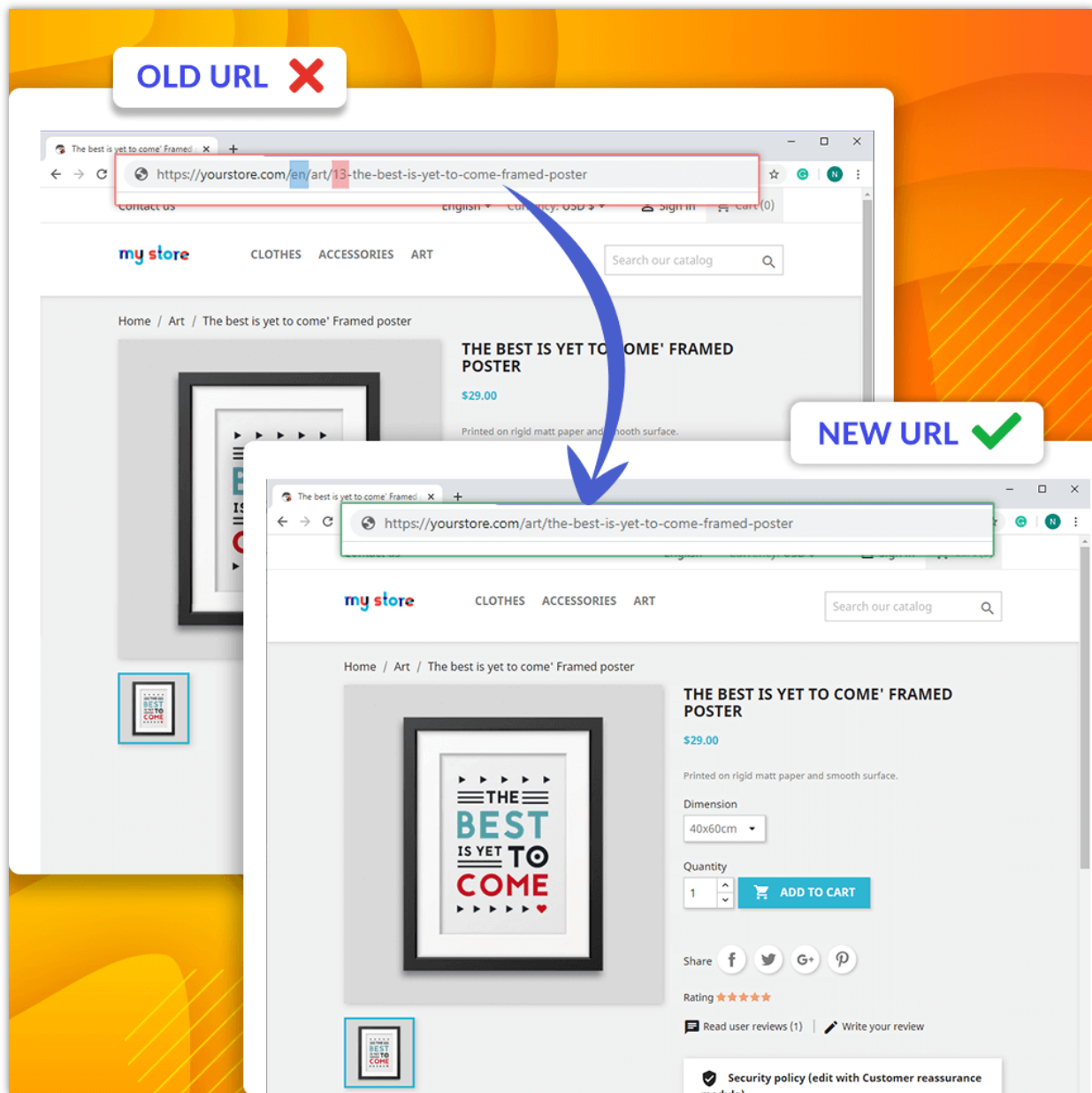
Route to modules: module/{module}/{controller}  
Keywords: module\*, controller\*

Customizable URLs for any pages

Save

When you're ready, click **"Save"** button to finish.

The screenshots below demonstrate the URLs before and after removing the ID and ISO code:



## 2. Optimize SEO element for each web page

Our module allows you to customize SEO elements for a specific web page, for example: product page, category page, manufacturer (brand) page, etc.

Quick Access
Search (e.g.: product reference, custom...)
Demo shop

Hummingbird printed t-shirt
Standard product
en
Sales
Product list
Help

Basic settings
Quantities
Shipping
Pricing
**SEO**
Options
Modules

### Search Engine Optimization

Improve your ranking and how your product page will appear in search engines results.

Here is a preview of your search engine result, play with it!

**Hummingbird printed t-shirt | High quality men fashion**

[http://localhost/demo\\_shop/en/men/60-hummingbird-printed-t-shirt.html](http://localhost/demo_shop/en/men/60-hummingbird-printed-t-shirt.html)

Find affordable T-shirts for men from our selection of V-neck, crew neck, striped long-sleeve, and short-sleeve. Made of high-quality cotton in a vari...

**Meta title**

Hummingbird printed t-shirt | High quality men fashion

54 of 70 characters used (recommended)

**Meta description**

Find affordable T-shirts for men from our selection of V-neck, crew neck, striped long-sleeve, and short-sleeve. Made of high-quality cotton in a variety of sizes.

163 of 160 characters used (recommended)

**Friendly URL**

hummingbird-printed-t-shirt

Reset URL

**Friendly URLs are currently enabled.** To disable it, go to [SEO and URLs](#)

### Redirection page

Redirection when offline

Permanent redirection to a category (301)

Target category

To which category the page should redirect?

If no category is selected, the Main Category is used

### Advanced Settings

Allow search engines to show this Product page in search results?

Yes

Should search engines follow links on this Product?

Yes

No

**Meta robots advanced**

Advanced meta robots settings for this page.

Canonical URL

[http://localhost/demo\\_shop/en/men/60-hummingbird-printed-t-shirt.html](http://localhost/demo_shop/en/men/60-hummingbird-printed-t-shirt.html)

The canonical URL that this page should point to. Leave empty to default to current page link. Cross domain canonical (Opens in a new browser tab) supported too.

## ❖ About Canonical URL:

Hummingbird printed t-shirt

https://demo1.ets-demos.com/seo/men/hummingbird-printed-t-shirt?parameter=xxxx

Contact us English Currency: USD \$ Sign in Cart (0)

my store CLOTHES

Search our catalog

Home / Clothes / Men / Hummingbird printed t-shirt

\$23.90

Hummingbird printed t-shirt Regular fit, round neckline, short sleeves. Made of extra long staple pima cotton. et iusto odio dignissimos ducimus qui bla

Size S

Canonical URL helps Googlebot avoid spending crawling time on duplicate pages

If a page URL has different parameters, the Canonical URL will display the same for all URLs of this page

```
<head>
  <meta charset="utf-8">
  <meta http-equiv="x-ua-compatible" content="ie=edge">
  <link rel="canonical" href="https://demo1.ets-demos.com/seo/men/hummingbird-printed-t-shirt">
  <title>Hummingbird printed t-shirt</title>
  <script type="text/javascript"></script>
  <!-- Facebook Pixel Code -->
  <script></script>
  </script></noscript>
  <!-- End Facebook Pixel Code -->
  <meta name="description" content="Hummingbird printed t-shirt&nbsp;&nbsp;Regular fit, odio dignissimos ducimus qui bla">
  <meta name="keywords" content="Hummingbird printed t-shirt">
  <meta name="robots" content="index, follow">
</head>
```

html head link

You can customize Canonical URL to specify which URL that you want search engines to display on search result pages

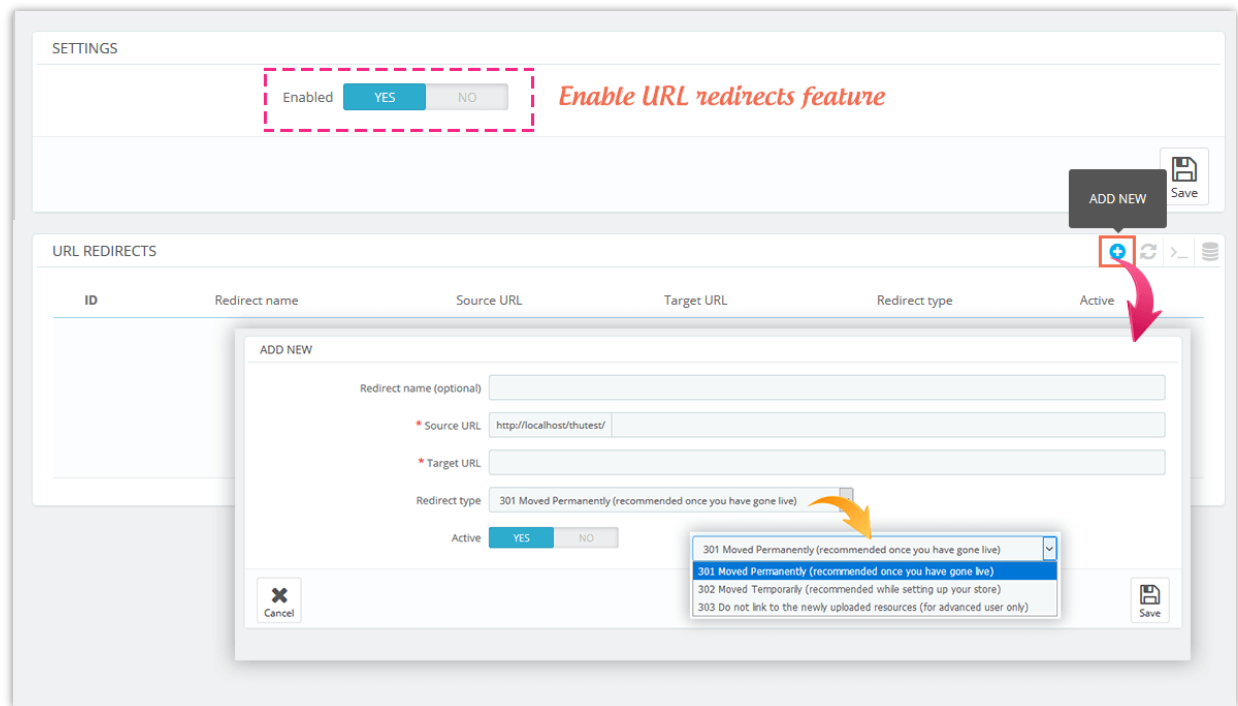
**Advanced Settings**  
 Allow search engines to show this Meta page in search results?  
 Yes  
 Should search engines follow links on this Meta?  
 Yes  
 No  
 Meta robots advanced  
 Site-wide default  
 Advanced meta robots settings for this page.  
 Canonical URL  
 https://demo1.ets-demos.com/seo/men/hummingbird-printed-t-shirt  
 The canonical URL that this page should point to. Leave empty to default to current page link. Cross domain canonical (Opens in a new browser tab) supported too.

### 3. URL redirects

URL Redirect (also referred to as URL Forwarding) is a technique which is used to redirect your domain's visitors to a different URL. You can forward your domain name to any website, webpage, etc. which is available online.

**Awesome URL** helps you **create custom URL redirections with 301, 302 & 303 redirections** to optimize your URLs.





#### 4. Check for duplicate URLs

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**Awesome URL** helps you **check and detect all duplicate URLs** on your site to prevent penalties from search engines. From the check result, you can decide how to solve these duplicate URLs and improve your SEO score.

Quick Access

Search

View my shop

Help

Traffic & SEO / Check Duplicate URLs

Check Duplicate URLs

SEO & URLs

Search Engines

Referrers

URL Redirection

Check Duplicate URLs

PRODUCTS

Link rewrite	Language	Total link duplicate	Name	
today-is-a-good-day-framed-poster	eu	2	The adventure begins Framed poster Today is a good day Framed poster	<a href="#">View</a>
the-best-is-yet-to-come-framed-poster	ca	2	The best is yet to come Framed poster The adventure begins Framed poster	<a href="#">View</a>
hummingbird-printed-t-shirt	fr	3	T-shirt imprimé colibri Hummingbird printed sweater The best is yet to come Framed poster	<a href="#">View</a>
hummingbird-printed-t-shirt	gl	2	Hummingbird printed t-shirt Hummingbird printed sweater	<a href="#">View</a>

PRODUCT CATEGORIES

Link rewrite	Language	Total link duplicate	Name
<div> <div>?</div> <div>Good! No duplicates found</div> </div>			

CMS (PAGES)

Link rewrite	Language	Total link duplicate	Name
<div> <div>?</div> <div>Good! No duplicates found</div> </div>			

CMS CATEGORIES

Link rewrite	Language	Total link duplicate	Name
<div> <div>?</div> <div>Good! No duplicates found</div> </div>			

OTHER PAGES

Link rewrite	Language	Total link duplicate	Name
<div> <div>?</div> <div>Good! No duplicates found</div> </div>			

## 5. Sitemap

A sitemap is a way of organizing a website, identifying the URLs and the data under each section. Sitemaps can be submitted to Google, Bing, and other search engines to help them crawl your website better and allow website visitors to easily navigate on your site.

**Awesome URL** generates a dynamic sitemap containing sub-sitemaps to all your pages without cronjob. It also provides a sitemap for each language if your website has a multi-language mode. You can customize sitemap settings to satisfy your requirements.

You can also manually submit the generated sitemaps to Google Search Console, ensuring seamless updates and improved search engine indexing.

[URL structure and remove IDs](#)[Search Engines](#)[URL Redirection](#)[Check Duplicate URLs](#)[Sitemap](#)[Rss](#)

### Sitemap settings

This feature generates XML sitemaps for your website. Please note that Google Search Console requires sitemap submission to be done manually.

**Enable sitemaps** ☒ Yes

**Primary sitemap** <http://localhost/ps823/sitemap.xml>  
This is dynamic sitemap containing sub sitemaps to all your pages. Just submit this sitemap to Google and other search engines (Bing, Baidu, etc.)

**Sitemap by languages**

- <http://localhost/ps823/en/sitemap.xml>
- <http://localhost/ps823/es/sitemap.xml>
- <http://localhost/ps823/fr/sitemap.xml>
- <http://localhost/ps823/it/sitemap.xml>

Priority / Change frequency		
Products	<input type="text" value="0.9"/>	<input type="text" value="Weekly"/>
Categories	<input type="text" value="0.8"/>	<input type="text" value="Weekly"/>
CMS	<input type="text" value="0.1"/>	<input type="text" value="Weekly"/>
CMS categories	<input type="text" value="0.1"/>	<input type="text" value="Weekly"/>
Suppliers	<input type="text" value="0.1"/>	<input type="text" value="Weekly"/>
Brands (manufacturers)	<input type="text" value="0.1"/>	<input type="text" value="Weekly"/>
Other pages	<input type="text" value="0.1"/>	<input type="text" value="Weekly"/>

Priority defines the relative importance of a page compared to other pages on your site (from 0.0 to 1.0). It does not directly affect rankings or force indexing.  
Change frequency indicates how often a page's content is expected to change, helping search engines plan crawl frequency more efficiently.

**Pages to include in sitemap**

- ☐ All
- ☒ Products
- ☒ Categories
- ☒ CMS
- ☒ CMS categories
- ☒ Suppliers
- ☒ Brands (manufacturers)
- ☐ Blog pages
- ☒ Other pages

**Number product per page in sitemap pagination**   
Leave blank to include all products in one sitemap (not recommended for large catalog)

[Reset sitemap](#)[Save](#)

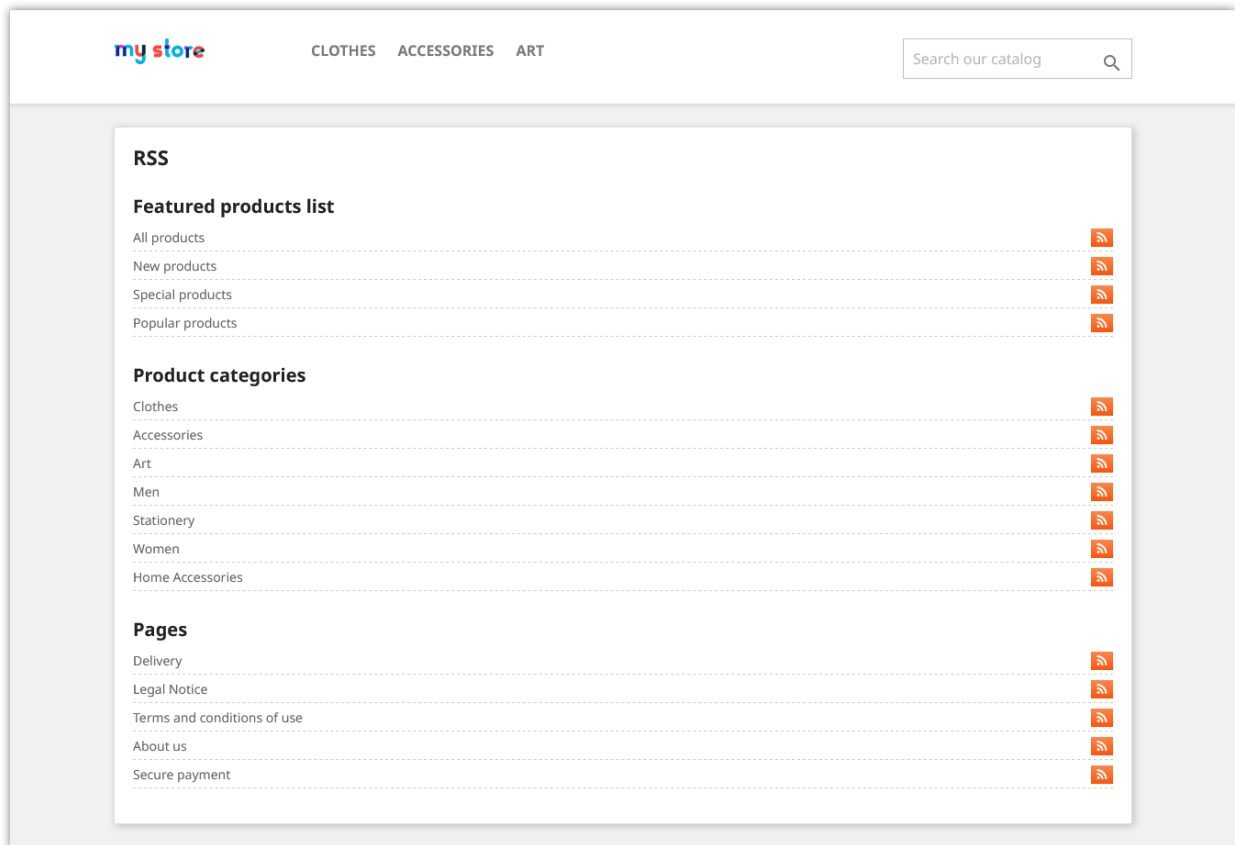
## 6. RSS feed

It is understandable if you want to allow your customers to create their own online feed filled with custom updates from your websites. **Awesome URL** is integrated with RSS feature to help you satisfy your customer requirement.

The screenshot displays the 'RSS SETTINGS' configuration window within the 'Awesome URL' module. The interface includes a top navigation bar with tabs for 'SEO & URLs', 'Search Engines', 'Referrers', 'URL Redirection', 'Check Duplicate URLs', 'Sitemap', and 'Rss'. The 'Rss' tab is currently selected. The main configuration area is titled 'RSS SETTINGS' and contains the following elements:

- Enable RSS feed:** A toggle switch set to 'YES'.
- \* Pages to include in RSS:** A list of checkboxes, all of which are checked:
  - Product categories
  - CMS categories
  - All products
  - New products
  - Special products
  - Popular products
- Content to put before each item in the feed:** A large text area for custom HTML content, with a language dropdown menu set to 'en'.
- Content to put after each item in the feed:** Another large text area for custom HTML content, also with a language dropdown menu set to 'en'.
- RSS link(s):** A list of four generated RSS feed URLs, each preceded by a language icon:
  - <https://demo1.ets-demos.com/awesomeurl/en/rss>
  - <https://demo1.ets-demos.com/awesomeurl/fr/rss>
  - <https://demo1.ets-demos.com/awesomeurl/it/rss>
  - <https://demo1.ets-demos.com/awesomeurl/es/rss>
- Item limit (the number of latest added items to display):** A numeric input field set to '100'. Below this field is a note: 'Leave blank to display all items (not recommended for large catalog)'.
- Save button:** A button with a floppy disk icon and the text 'Save' located at the bottom right of the configuration area.

Below is an example of RSS feed generated by **Awesome URL** module:



## 7. Search engines

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A lot of your visitors will come from search engines. In order to know what they were looking for, and how you can improve your shop for their search queries, you need to know their queries.

This page presents a table of all the search engines that your PrestaShop website supports – meaning that PrestaShop is able to recognize it, and to extract the query that the visitor from that given search engine used to find your shop.

Quick Access

Traffic & SEO / Search Engines

## Search Engines

SEO & URLs Search Engines Referrers URL Redirection Check Duplicate URLs

SEARCH ENGINES 38

ID	Server	GET variable	
1	google	q	Edit
2	aol	q	Edit
3	yandex	text	Edit
4	ask.com	q	Edit
5	nhl.com	q	Edit
6	yahoo	p	Edit
7	baidu	wd	Edit
8	lycos	query	Edit
9	exalead	q	Edit
10	search.live	q	Edit
11	voila	rdata	Edit
12	altavista	q	Edit
13	bing	q	Edit
14	daum	q	Edit
15	eniro	search_word	Edit
16	naver	query	Edit
17	msn	q	Edit
18	netscape	query	Edit
19	cnn	query	Edit

## 8. Referrers

A referrer means a website that brings you at least one visitor. This website features a link to your shop, and thus it helps you build an audience and eventually make more sales.

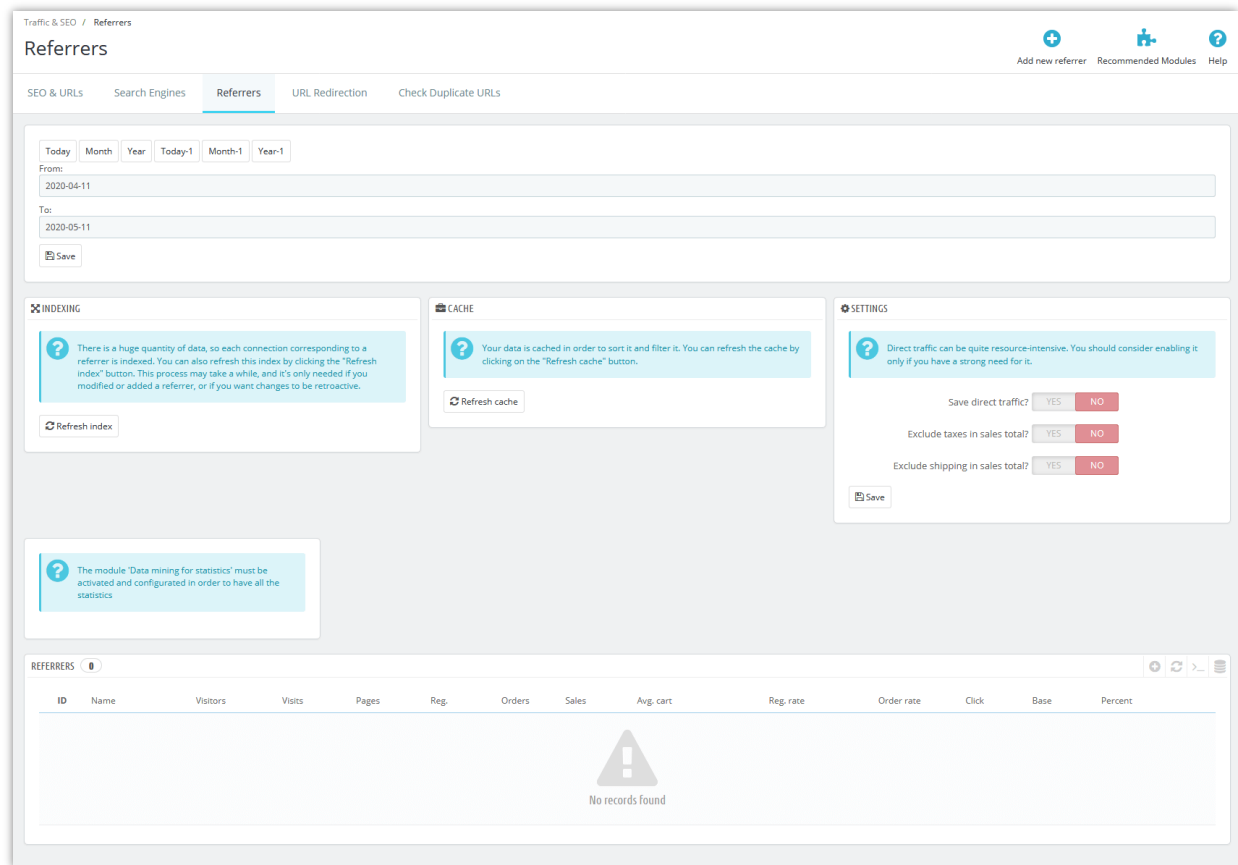
REFERRERS 1

ID	Name	Visitors	Visits	Pages	Reg.	Orders	Sales	Avg. cart	Reg. rate	Order rate	Click	Base	Percent
1	Frank's awesome website	0	0	0	0	0	0.00	0.00	--	--	0.00	0.00	0.00000000

View

Some referrers are more important to you than others: you might have partners that have links to your shop on their own website, and both you and your partners would certainly want to know how many visitors those links brought you. You could even pay your partners to display a link to your shop, depending on how much you value your traffic.

This is called affiliation, and the "**Referrers**" page helps you build a complete affiliate program, to which even your partner can connect to see the number of visits and sales their links have generated.



For more details about "Referrers" page, please click on this link:  
<http://doc.prestashop.com/display/PS17/Referrers>

## V. THANK YOU

Thank you again for purchasing our product and going through this documentation. We hope this document is helpful and efficient in the installation and usage of **Awesome URL** module. If you have any questions for which the answer is not available in this document, please feel free to contact us.