



AWESOME URL

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

A product of PrestaHero

Contents

| | |
|---|-----------|
| I. WELCOME | 3 |
| II. INTRODUCTION | 3 |
| III. INSTALLATION | 3 |
| IV. CONFIGURATION | 4 |
| 1. Schema of URLs | 4 |
| 2. Optimize SEO element for each web page | 6 |
| 3. URL redirects | 8 |
| 4. Check for duplicate URLs | 9 |
| 5. Sitemap | 10 |
| 6. RSS feed | 11 |
| 7. Search engines | 13 |
| 8. Referrers | 14 |
| V. THANK YOU | 15 |

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

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 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 YES NO

Remove ISO code in URL for default language YES NO

Remove attribute alias in URL NO YES

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

1-click to remove ID and ISO code in URL. Support every page URL (product page, category page, CMS page, brand page, etc.)

Automatically redirect all old URLs (with ID and ISO code) to new URLs (without ID and ISO code)

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

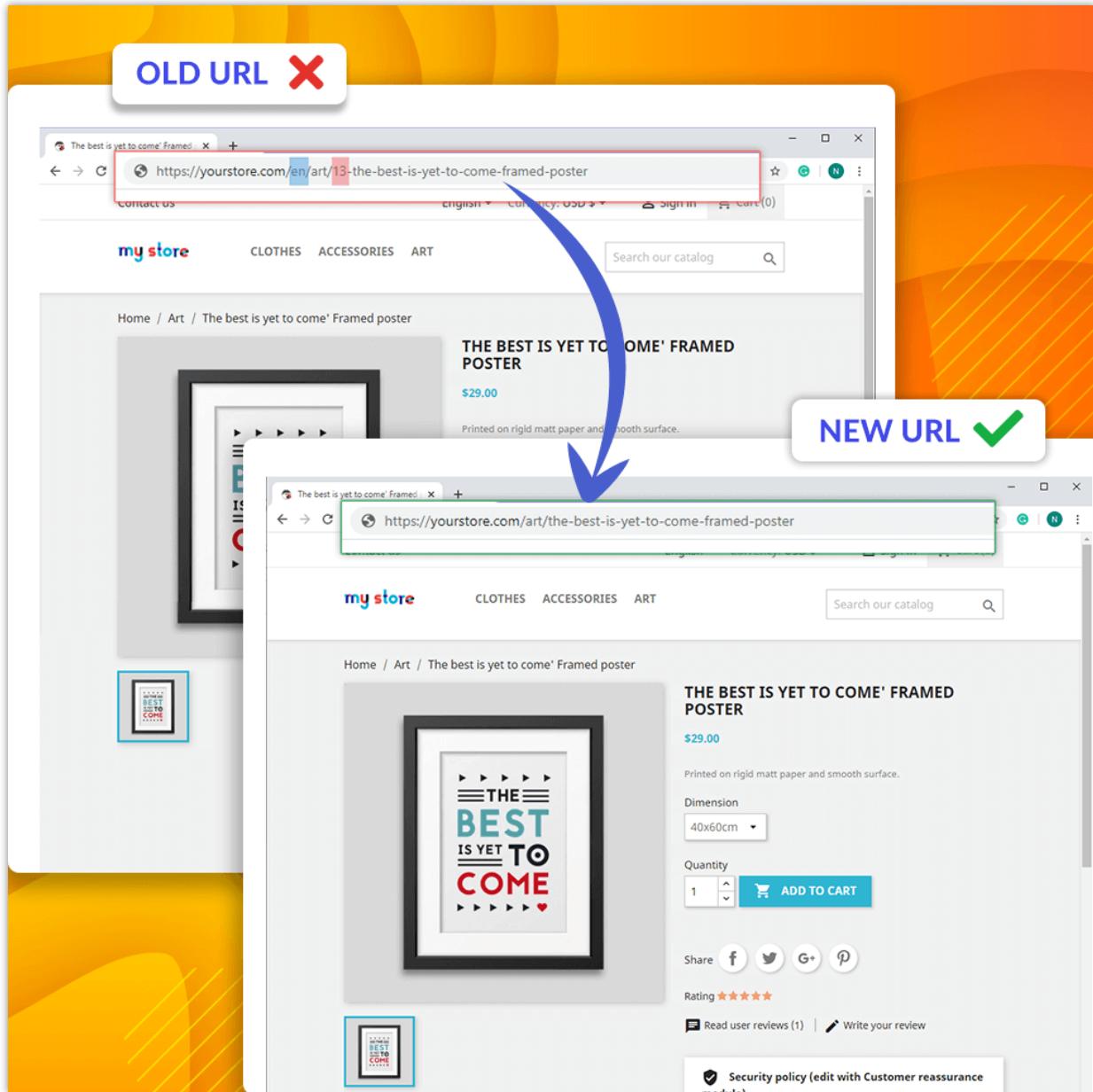
| | |
|--|---|
| Route to products | {category}/{rewrite} |
| | Keywords: id , id_product_attribute , rewrite* , ean13 , category , categories , reference , meta_keywords , manufacturer , supplier , price , tags |
| Route to category | {rewrite} |
| | Keywords: id , rewrite* , meta_keywords |
| Route 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.

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
 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

Permanent redirection to a category (301) If no category is selected, the Main Category is used

Advanced Settings

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

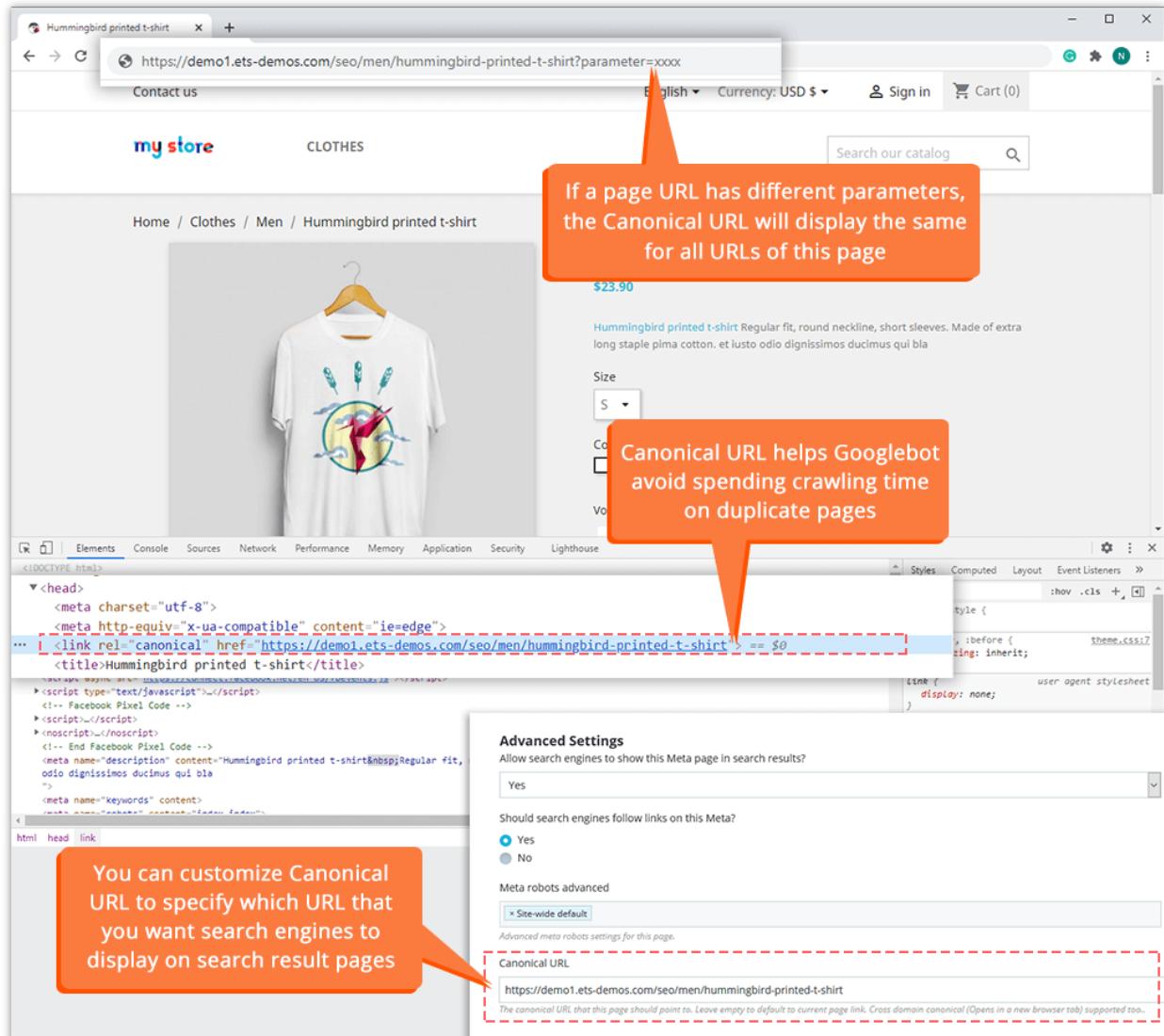
Should search engines follow links on this Product? Yes No en

Meta robots advanced en

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.

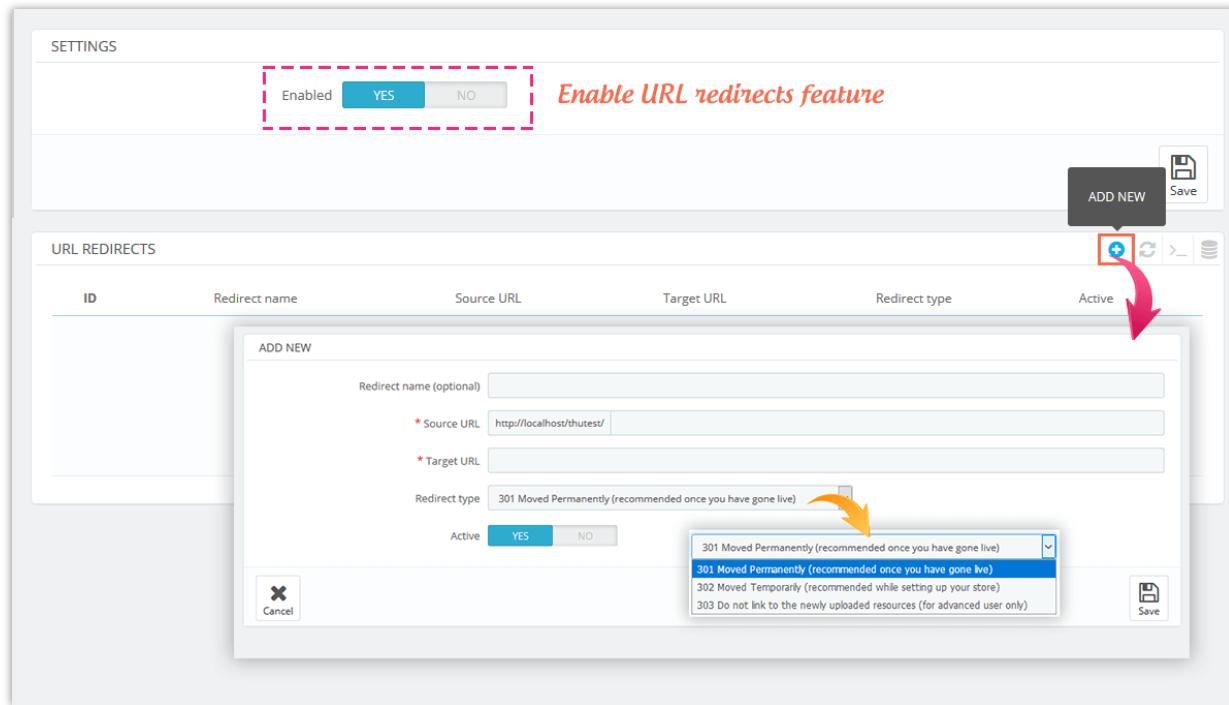
❖ About Canonical URL:



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

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.

The screenshot shows the 'Check Duplicate URLs' section of the Awesome URL dashboard. The top navigation bar includes 'View my shop', 'Help', and a 'Search' bar. The main content area has tabs for 'SEO & URLs', 'Search Engines', 'Referrers', 'URL Redirection', and 'Check Duplicate URLs', with 'Check Duplicate URLs' being the active tab. The page is divided into several sections: 'PRODUCTS', 'PRODUCT CATEGORIES', 'CMS (PAGES)', 'CMS CATEGORIES', and 'OTHER PAGES'. Each section contains a table with columns for 'Link rewrite', 'Language', 'Total link duplicate', and 'Name'. A message 'Good! No duplicates found' is displayed in each section. The 'PRODUCTS' section contains the following data:

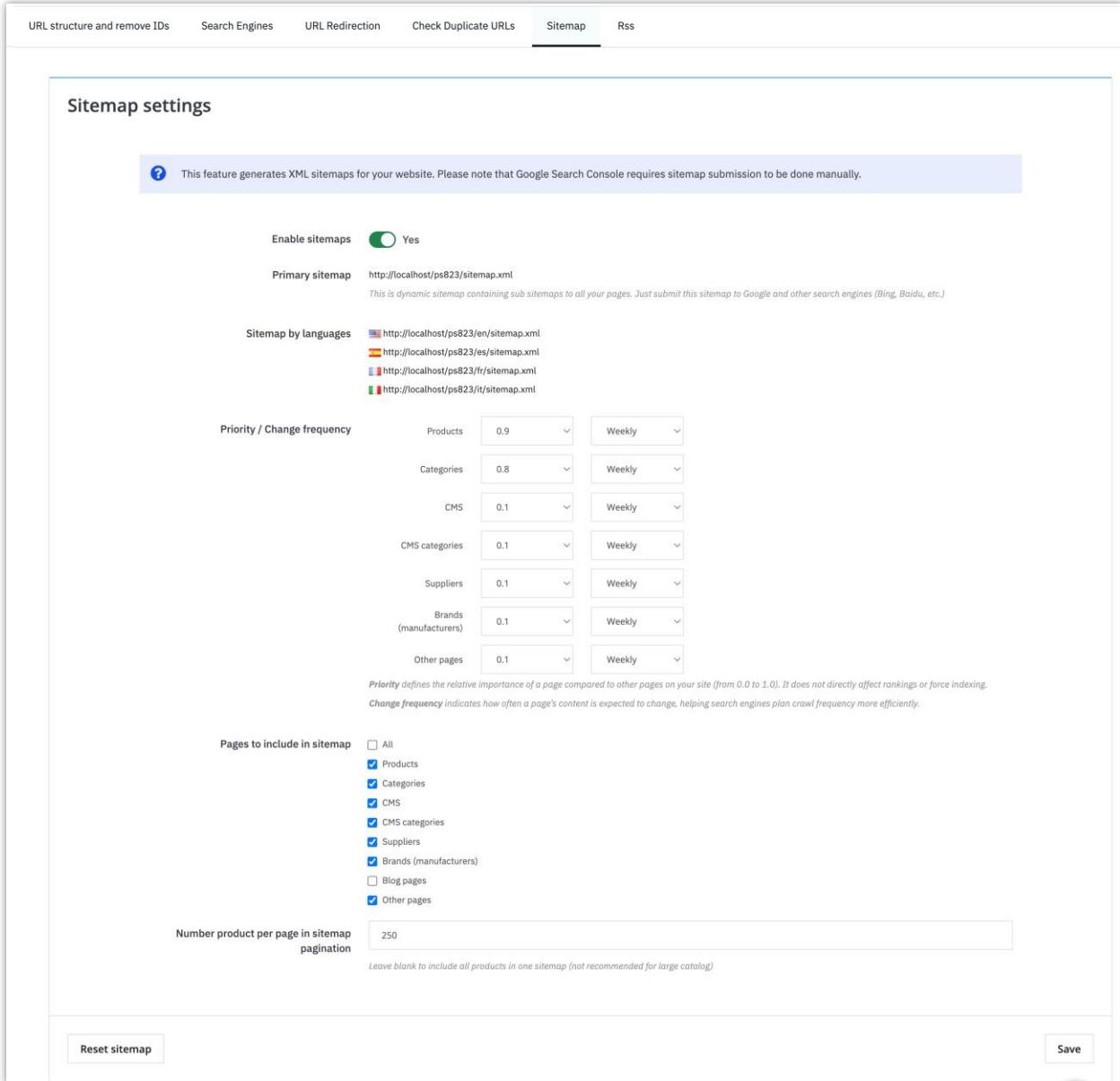
| Link rewrite | Language | Total link duplicate | Name |
|---------------------------------------|----------|----------------------|--|
| today-is-a-good-day-framed-poster | eu | 2 | The adventure begins Framed poster Today is a good day Framed poster |
| the-best-is-yet-to-come-framed-poster | ca | 2 | The best is yet to come' Framed poster The adventure begins Framed poster |
| hummingbird-printed-t-shirt | fr | 3 | T-shirt imprimé colibri Hummingbird printed sweater The best is yet to come' Framed poster |
| hummingbird-printed-t-shirt | gl | 2 | Hummingbird printed t-shirt Hummingbird printed sweater |

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.



The screenshot shows the 'Sitemap' tab selected in a navigation bar. The main section is titled 'Sitemap settings'. A note at the top states: 'This feature generates XML sitemaps for your website. Please note that Google Search Console requires sitemap submission to be done manually.' Below this, the 'Enable sitemaps' option is set to 'Yes'. The 'Primary sitemap' is listed as <http://localhost/ps823/sitemap.xml>, described as a dynamic sitemap containing sub sitemaps for all pages. The 'Sitemap by languages' section shows links for English, Spanish, French, and Italian. The 'Priority / Change frequency' section contains a table for various page types, with most set to a priority of 0.1 and a weekly change frequency. A note below explains that priority is relative and change frequency affects crawl frequency. The 'Pages to include in sitemap' section has checkboxes for 'All' and several category types, all of which are checked. The 'Number product per page in sitemap pagination' field is set to 250, with a note that leaving it blank includes all products in one sitemap. At the bottom are 'Reset sitemap' and 'Save' buttons.

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 | 0.9 | Weekly |
|-----------------------------|----------|--------|--------|
| Categories | 0.8 | Weekly | |
| CMS | 0.1 | Weekly | |
| CMS categories | 0.1 | Weekly | |
| Suppliers | 0.1 | Weekly | |
| Brands (manufacturers) | 0.1 | Weekly | |
| Other pages | 0.1 | 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

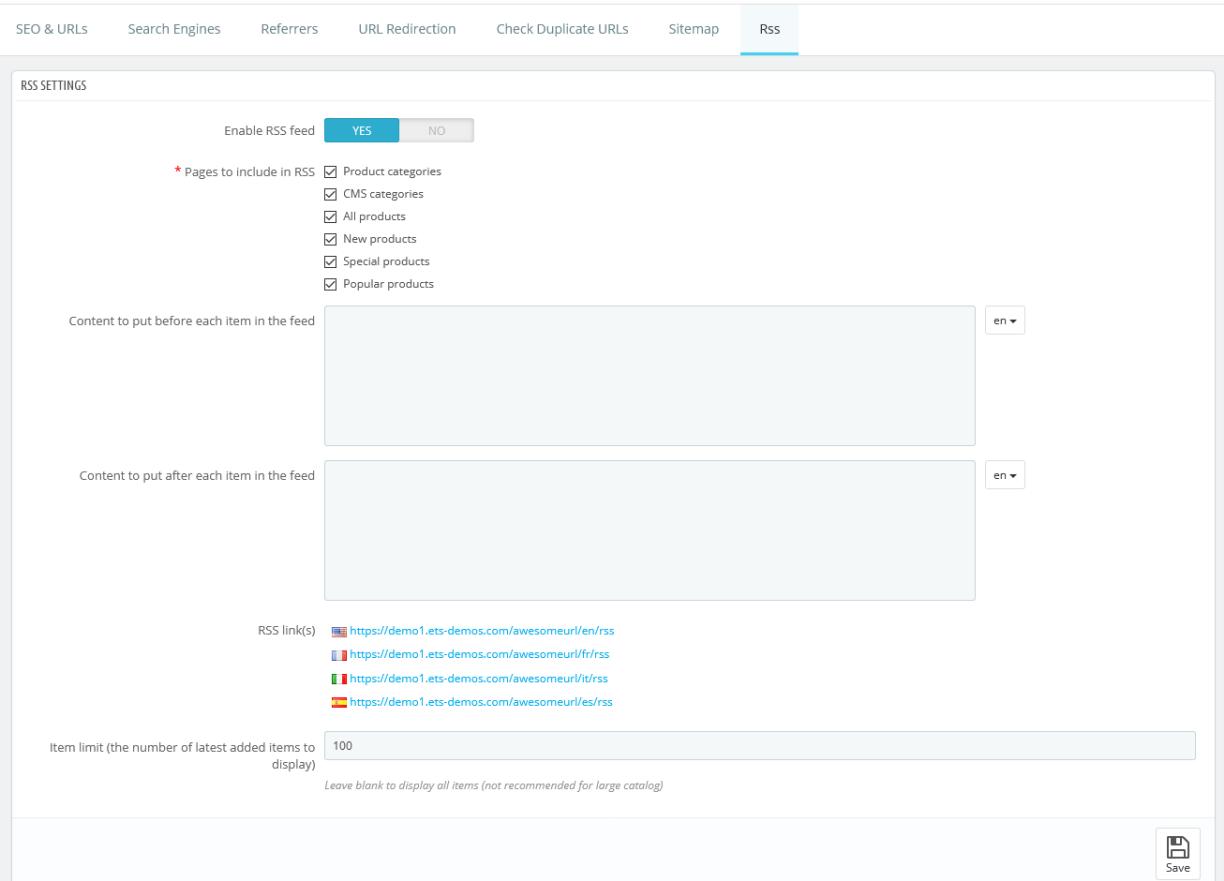
250

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 shows the 'RSS' tab of the Awesome URL module settings. The 'RSS SETTINGS' section includes:

- An 'Enable RSS feed' toggle switch set to 'YES'.
- A list of 'Pages to include in RSS' with checkboxes for 'Product categories', 'CMS categories', 'All products', 'New products', 'Special products', and 'Popular products'. The 'Product categories' checkbox is checked.
- A large text area for 'Content to put before each item in the feed' with a 'en' dropdown.
- A large text area for 'Content to put after each item in the feed' with a 'en' dropdown.
- A list of 'RSS link(s)' with icons for English (US), French (FR), Italian (IT), and Spanish (ES), each linking to a URL like <https://demo1.ets-demos.com/awesomeurl/en/rss>.
- An 'Item limit (the number of latest added items to display)' input field set to '100' with a note: 'Leave blank to display all items (not recommended for large catalog)'.
- A 'Save' button in the bottom right corner.

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

The screenshot shows a PrestaShop website's RSS feed configuration page. At the top, there is a navigation bar with 'my store' logo, 'CLOTHES', 'ACCESSORIES', and 'ART' categories, and a search bar. The main content area is titled 'RSS' and contains three sections: 'Featured products list', 'Product categories', and 'Pages'. Each section lists categories with an orange RSS feed icon to the right. The 'Featured products list' section includes 'All products', 'New products', 'Special products', and 'Popular products'. The 'Product categories' section includes 'Clothes', 'Accessories', 'Art', 'Men', 'Stationery', 'Women', and 'Home Accessories'. The 'Pages' section includes 'Delivery', 'Legal Notice', 'Terms and conditions of use', 'About us', and 'Secure payment'.

7. Search engines

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.

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

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.

| 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 | 0.0000000 |

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.