



# 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 and PrestaShop 8.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

---

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".*

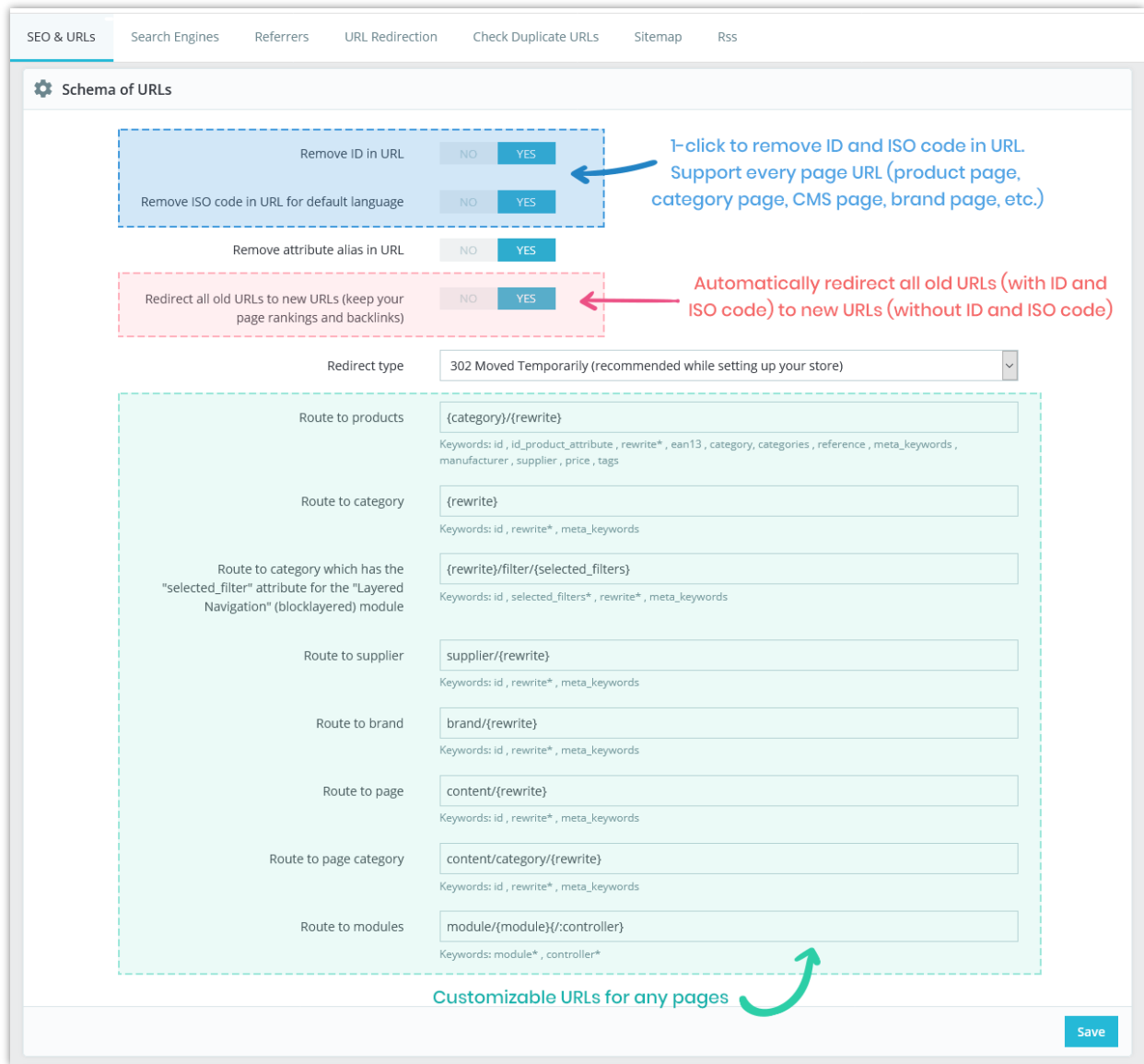
Our **Awesome URL** module offers a powerful URL optimization tool that enables you to **remove IDs (number), ISO language code, and attribute alias from URLs** for every page, for example, product pages, category pages, CMS pages, brand pages, etc. You can also **customize page URL** for each type of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

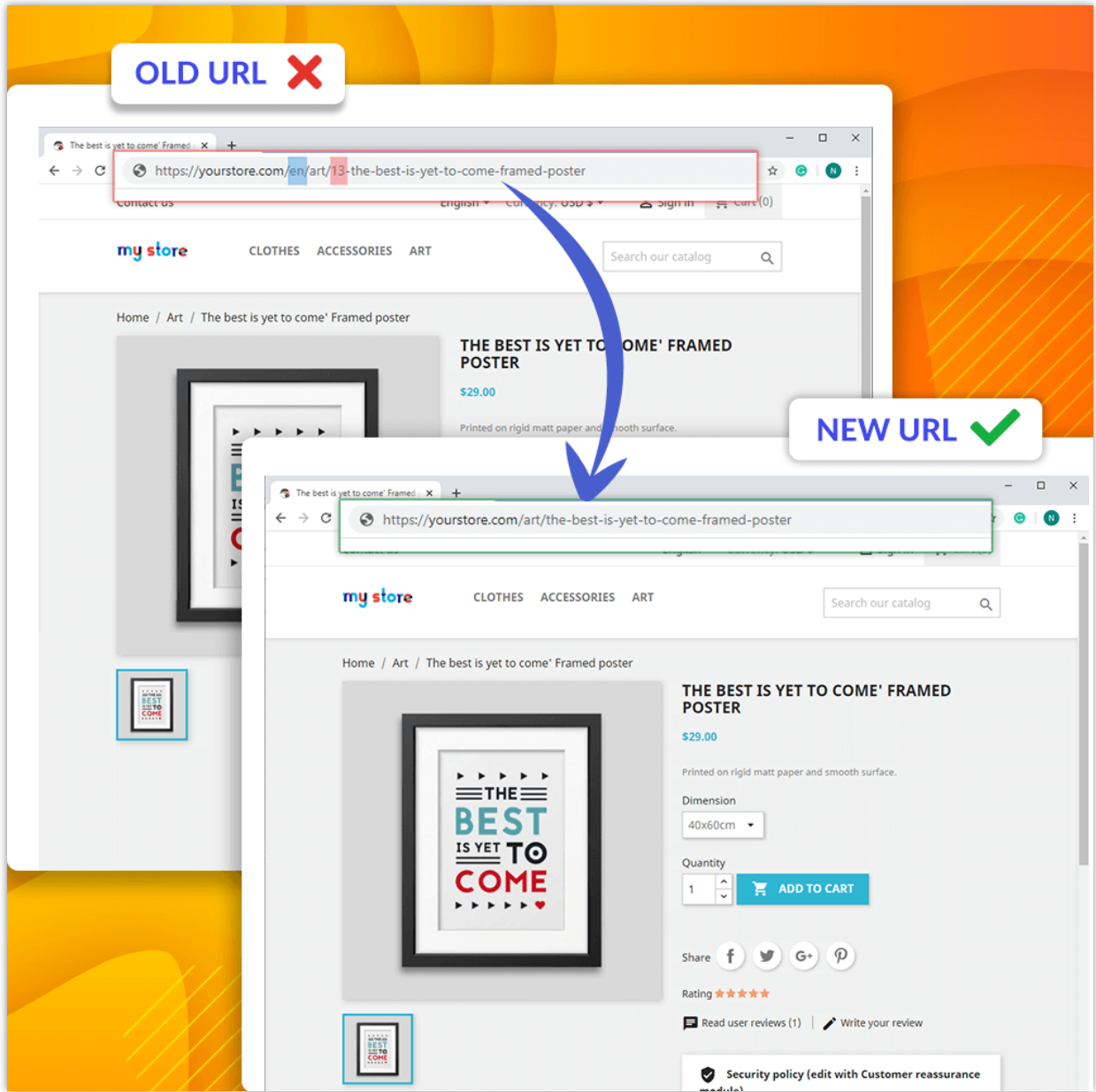
*301 Move Permanently:* Returns the HTTP 301 status code, pointing to the main URL and notifying search engines that this is the only URL to take into account. We recommend this option once your modifications are done.

*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.



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 ▾  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**  54 of 70 characters used (recommended)

**Meta description**  163 of 160 characters used (recommended)

**Friendly URL**

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

### Redirection page

Redirection when offline:  Target category:  If no category is selected, the Main Category is used

### Advanced Settings

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

Should search engines follow links on this Product?  
 Yes en  
 No

**Meta robots advanced**  en  
Advanced meta robots settings for this page.

**Canonical URL**  en  
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 duclimus qui bla

Size S

Canonical URL

Vo

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

Canonical URL helps Googlebot avoid spending crawling time on duplicate pages

```

<!DOCTYPE html>
<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" == $0
  <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;&nbsp;Regular fit, odio dignissimos duclimus qui bla
  >
  <meta name="keywords" content>
  <meta name="robots" content="index, follow">
</head>
<html head link
  
```

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.

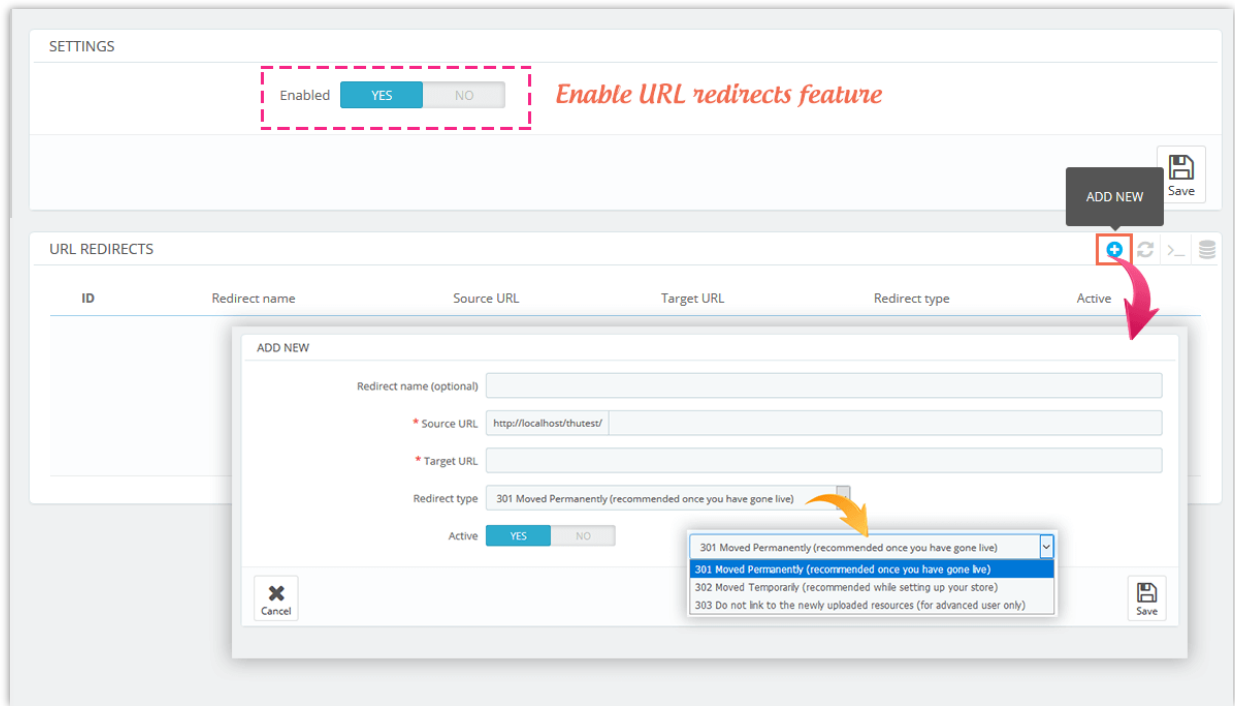
You can customize Canonical URL to specify which URL that you want search engines to display on search result pages

### 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

Traffic & SEO / Check Duplicate URLs

## Check Duplicate URLs

SEO & URLs Search Engines Referrers URL Redirection **Check Duplicate URLs** Help

**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
Good! No duplicates found			

**CMS (PAGES)**

Link rewrite	Language	Total link duplicate	Name
Good! No duplicates found			

**CMS CATEGORIES**

Link rewrite	Language	Total link duplicate	Name
Good! No duplicates found			

**OTHER PAGES**

Link rewrite	Language	Total link duplicate	Name
Good! No duplicates found			

## 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.

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

### Sitemap settings

**Enable sitemaps**  Yes

**Primary sitemap** <https://demo2.presta-demos.com/demoawesome/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**

- <https://demo2.presta-demos.com/demoawesome/en/sitemap.xml>
- <https://demo2.presta-demos.com/demoawesome/fr/sitemap.xml>
- <https://demo2.presta-demos.com/demoawesome/es/sitemap.xml>
- <https://demo2.presta-demos.com/demoawesome/it/sitemap.xml>
- <https://demo2.presta-demos.com/demoawesome/cs/sitemap.xml>
- <https://demo2.presta-demos.com/demoawesome/pl/sitemap.xml>
- <https://demo2.presta-demos.com/demoawesome/pt/sitemap.xml>
- <https://demo2.presta-demos.com/demoawesome/de/sitemap.xml>
- <https://demo2.presta-demos.com/demoawesome/nl/sitemap.xml>
- <https://demo2.presta-demos.com/demoawesome/ru/sitemap.xml>

**Priority / Change Frequency**

Products	0.8	Weekly
Categories	0.6	Weekly
CMS	0.1	Weekly
CMS categories	0.1	Weekly
Suppliers	0.1	Weekly
Brands (manufacturers)	0.1	Weekly
Other pages	0.1	Weekly

**Pages to include in sitemap**

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

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

**Automatically submit sitemaps to the Google Search Console (Cronjob)**

- Some important notes before setting Cronjob:**
  - Cronjob frequency should be at least twice per month, the recommended frequency is once per week
  - How to setup a cronjob is different depending on your server. If you're using a Cpanel hosting, watch this video for more reference: <https://www.youtube.com/watch?v=bmBj1nD5yA>  
 You can also contact your hosting provider to ask them for support on setting up the cronjob
- Setup a cronjob as below on your server to automatically submit sitemap to Google Search Console (Using ping method).**  

```
0 0 * * 0 modules/ets_awesomeurl/cronjob.php secure=wjqdLCEErBTO
```
- Execute the cronjob manually by clicking on the button below**

Secure token to run cronjob

**Last time cronjob run: 05/22/2024**

Our module also allows you to use cronjob to automatically submit generated sitemaps to Google Search Console. Follow the instructions below to install cronjob on your server:

**Note:** These steps assume you have already created a sitemap using the Awesome URL module and have a Google Search Console account.

### Step 1: Get Sitemap URL

1. Navigate to **Awesome URL** module configuration page > **Sitemap**.
2. Copy the primary sitemap URL.

### Step 2: Copy cronjob command

Copy the command given by the **Awesome URL** module. For example:

```
0 0 * * 0 /usr/bin/php  
/home/yourdomain.com/public_html/modules/ets_awesomeurl/cronjob.php  
secure=wjqdLCEerbTO
```

### Step 3: Add cronjob

- Access your hosting control panel.
- Locate the **Cron Jobs** or **Scheduled Tasks** section.
- Create a new cronjob.
- Select the frequency you want to submit the sitemap (e.g., daily, weekly).
- Paste the cronjob command you copy in step 2 into the command field.
- Save the cronjob.

Here is an example of a sitemap generated by **Awesome URL** module:

This XML file does not appear to have any style information associated with it. The document tree is shown below.

```
<!--sitemapindex>
<!--sitemap>
  <!--loc>
    https://demo1.ets-demos.com/awesomeurl/en/sitemap/product/1.xml
  </loc>
</sitemap>
<!--sitemap>
  <!--loc>
    https://demo1.ets-demos.com/awesomeurl/en/sitemap/category.xml
  </loc>
</sitemap>
<!--sitemap>
  <!--loc>
    https://demo1.ets-demos.com/awesomeurl/en/sitemap/cms.xml
  </loc>
</sitemap>
<!--sitemap>
  <!--loc>
    https://demo1.ets-demos.com/awesomeurl/en/sitemap/cms_category.xml
  </loc>
</sitemap>
<!--sitemap>
  <!--loc>
    https://demo1.ets-demos.com/awesomeurl/en/sitemap/meta.xml
  </loc>
</sitemap>
<!--sitemap>
  <!--loc>
    https://demo1.ets-demos.com/awesomeurl/en/sitemap/manufacturer.xml
  </loc>
</sitemap>
<!--sitemap>
  <!--loc>
    https://demo1.ets-demos.com/awesomeurl/fr/sitemap/product/1.xml
  </loc>
</sitemap>
<!--sitemap>
  <!--loc>
    https://demo1.ets-demos.com/awesomeurl/fr/sitemap/category.xml
  </loc>
</sitemap>
<!--sitemap>
  <!--loc>
    https://demo1.ets-demos.com/awesomeurl/fr/sitemap/cms.xml
  </loc>
</sitemap>
<!--sitemap>
```

## 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.

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

**RSS SETTINGS**

Enable RSS feed  YES  NO





\* Pages to include in RSS

- Product categories
- CMS categories
- All products
- New products
- Special products
- Popular products

Content to put before each item in the feed  en ▾


Content to put after each item in the feed  en ▾

RSS link(s)

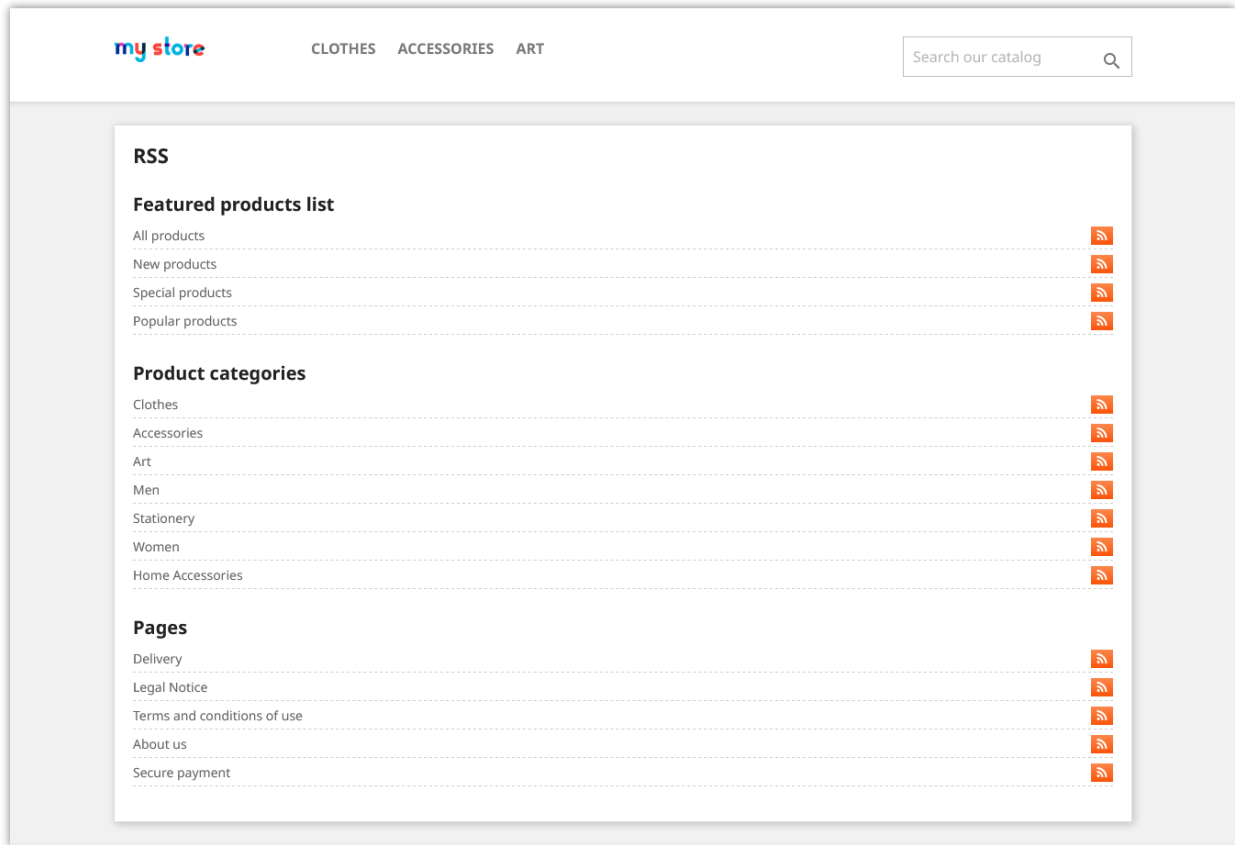
-  <https://demo1.ets-demos.com/awesomeurl/en/rss>
-  <https://demo1.ets-demos.com/awesomeurl/fr/rss>
-  <https://demo1.ets-demos.com/awesomeurl/it/rss>
-  <https://demo1.ets-demos.com/awesomeurl/es/rss>

Item limit (the number of latest added items to display)

Leave blank to display all items (not recommended for large catalog)

 Save

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 Search

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	entiro	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.

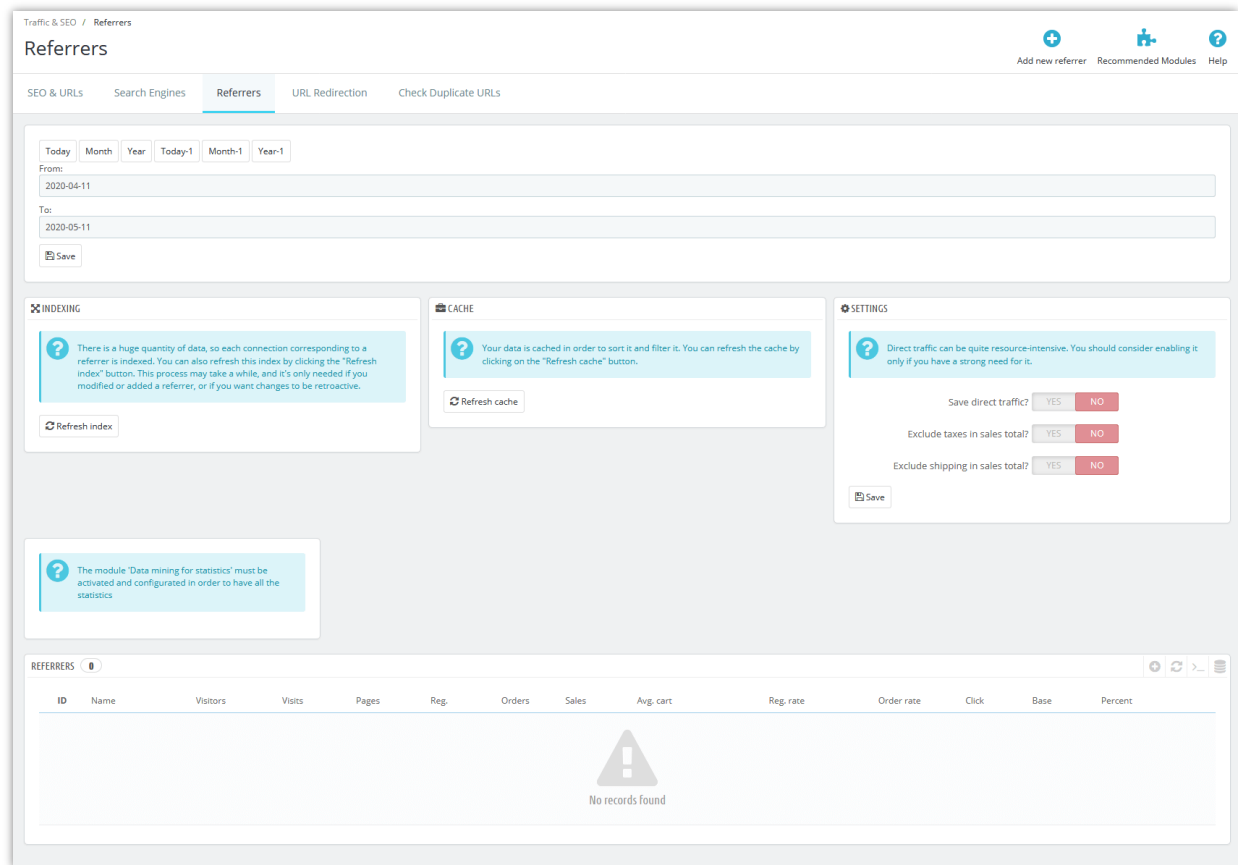
REFERRERS 1

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.