SEO AUDIT

Optimize SEO with official rank math to push your website to the top of Google or any other search engines

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 setup within this document. If you have any questions beyond this documentation's scope, please contact us.

II. INTRODUCTION

You have been spending a lot of time and effort but still not been able to get your website in the #1 position on the Google search result page? Hold on, maybe the reason is that your website is not well-optimized for SEO! Let's try **SEO Audit** – our complete **SEO module for PrestaShop** with everything you need to improve SEO optimization for your website!

SEO Audit has a collection of comprehensive SEO optimization tools: **SEO analysis**, **URLs optimization**, **sitemap, RSS feed and social media SEO**, **meta template**, etc. to push your website to top rankings on Google or any other search engines.

** "**SEO Audit**" is compatible with PrestaShop 1.7.x and 8.x.*

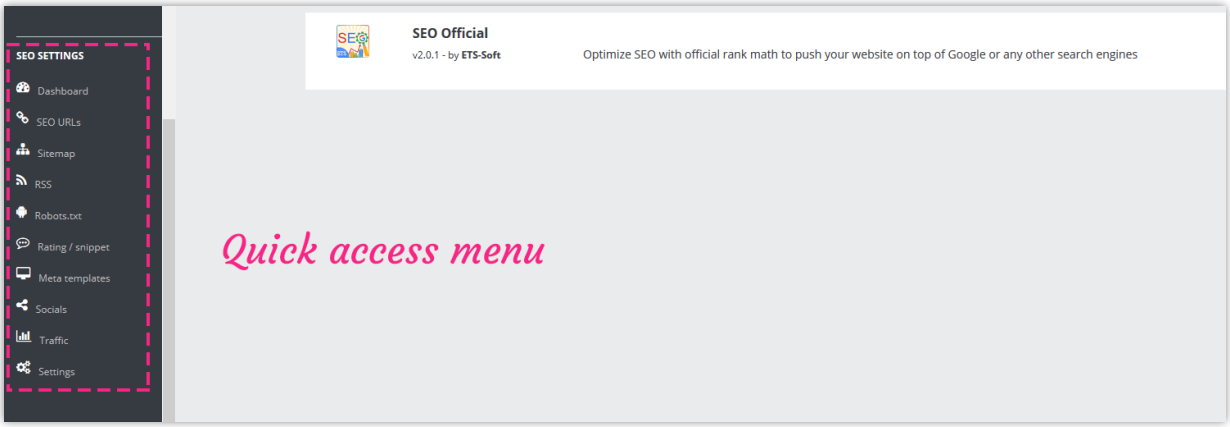
III. INSTALLATION

1. Navigate to **"Modules / Module manager",** click on **"Upload a module / Select file"**

2. Select the module file **"ets_seo.zip"** from your computer then click on **"Open"** to install

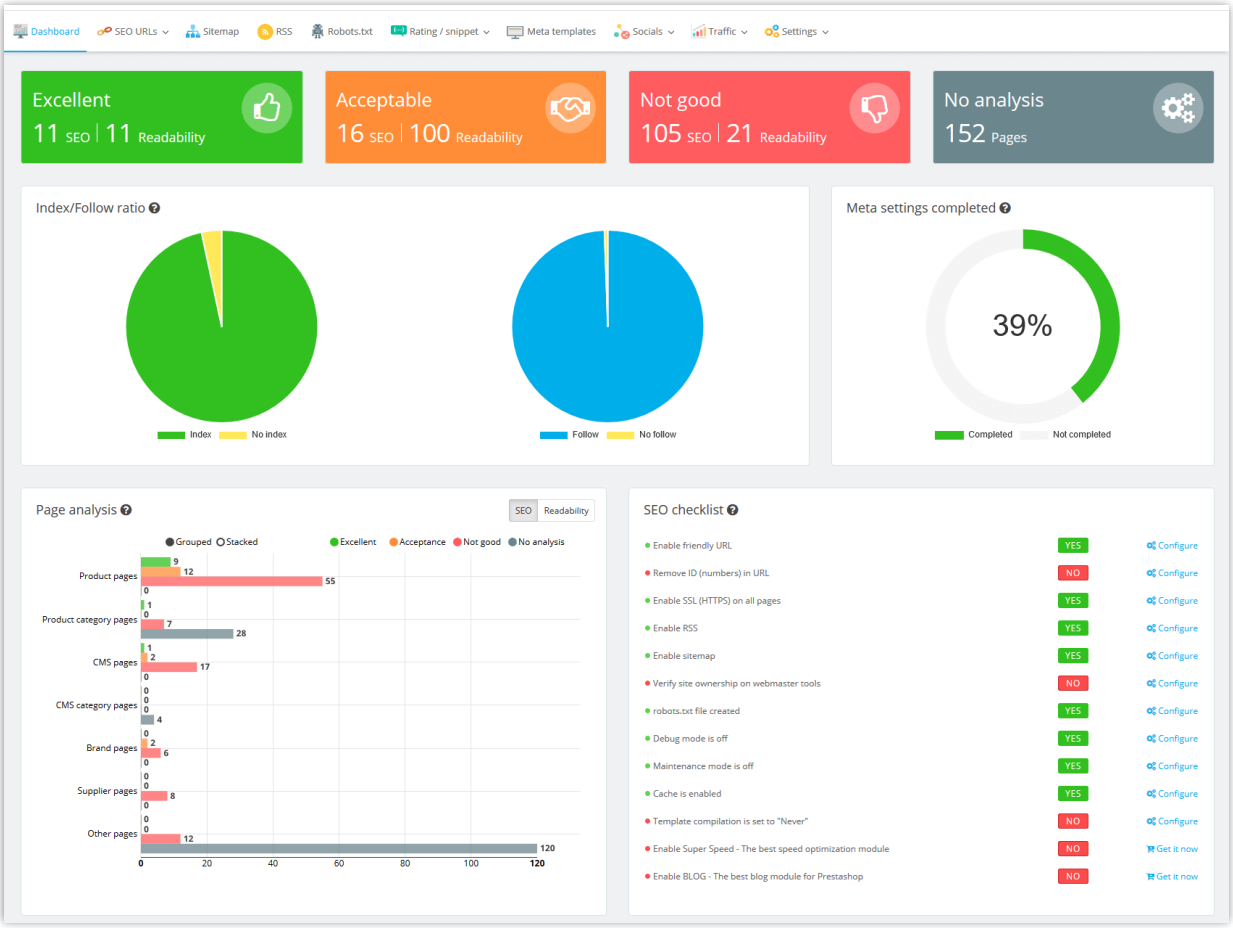
3. Click on "**Configure**" button of the module you just installed to open the module's configuration page

Quick access: You can also navigate to **SEO Audit**'s configuration page through the quick access menu.



IV. DASHBOARD

SEO Audit is integrated with **official rank math** to help you analyze and detect any SEO problem needed to resolve. From **Dashboard**, you will find the analysis results including *SEO analysis*, *readability analysis* and *SEO checklist* that provides an overview of the SEO status of your website.



Pages analysis: SEO and readability analysis for specific kinds of web pages. These numbers of web pages have been multiplied by the number of available languages due to your multi-language mode.

Index/Follow ratio: Index/Follow pages are web pages that allow search engines to index (display on search result pages) and follow (search bots can follow links on the pages).

Meta settings completed: It is recommended to manually enter the meta title and meta description for each page with the content is optimized for your SEO keywords.

SEO checklist: Make sure all checkpoints below are green to improve the SEO rankings of all pages.

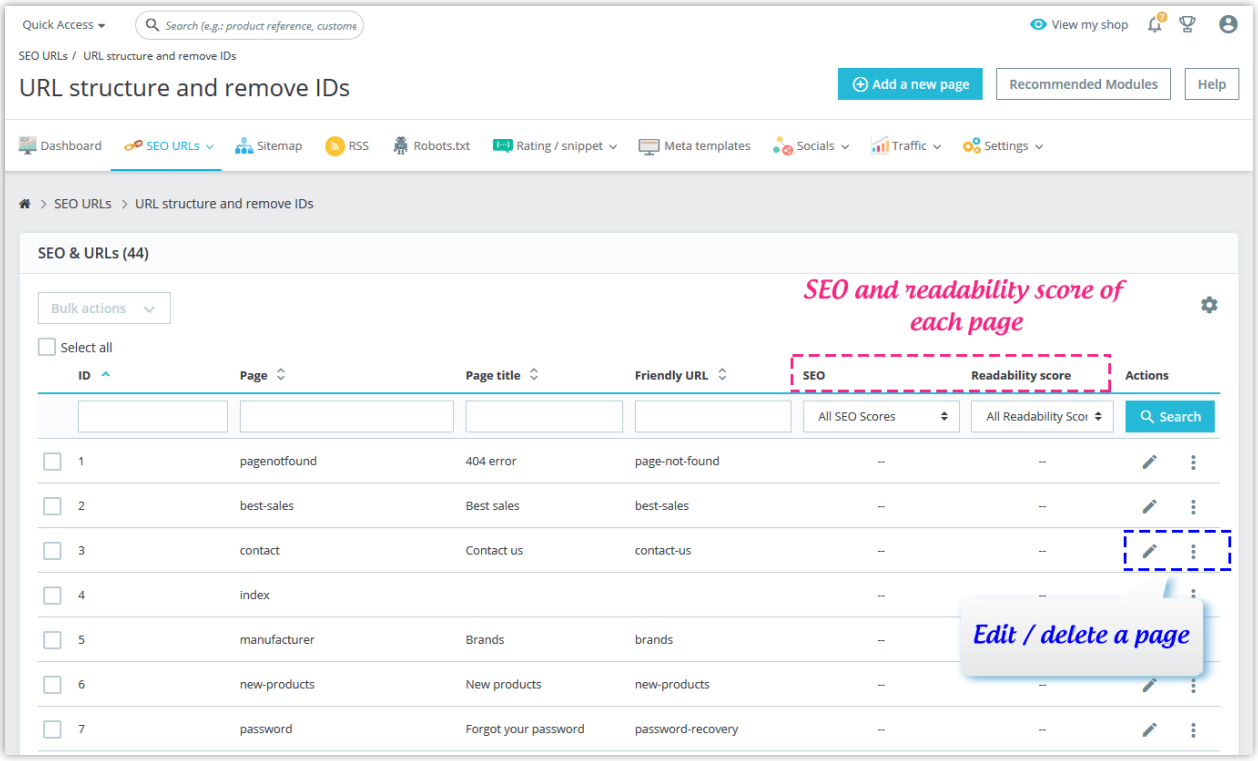
V. SEO URLS

It's important to get your URLs friendly to make both search engines and customers browse your site easily. With **SEO Audit**, you can *remove IDs from site URLs*, *check for duplicate URLs* or *create URL redirections* to optimize your URLs.

1. URL structure and remove ID

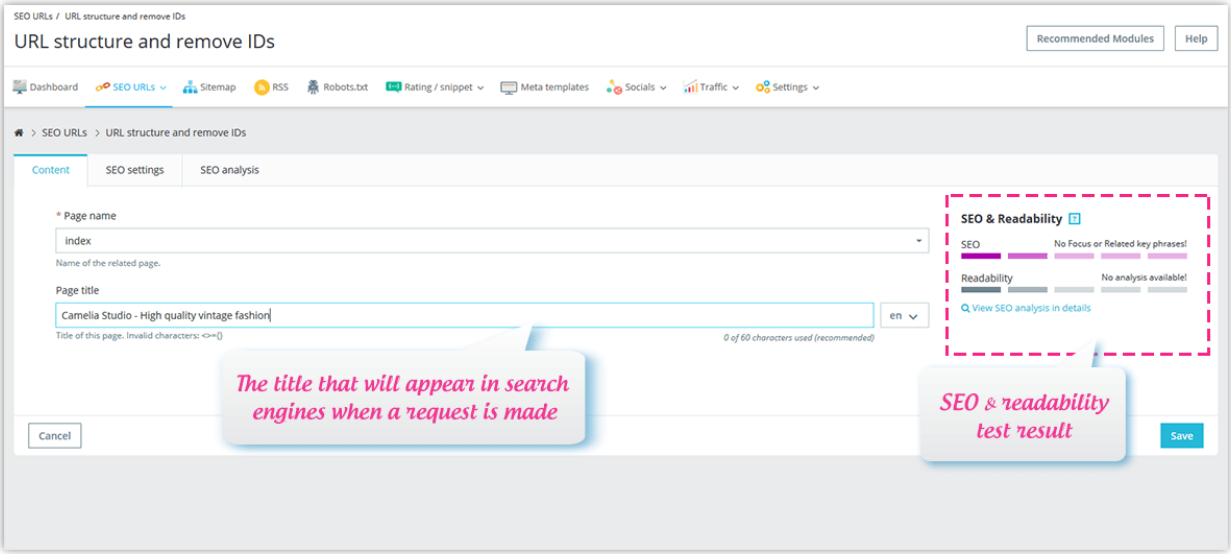
From **SEO Audit** top menu, select **SEO URLs** > **URL structure and remove ID**.

The "**SEO & URLs**" page presents you with a list of web pages and enables you to edit their friendly URLs, meta tags (title, description, keyword) as well as SEO analysis for each page.

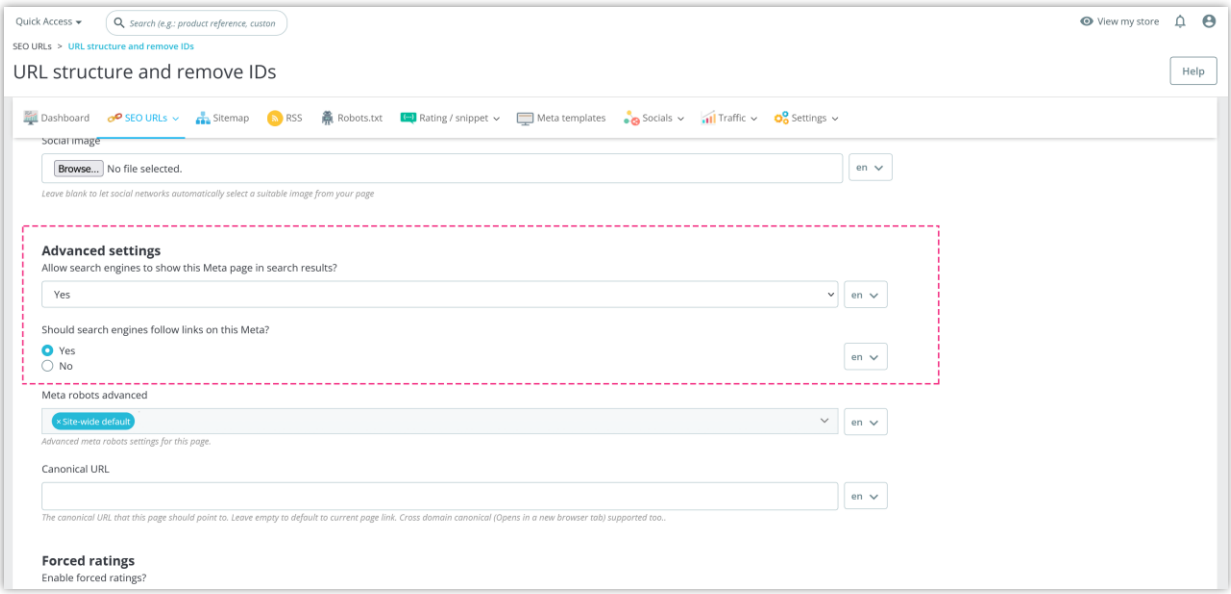


❖ **Edit Homepage SEO settings**

Let’s try to change the Homepage SEO settings as an example! You simply need to click on pencil icon of "**index**" row to reach the homepage's settings and freely edit its important SEO information.



In the "**SEO Settings**" tab on the detail pages of various entities like products, categories, brands, carriers, CMS pages, etc., there is an **"Advanced Settings"** section. This section provides two key options to control how search engines interact with your page. Here's a breakdown of these options and how to use them:



1. Allow search engines to show this page in search results?

- **Option: Yes/No**
- **What it does:**
    - Selecting **"Yes"** allows search engines (like Google, Bing, etc.) to display this page (product, category, brand, etc.) in their search results.
    - Choosing **"No"** will prevent this page from appearing in search engine results, keeping it hidden from users who search for related content.

When to use:

- **Yes**: For most cases, you will want your pages visible in search results to drive traffic to your site.
- **No**: If the page is under construction, temporarily unavailable, or you don't want it indexed for specific reasons (like limited access pages), choose this option.

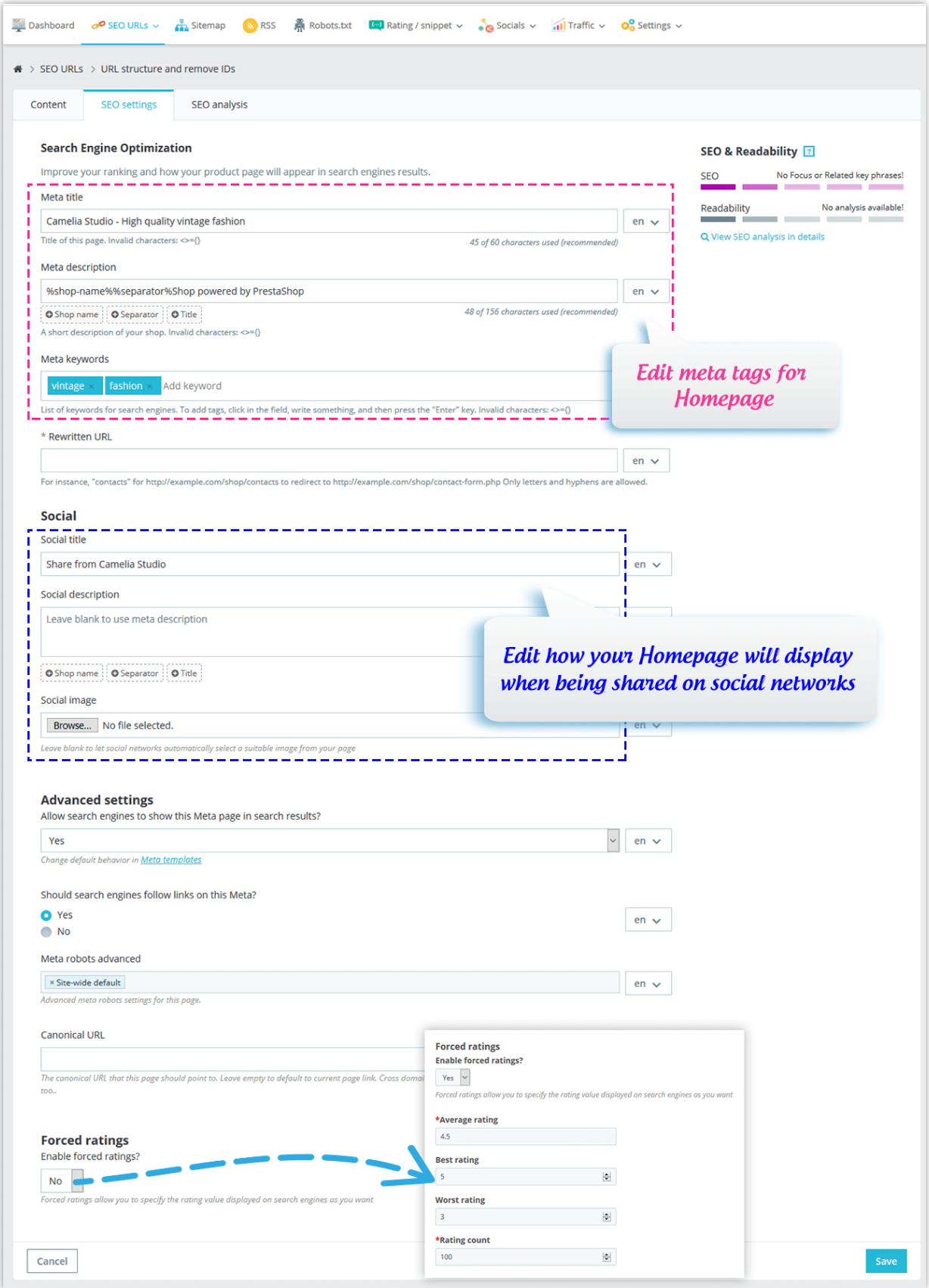
2. Should search engines follow links on this page?

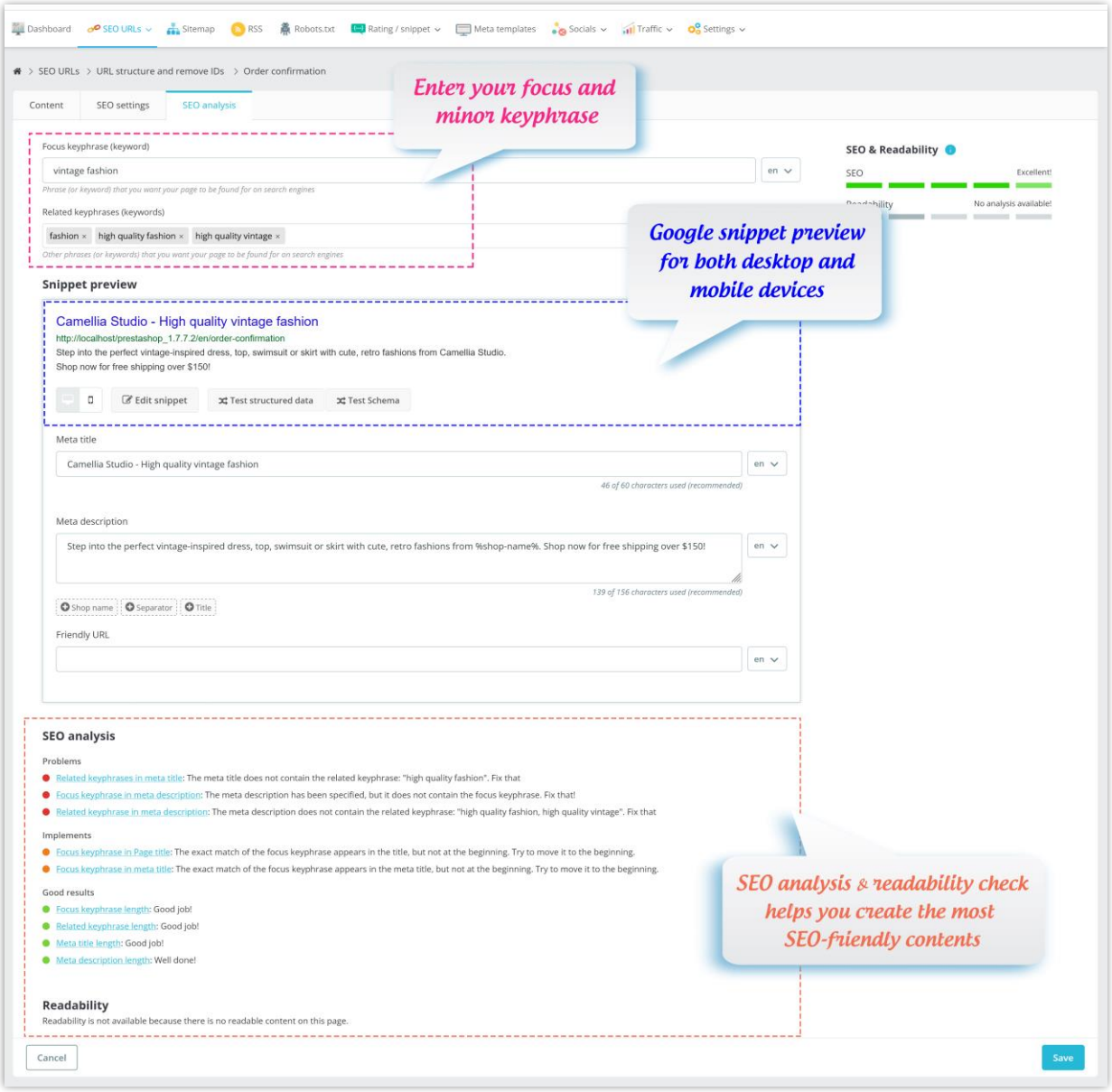
- **Option: Yes/No**
- **What it does:**
    - Selecting **"Yes"** allows search bots (like Googlebot) to follow the links on this page. This helps search engines better understand the structure of your site and improves the accuracy of your sitemap.
    - Choosing **"No"** will stop search engines from crawling and following any links on the page, isolating it from other content on your website.

When to use:

- **Yes**: Generally, you'll want to allow search engines to follow links, as it improves site indexing and helps with SEO.
- **No**: You may want to disable link following on pages with sensitive content or to avoid diluting the page's SEO value.

By correctly configuring these advanced SEO settings, you can control how search engines interact with your pages, helping you improve visibility and optimize your site's SEO performance.


Dashboard
SEO URLs
Sitemap
RSS
Robots.txt
Rating / snippet
Socials
Traffic
Settings
SEO URLs > URL structure and remove IDs
Content
SEO settings
SEO analysis
Search Engine Optimization
Improve your ranking and how your product page will appear in search engines results.
Meta title
Camelia Studio - High quality vintage fashion
Title of this page. Invalid characters: <>={}
45 of 60 characters used (recommended)
Meta description
%shop-name%%separator%Shop powered by PrestaShop
Shop name
Separator
Title
48 of 156 characters used (recommended)
A short description of your shop. Invalid characters: <>={}
Meta keywords
vintage
fashion
Add keyword
List of keywords for search engines. To add tags, click in the field, write something, and then press the "Enter" key. Invalid characters: <>={}
SEO & Readability
SEO
No Focus or Related key phrases!
Readability
No analysis available!
View SEO analysis in details
Edit meta tags for Homepage
* Rewritten URL
For instance, "contacts" for http://example.com/shop/contacts to redirect to http://example.com/shop/contact-form.php Only letters and hyphens are allowed.
Social
Social title
Share from Camelia Studio
Social description
Leave blank to use meta description
Shop name
Separator
Title
Social image
Browse...
No file selected.
Leave blank to let social networks automatically select a suitable image from your page
Edit how your Homepage will display when being shared on social networks
Advanced settings
Allow search engines to show this Meta page in search results?
Yes
Change default behavior in Meta templates
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
The canonical URL that this page should point to. Leave empty to default to current page link. Cross domai
too..
Forced ratings
Enable forced ratings?
No
Forced ratings allow you to specify the rating value displayed on search engines as you want
Forced ratings
Enable forced ratings?
Yes
Forced ratings allow you to specify the rating value displayed on search engines as you want
*Average rating
4.5
Best rating
5
Worst rating
3
*Rating count
100
Cancel
Save



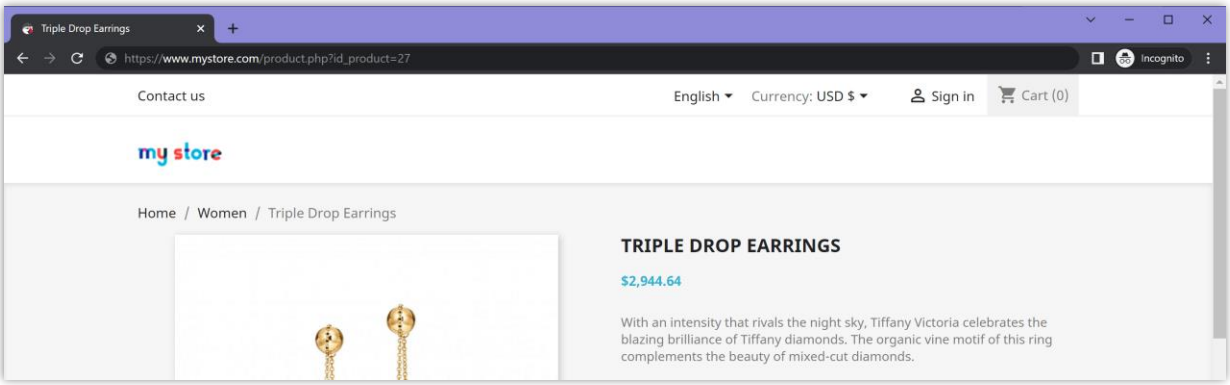
Click on "**Test structured data**" button to test your publicly accessible page to see which rich results can be generated by the structured data it contains.

Click on "**Test schema**" button to validate your structured data via *schema.org* tool.

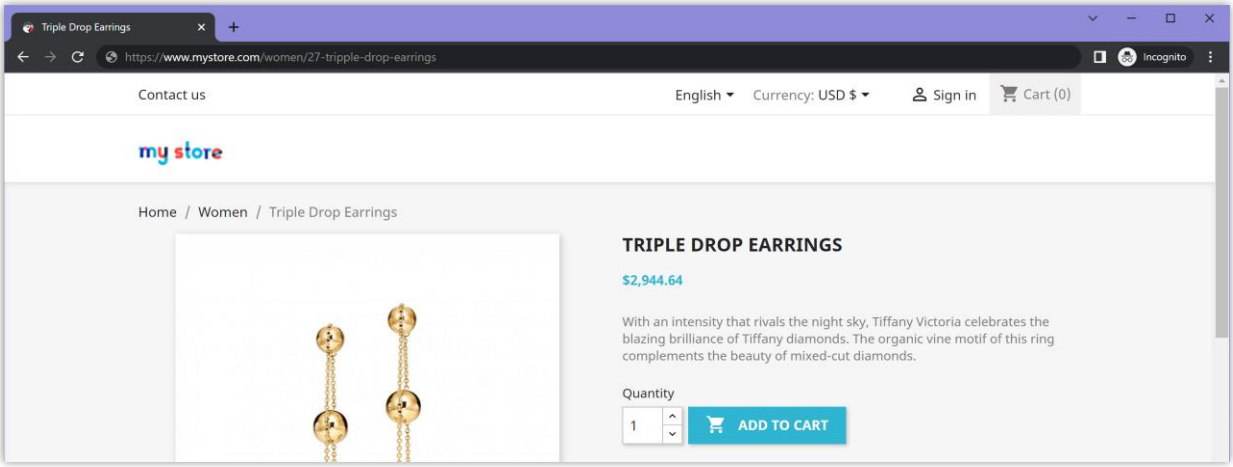
When you're ready, click "**Save**" button to finish.

- **Set up URLs and remove ID in URLs**

By default, PrestaShop deep URLs are uninformative to both customers and search engines: a URL such as:



does not help visitors know what product is on that page. Friendly URLs are the way to achieve that and get for instance:



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".*

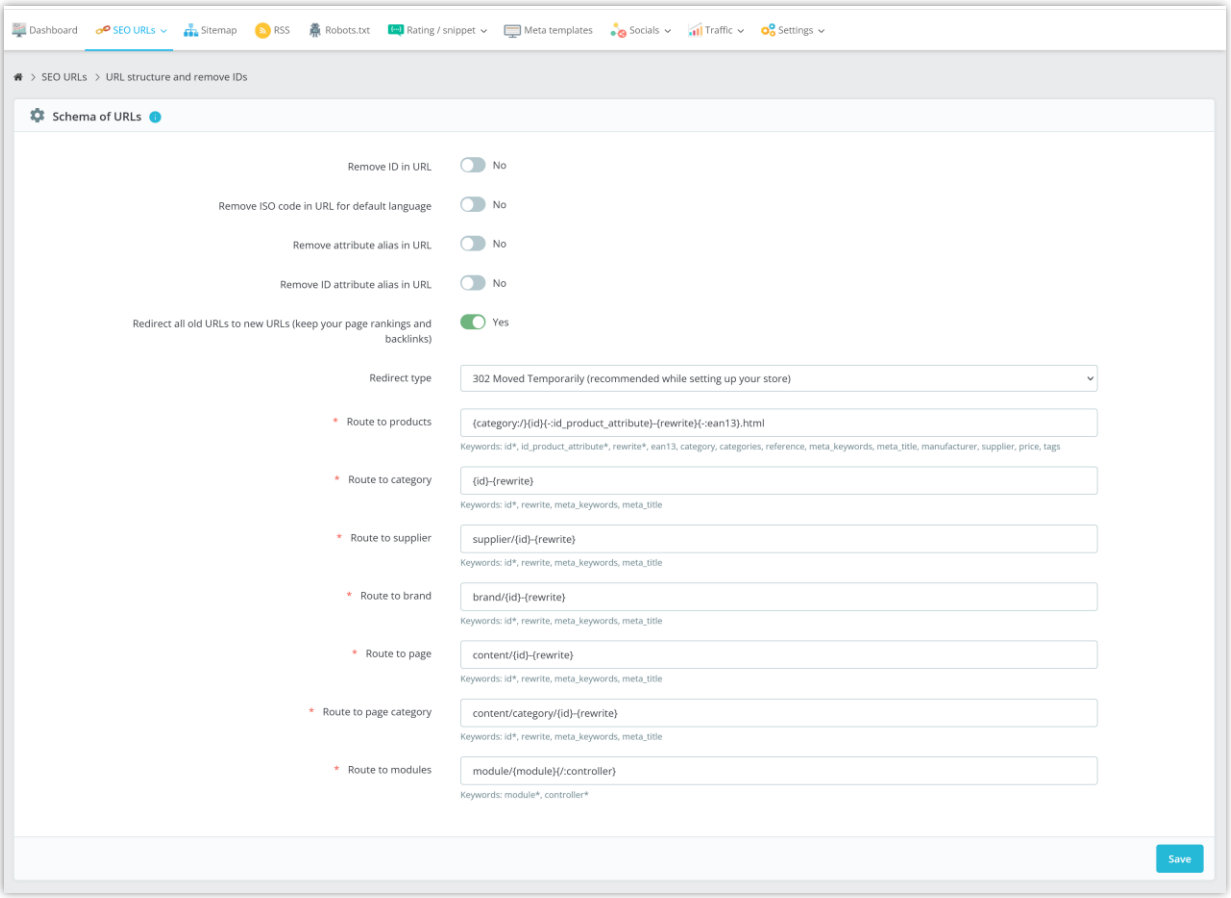
SEO Audit module allows you to:

- ✓ Remove ID in URL
- ✓ Redirect all old URLs to new URLs (keep your page rankings and backlinks)

- ✓ Customize URL
- ✓ Select redirect type for URL:

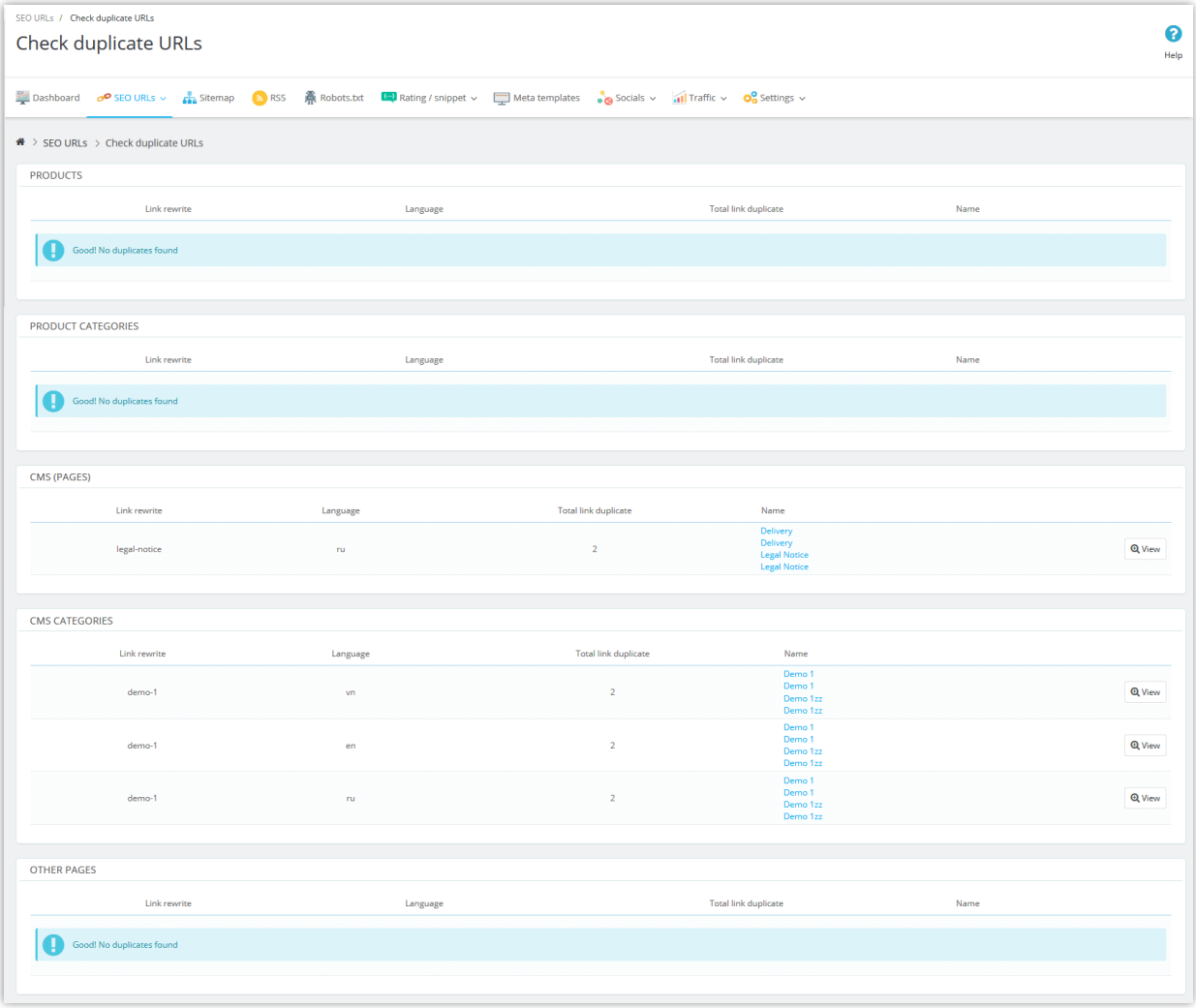
301 Move Permanently: Returns the HTTP 301 status code, pointing to the main URL and notifying search engines that this is the only URL to take into account. We recommend this option once your modifications are done.

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.



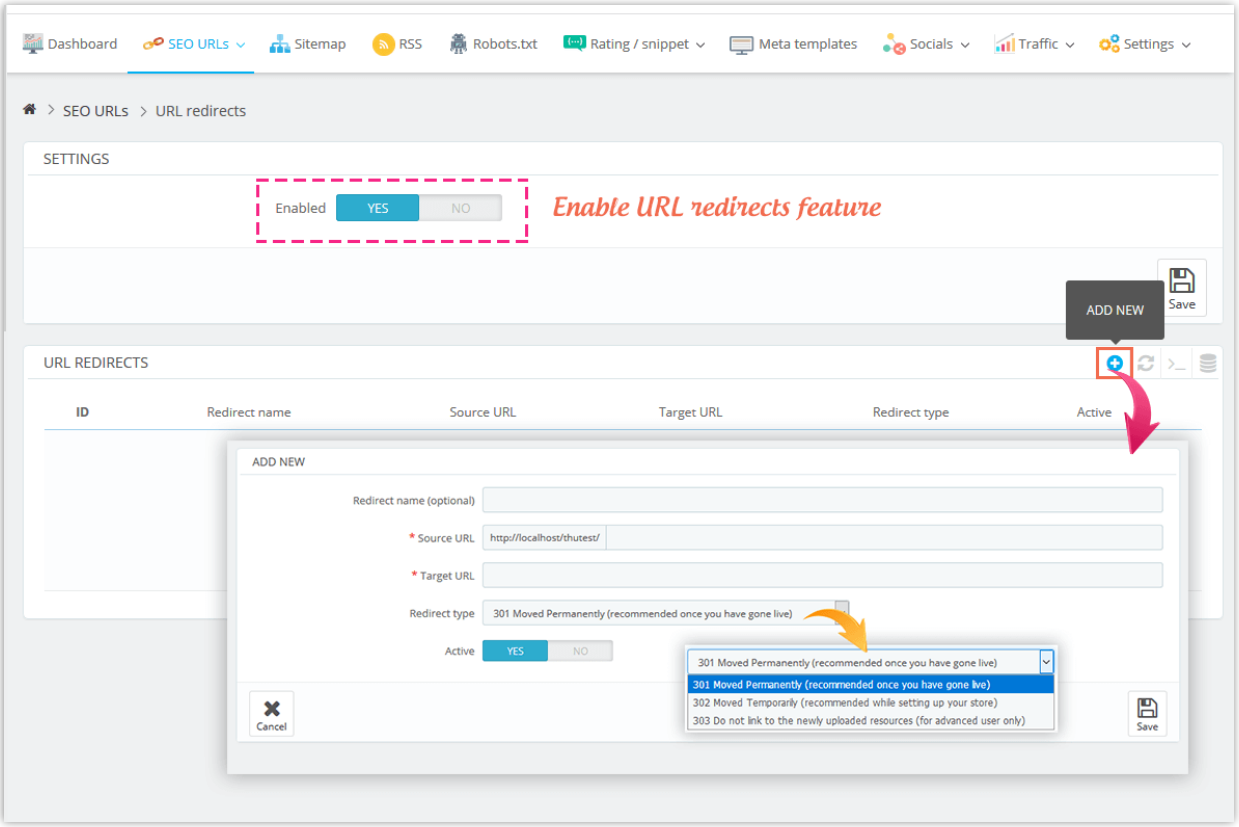
2. Check duplicated URLs

From **SEO Audit** top menu, select **SEO URLs** > **Check duplicate URLs**. **SEO Audit** can automatically detect and display the duplicate URLs on your website.



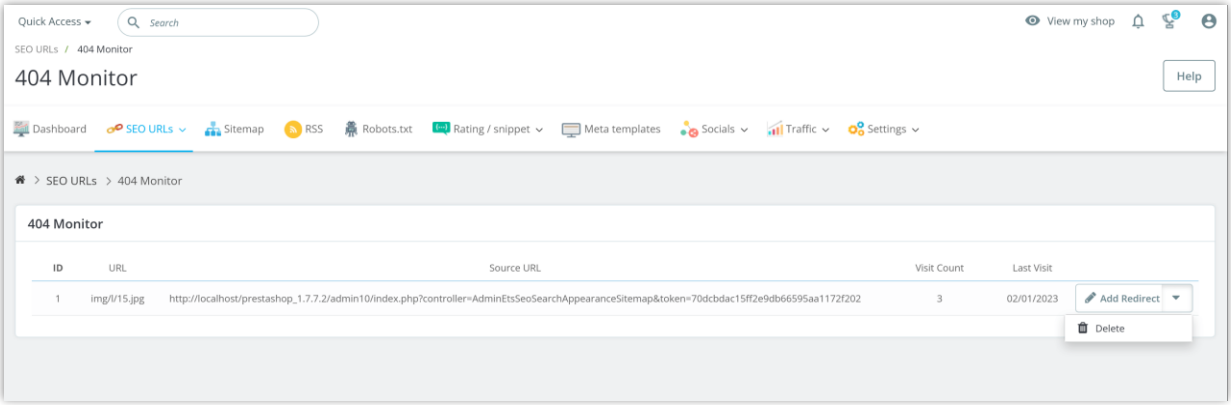
3. URL redirects

URL Redirect (also referred to as URL Forwarding) is a technique that 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.

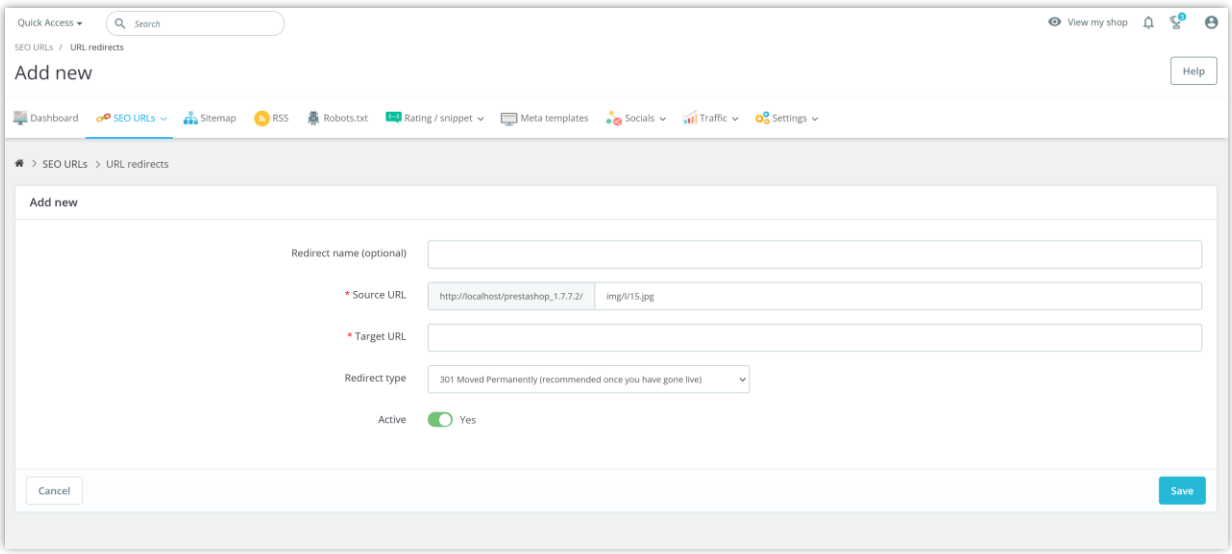


4. 404 Monitor

SEO Audit module includes a 404 monitor to record the URLs on which visitors & search engines run into 404 Errors while browsing your website.



Click on "**Add redirect**" button to configure a redirection if visitors and search engines run into 404 Errors.

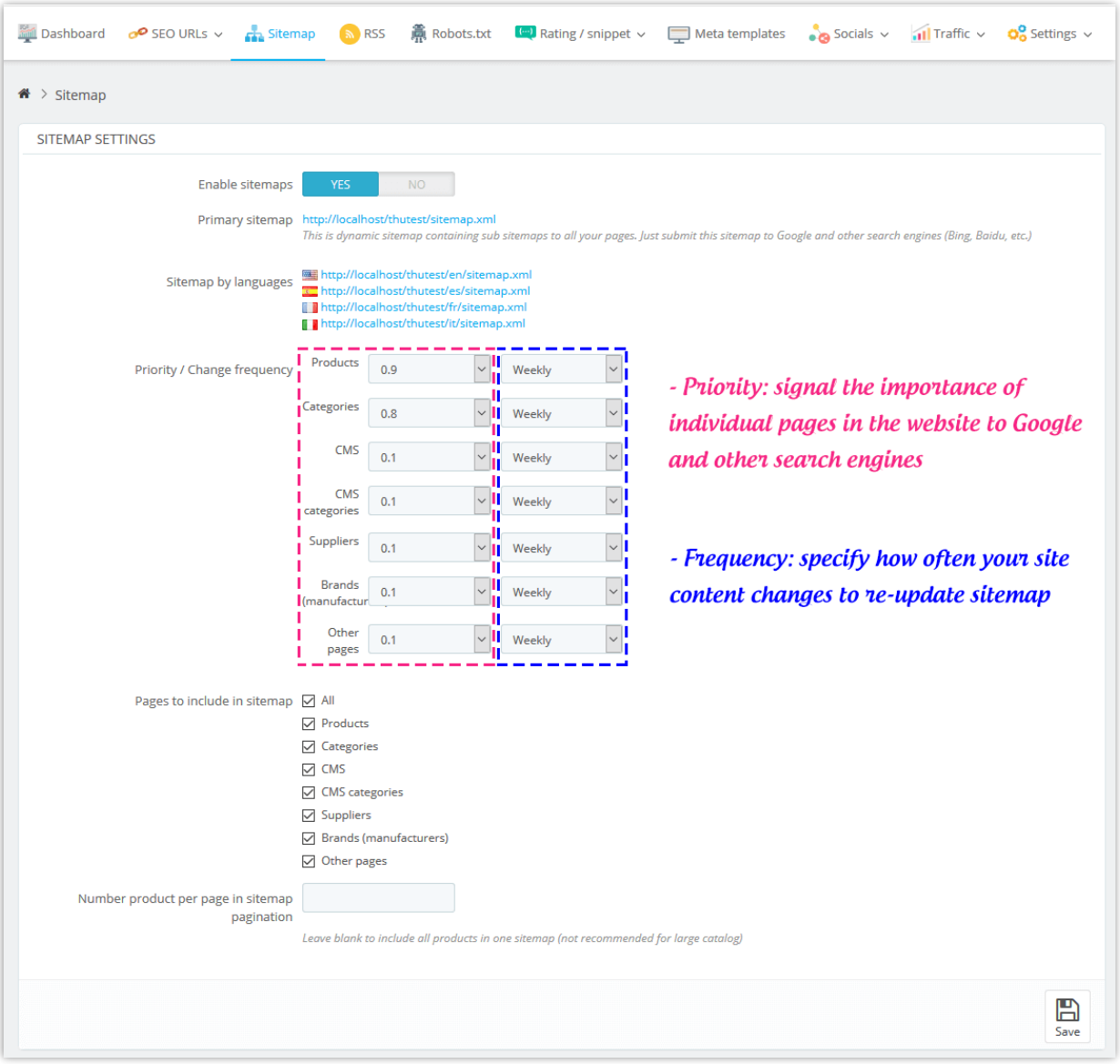


VI. SITEMAP

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 your site.

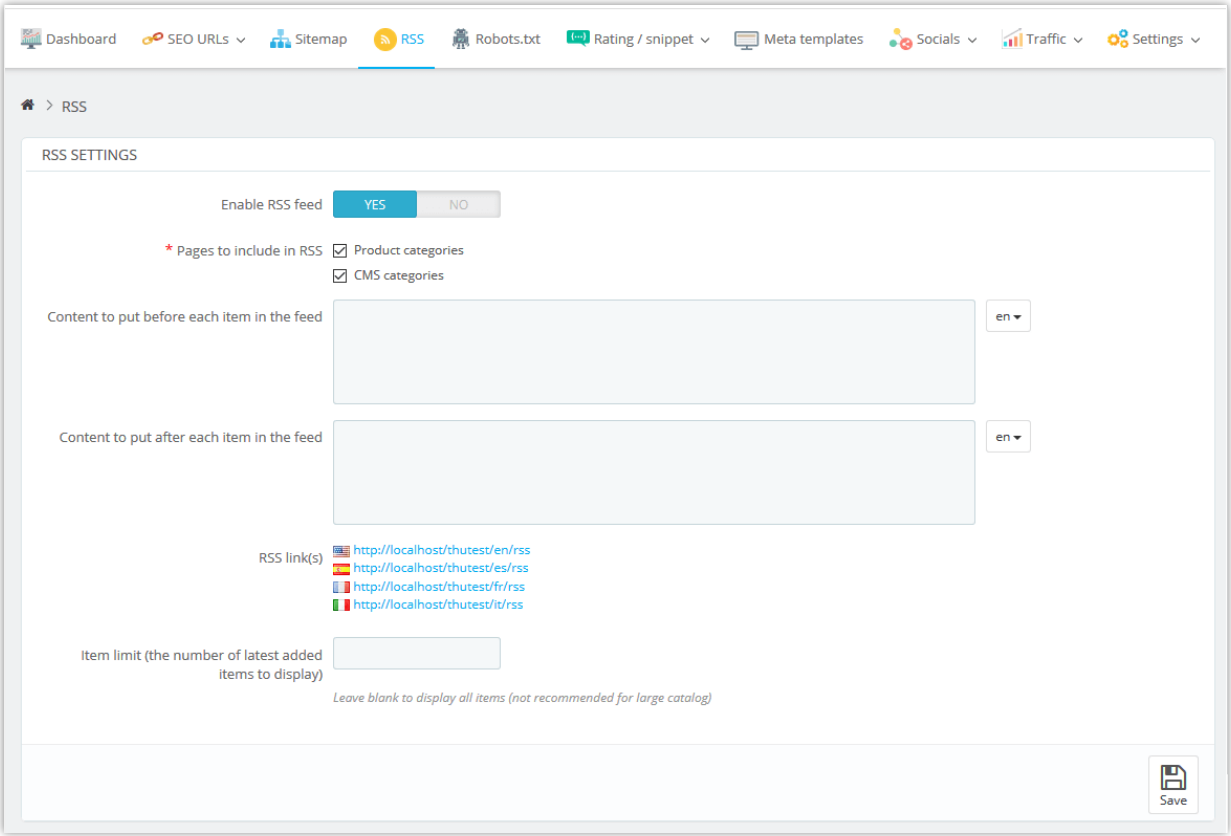
SEO Audit generates a dynamic sitemap containing sub-sitemaps to all your pages without cronjob. It also provides a sitemap for each language if your website has a multi-language mode. You can customize sitemap settings to satisfy your requirements.

Our module enables you to automatically submit your sitemap to Google Search Console via cronjob. To set up the cronjob, please navigate to "**Settings**" > "**Cronjob**" page.



VII. RSS

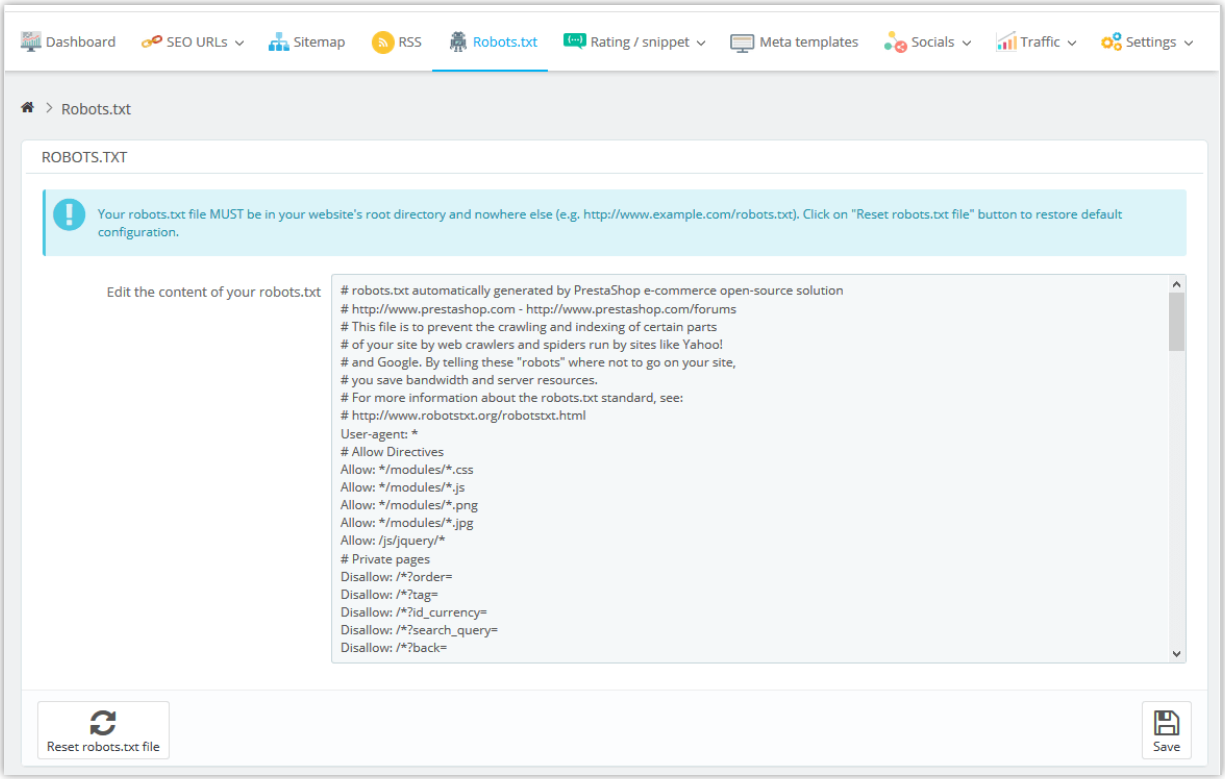
It is understandable if you want to allow your customers to create their online feeds filled with custom updates from your websites. **SEO Audit** is integrated with the RSS feature to help you satisfy your customer requirements.



VIII. ROBOTS.TXT

A robots.txt file enables you to block specific automated bots and web spiders that crawl the Web to find more web pages to add to their company's servers. Some bots you want to have full access to your website, such as Google's or Yahoo!'s, and some others you would rather not, such as spam bots, content thieves, e-mail collectors, etc.

SEO Audit's robots.txt generation tool simply creates a file with exclusion directives for files and directories that are not meant to be public, and should not be indexed. You can edit the content of the robots.txt file or restore it to the default configuration.

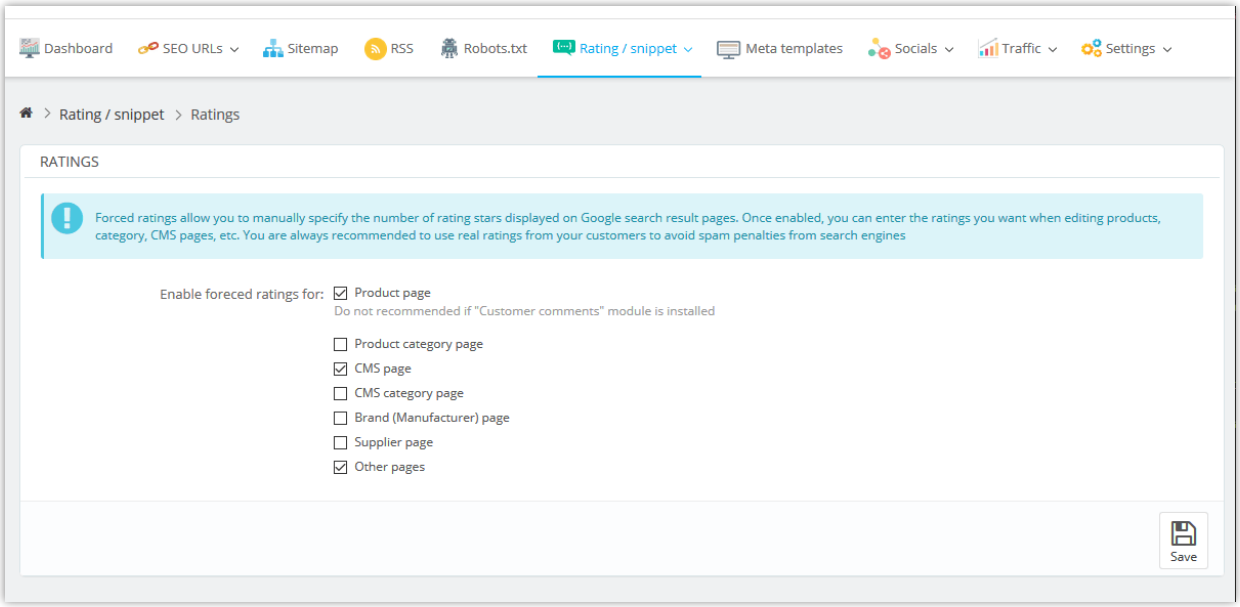


IX. RATING / SNIPPET

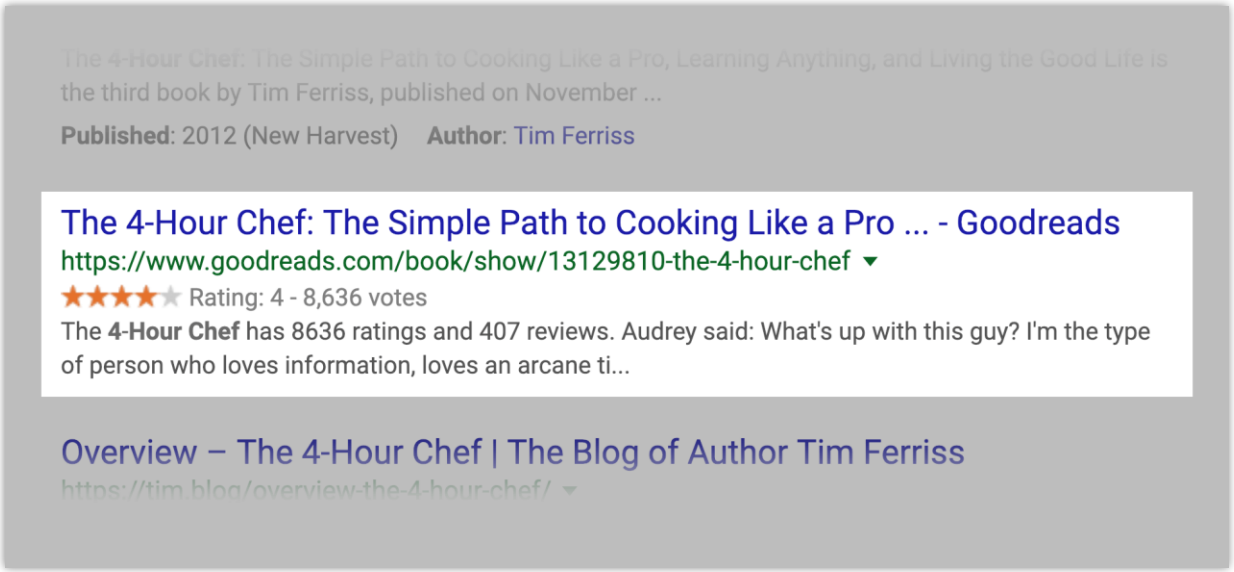
Rich Snippets (also known as “Rich Results”) are normal Google search results with additional data displayed. This extra data is usually pulled from Structured Data found in a page’s HTML. Common Rich Snippet types include reviews, recipes, and events.

1. Ratings

Forced ratings allow you to **manually specify the number of rating stars displayed on Google search result pages**. Once enabled, you can enter the ratings you want when editing products, categories, CMS pages, etc.

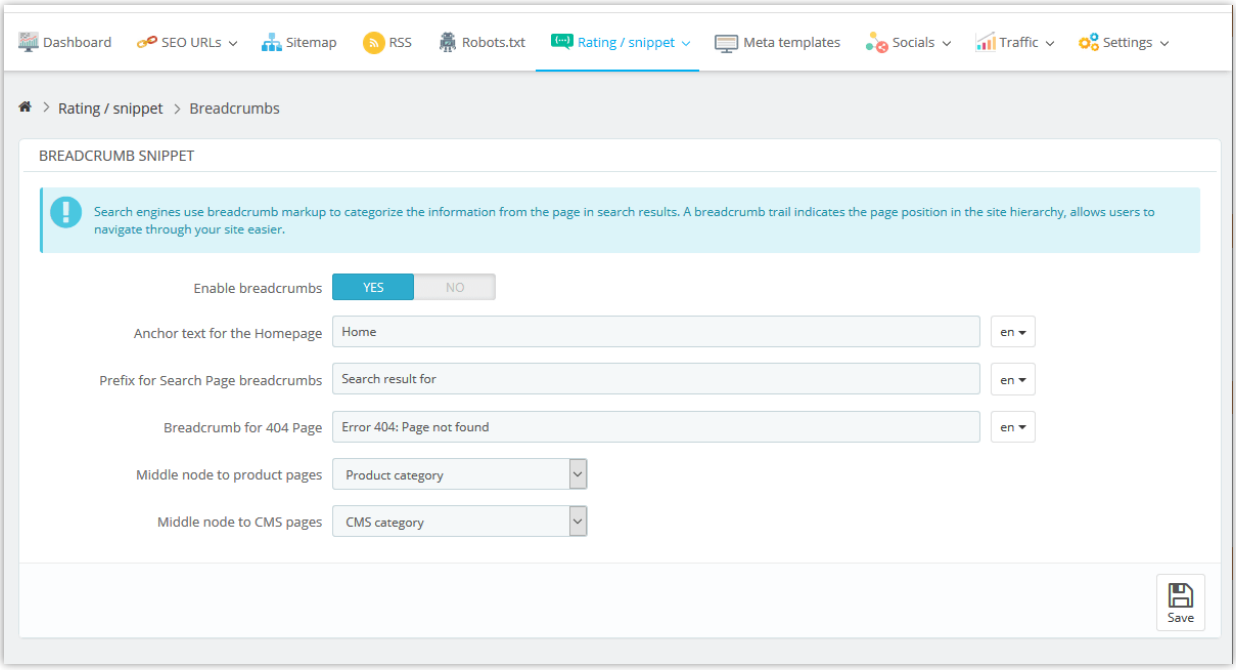


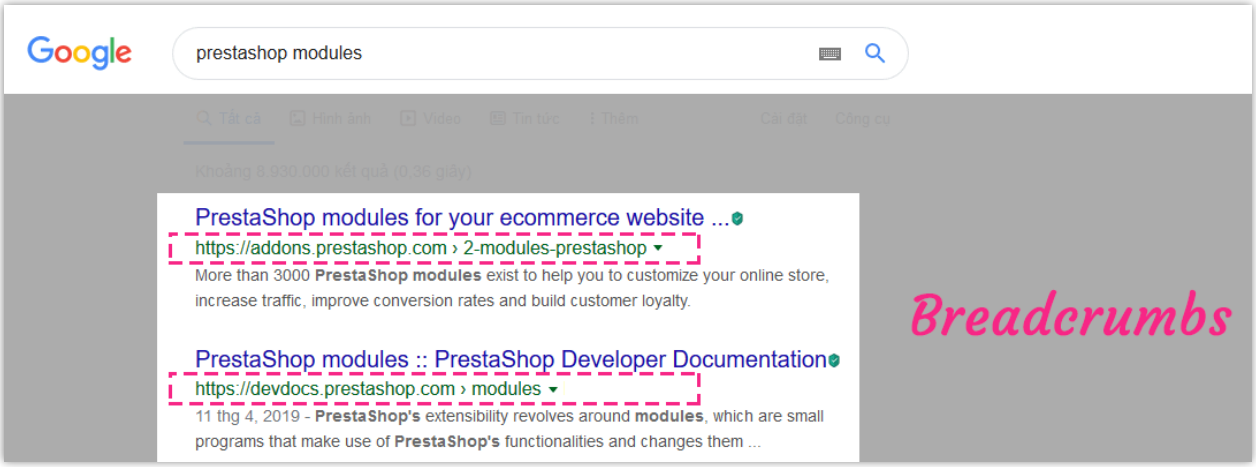
An example of a rich snippet on a Google search result page:



2. Breadcrumbs

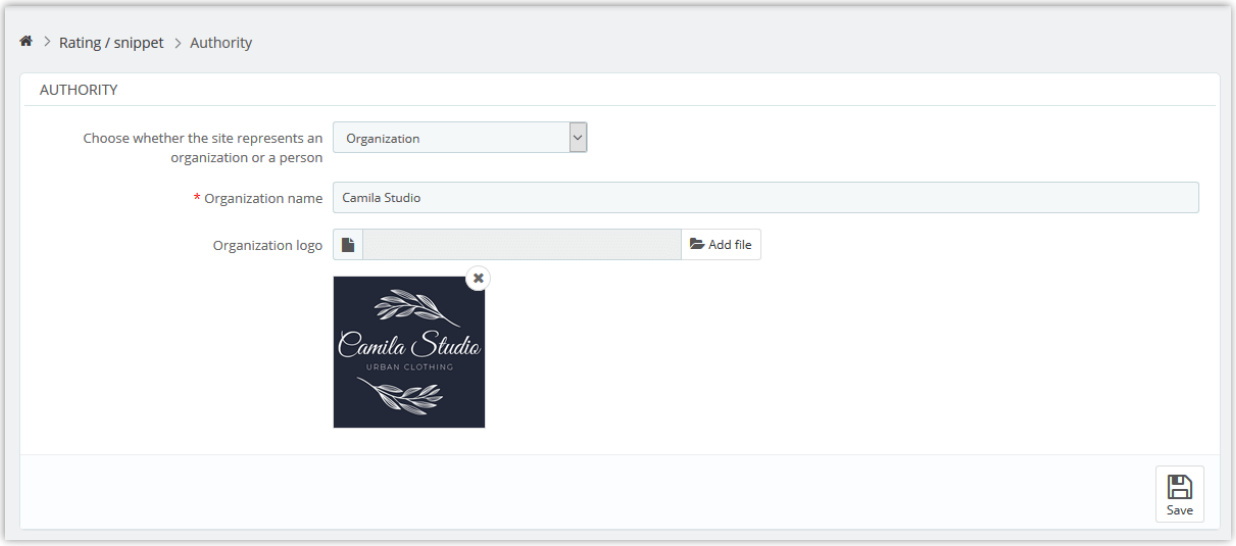
Search engines use breadcrumb markup to categorize the information from the page in search results. A breadcrumb trail indicates the page position in the site hierarchy and allows users to navigate through your site more easily.





3. Authority

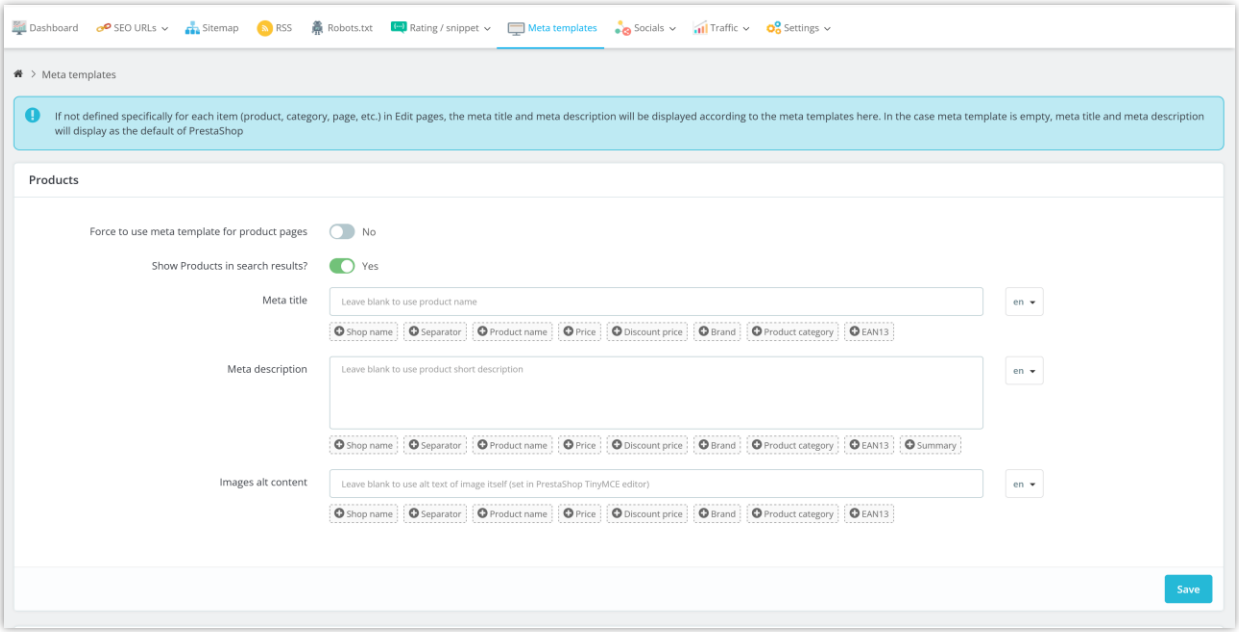
"Website authority" is an SEO concept that refers to the "strength" of a given domain. Set up your website authority with **SEO Audit** to improve your domain rating score on the Website “Authority” Checker tool.



X. META TEMPLATE

If not defined specifically for each item (product, category, page, etc.) in **Edit** pages (refer to **SEO URLS** section for more details), the meta title and meta description will be displayed according to the meta templates on this page. In the case meta template is empty, meta title and meta description will display as the default of PrestaShop.

In addition, **SEO Audit** will automate the task of adding the ALT and Title tags to the images for you based on the configuration here.



You can set up a meta template for the following items:

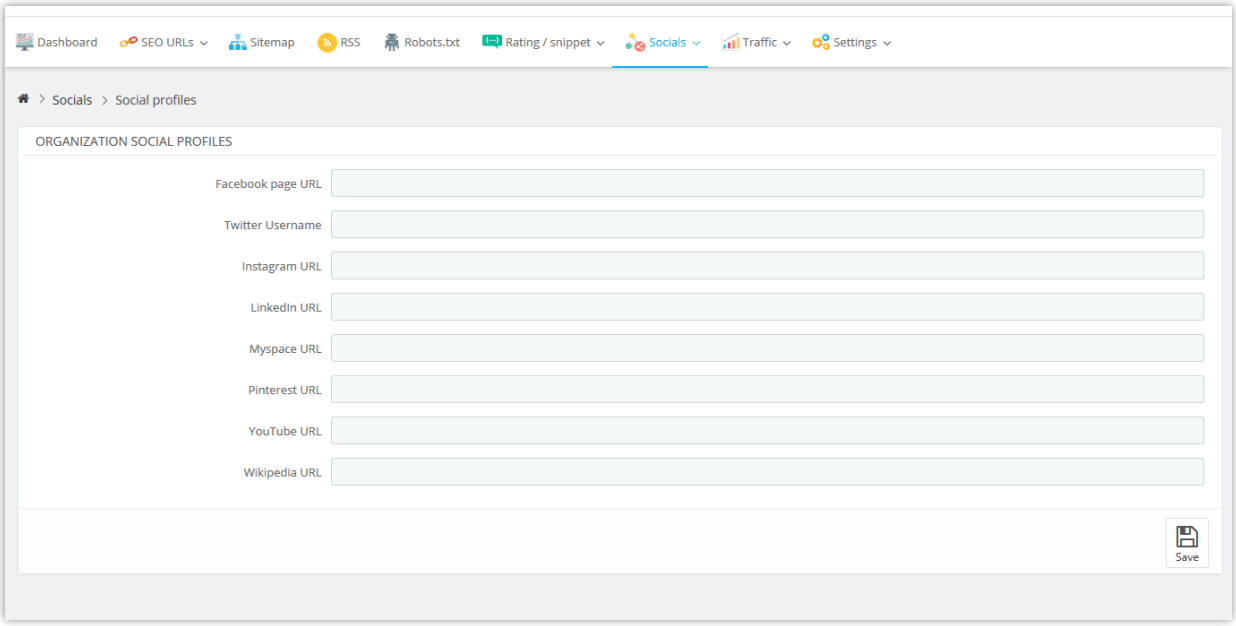
- ✓ Product pages
- ✓ Category pages
- ✓ CMS pages
- ✓ CMS category pages
- ✓ Brand (manufacturer) pages
- ✓ Supplier pages

XI. SOCIALS

1. Social profiles

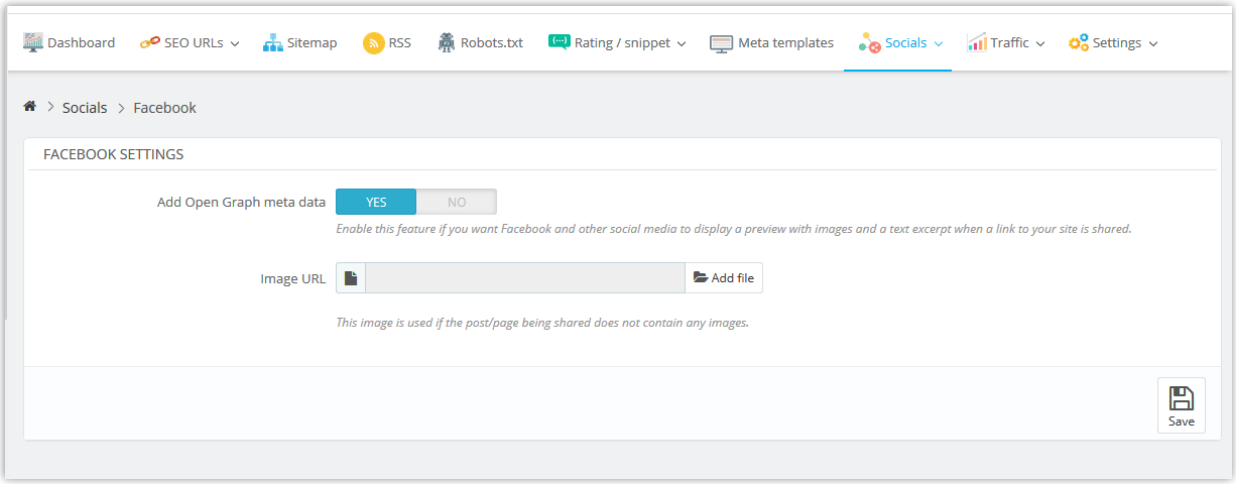
While social shares may or may not affect a web page's position in search listings, your social profiles influence the content of your search results. Social media profiles are often among the top results in search listings for brand names.

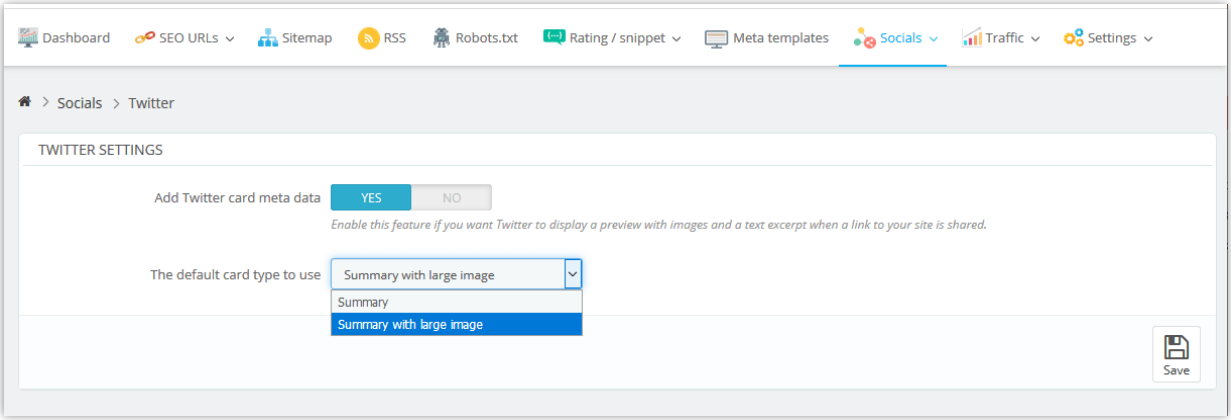
Adding your organization's social profiles into **SEO Audit** to manage better your social sharing activities.

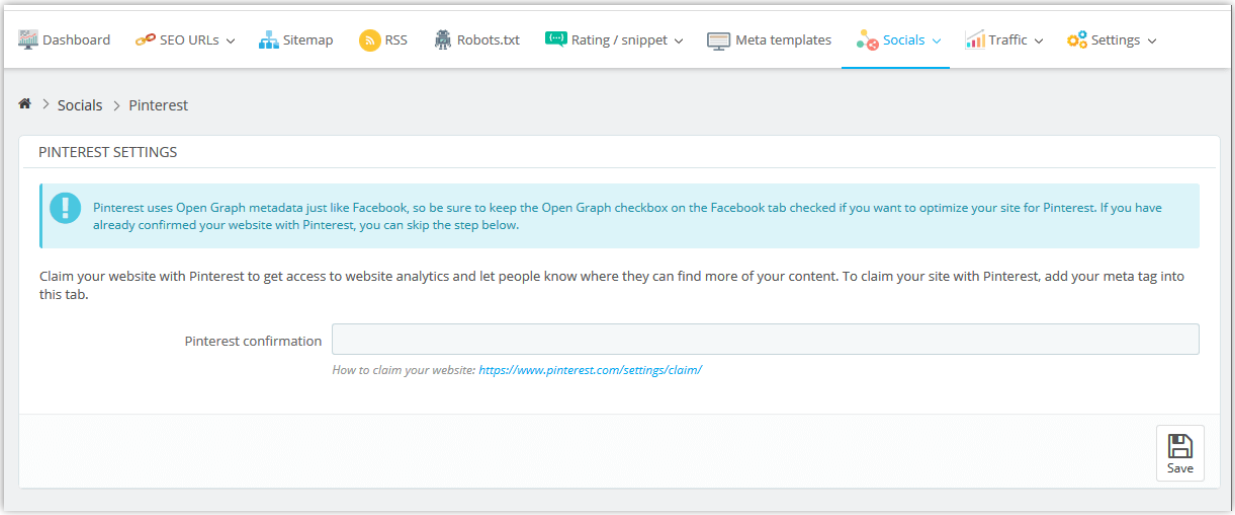


2. Specific configuration for Facebook, Twitter and Pinterest

We also integrated **Open Graph** into **SEO Audit** to help you easily set up and share your content through the most popular social networks such as Facebook, Twitter, and Pinterest.







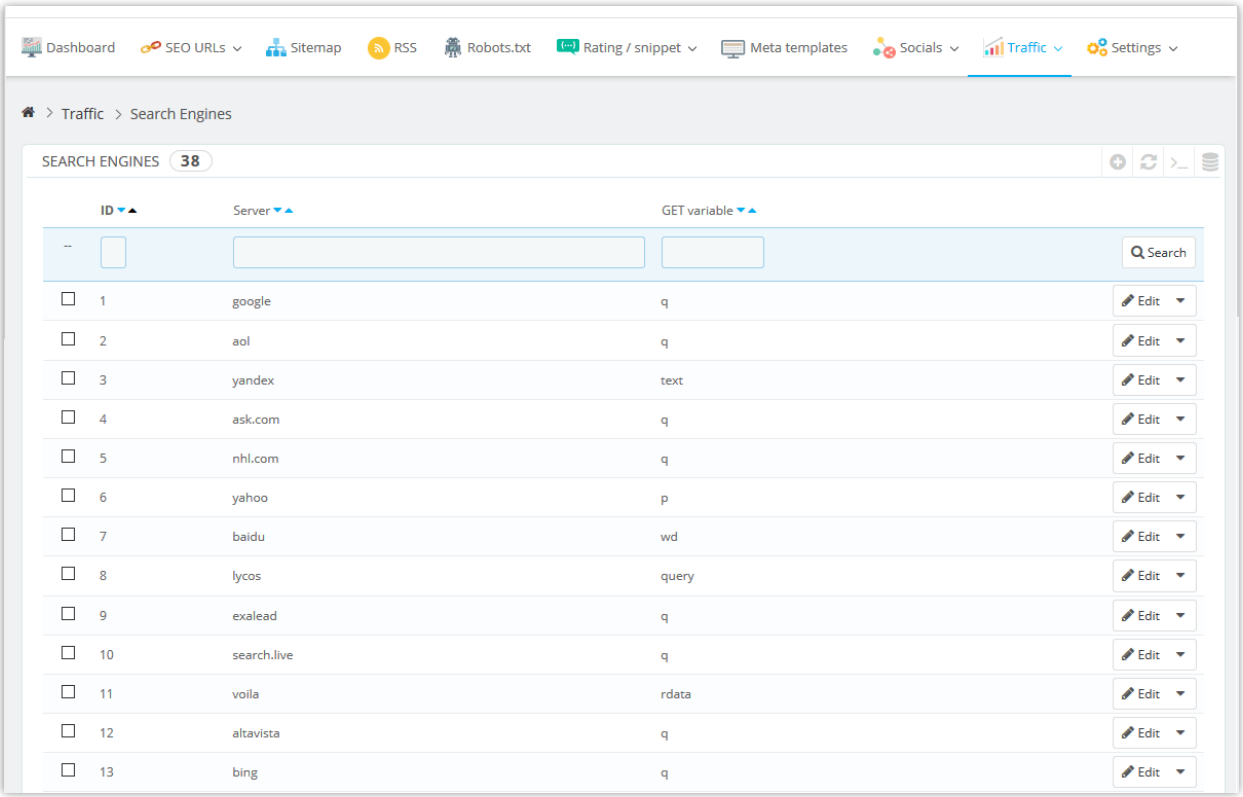
XII. TRAFFIC

The traffic section is here for you to handle the settings that can influence the traffic coming to your site, most notably, everything related to search engine optimization (SEO), but also your affiliate programs.

1. Search engines

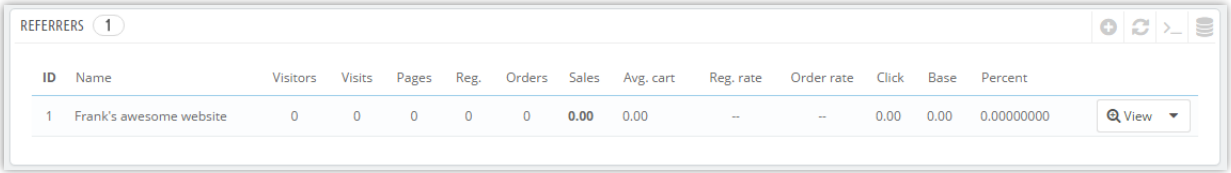
A lot of your visitors will come from search engines. To know what they were looking for, and how you can improve your shop for their search queries, you need to know their queries.

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



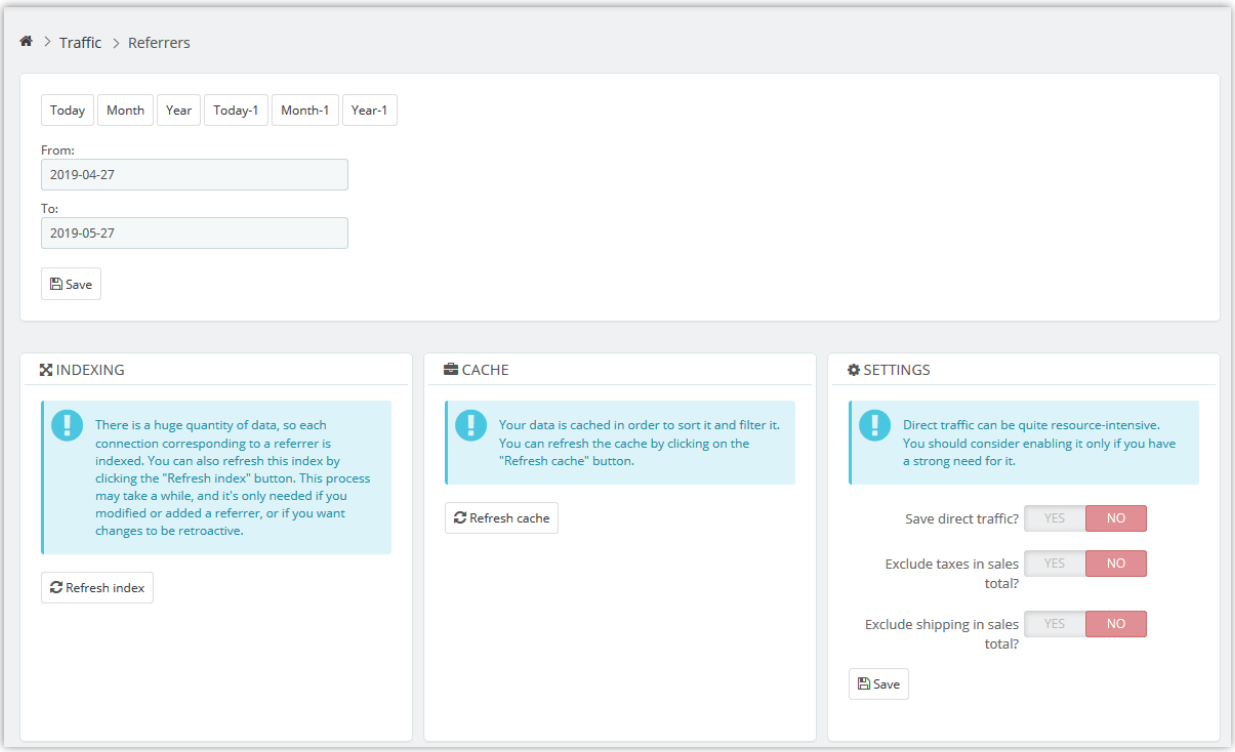
2. Referrers

A referrer is 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.



Some referrers are more important to you than others: you might have partners that have links to your shop on their 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.

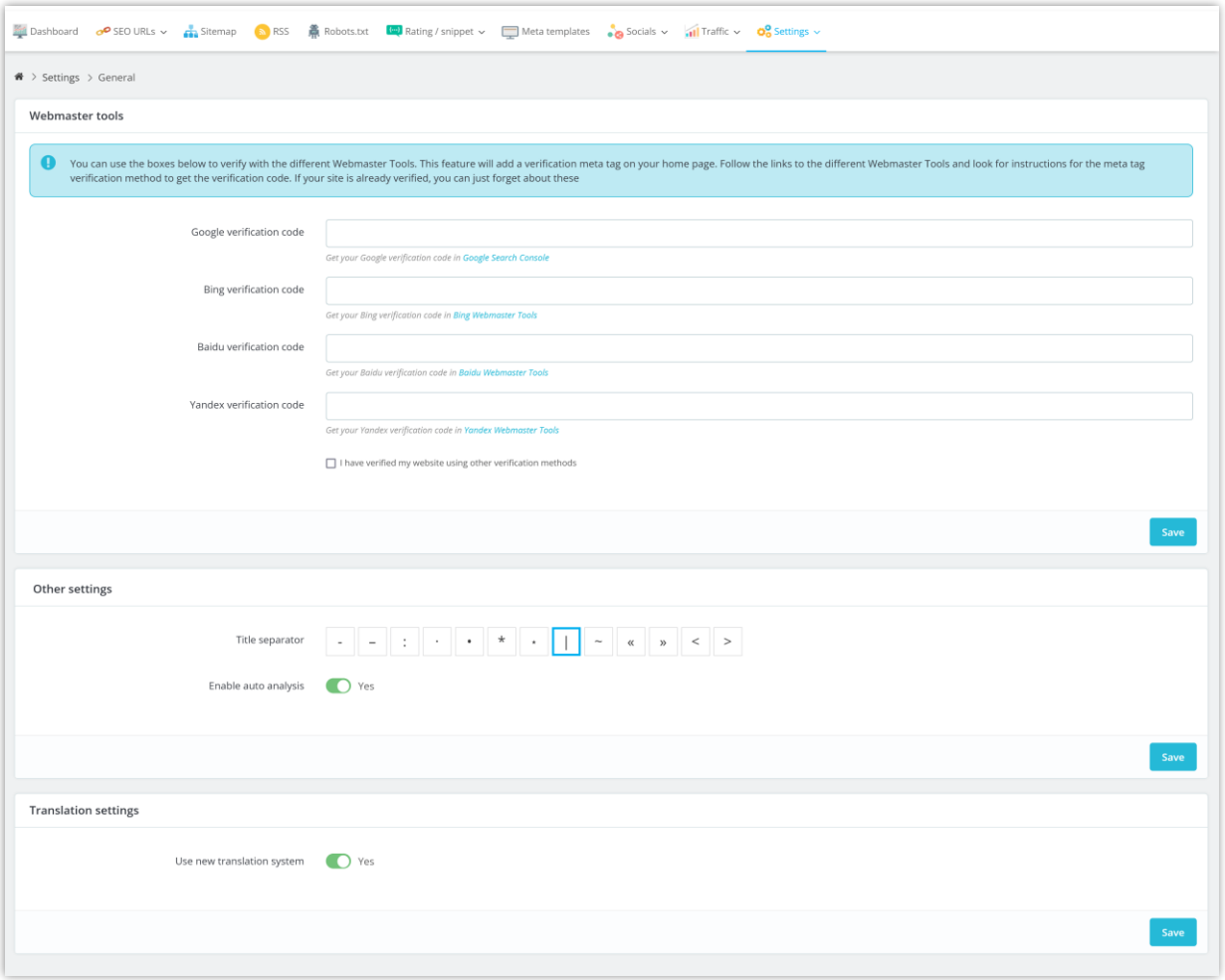


XIII. SETTINGS

1. General settings

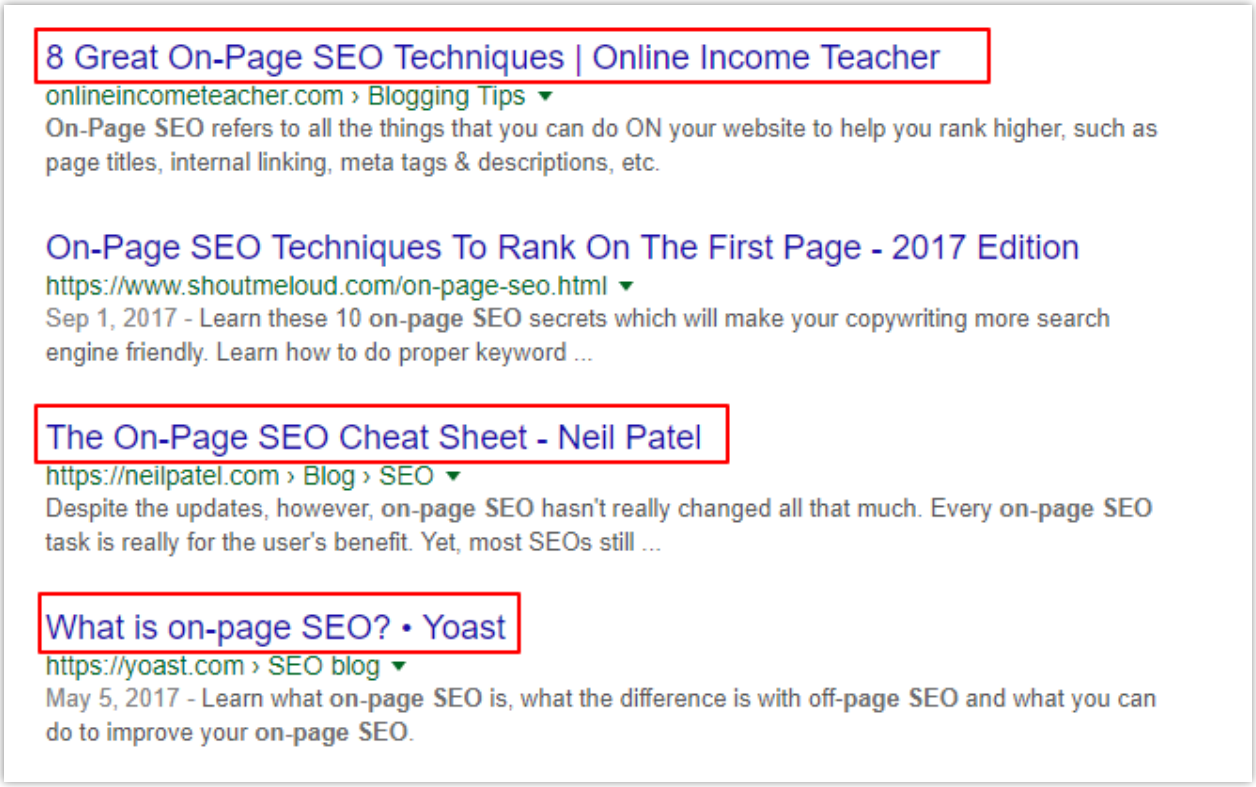
- **Webmaster Tools**:

You can use the boxes on the **"General settings"** page to verify with the different Webmaster Tools. This feature will add a verification meta tag on your homepage. Visit your Webmaster Tools website and look for instructions for the meta tag verification method to get the verification code. If your site is already verified, you can skip this page.



- **Title separator**:

Select the title separator to display when your website appears on Google search results. Below is an example of a different title separator on the Google search result page:

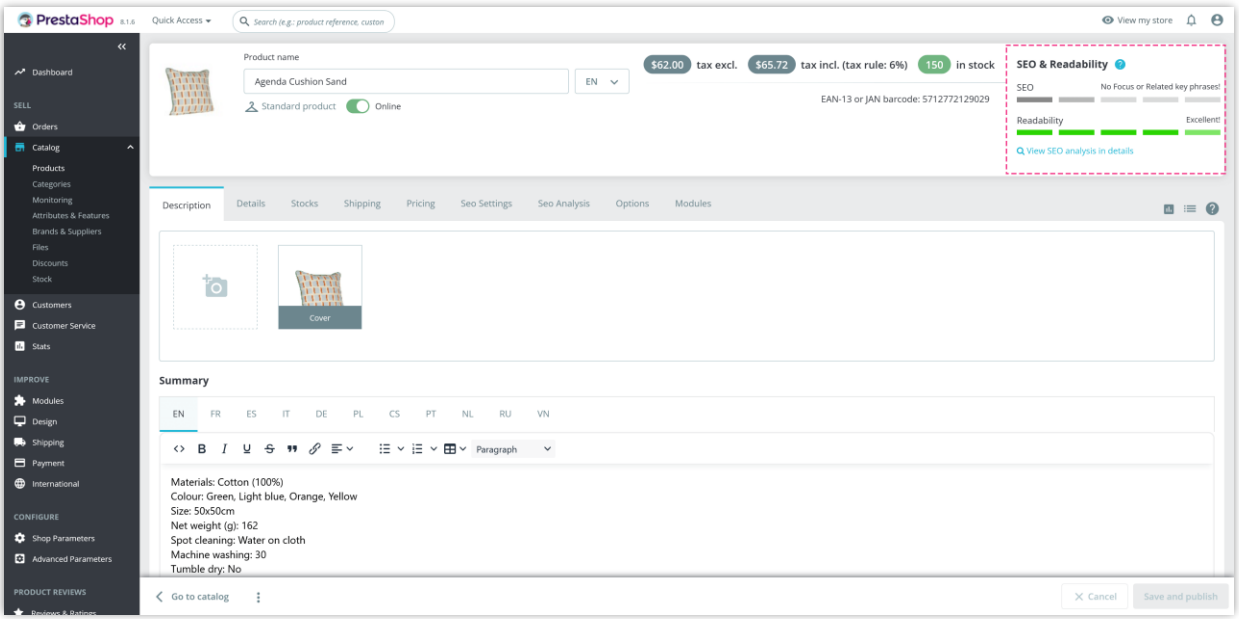


- **Enable auto analysis:**

This option helps you streamline the SEO analysis process for your PrestaShop store. Here's how this feature works, and how you can use it effectively.

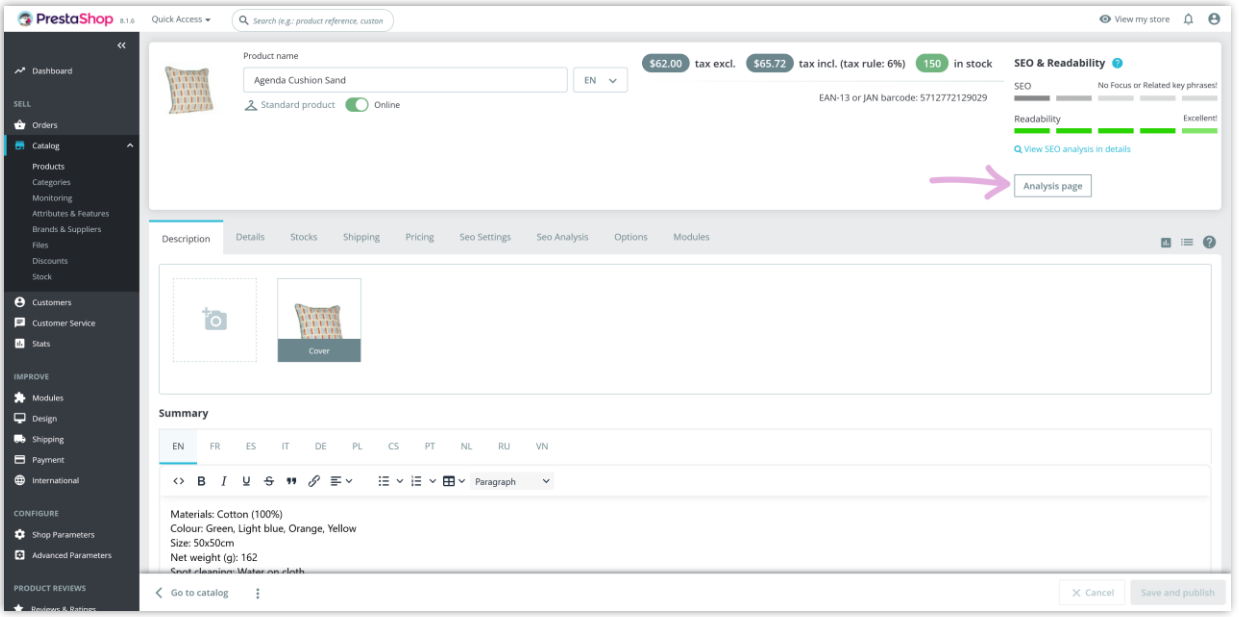
What happens when "Enable auto analysis" is activated:

- When you open the product detail page, category detail page, brand/carrier detail page, or attribute/feature detail page, the **SEO Audit** module will **automatically analyze** the content of the item (e.g., product, category, brand) you're viewing.
- The **SEO analysis results** will be displayed at the top of the page, as shown in the screenshot below. This makes it easy to see important SEO metrics for your item without any manual input.



What happens when "Enable auto analysis" is deactivated:

- When this option is turned off, the module will **not automatically analyze** the content when you open a product, category, brand, or other detail pages.
- Instead, a button labeled "**Analysis page**" will be shown at the top of the page. You can click this button to manually trigger the analysis. Once clicked, the **SEO Audit** module will analyze the content and display the SEO results at the top of the page.

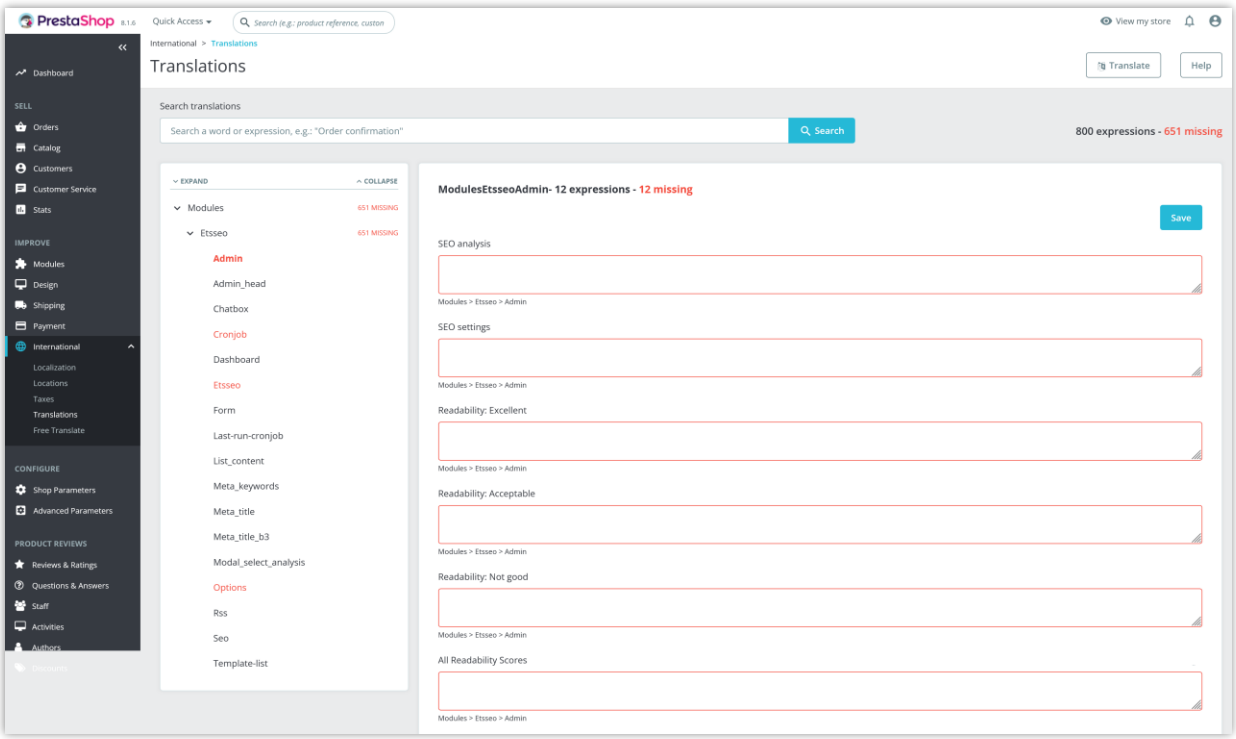


For users looking to save time, enabling the auto analysis feature is recommended. However, if you prefer to have more control over when the analysis takes place, leaving the option deactivated gives you that flexibility.

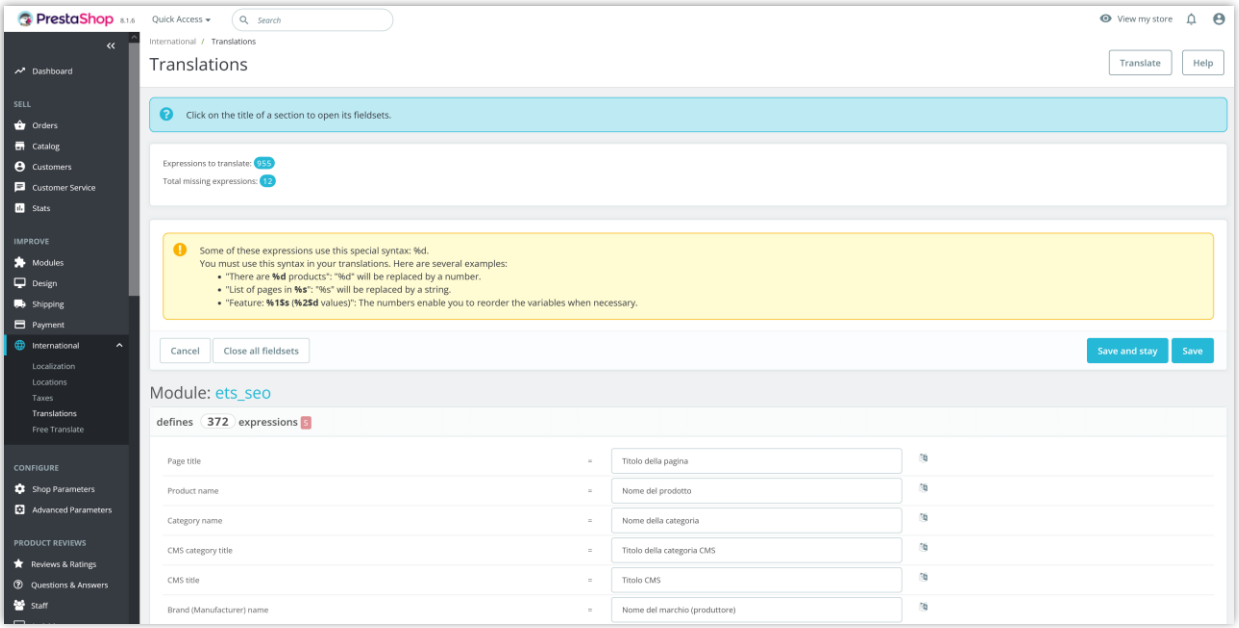
- **Use new translation system**:

When you activate this option, you will be able to translate the **SEO Audit** module using PrestaShop's **new translation interface**. This updated interface offers an intuitive and streamlined experience for translating module content.

To access the translation interface, navigate to **International > Translations**. Select the **SEO Audit** module for translation. With the new system enabled, you will see a more modern interface, which includes features designed for easier navigation and faster translation.



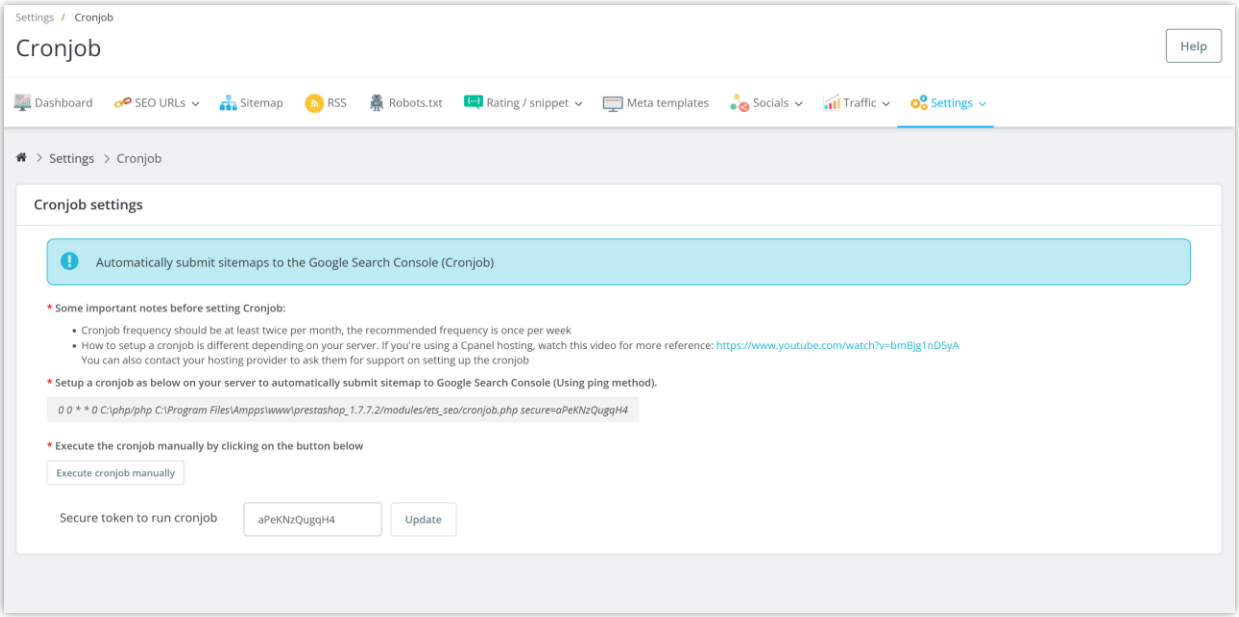
If you decide to deactivate the **"Use new translation system"** option, the translation of the **SEO Audit** module will revert to PrestaShop's **default translation interface**. This classic interface might be more familiar to long-time PrestaShop users.



2. Cronjob

You can set up a cronjob to automatically submit your sitemaps to Google Search Console here. Follow the instructions and set up the cronjob on your server.

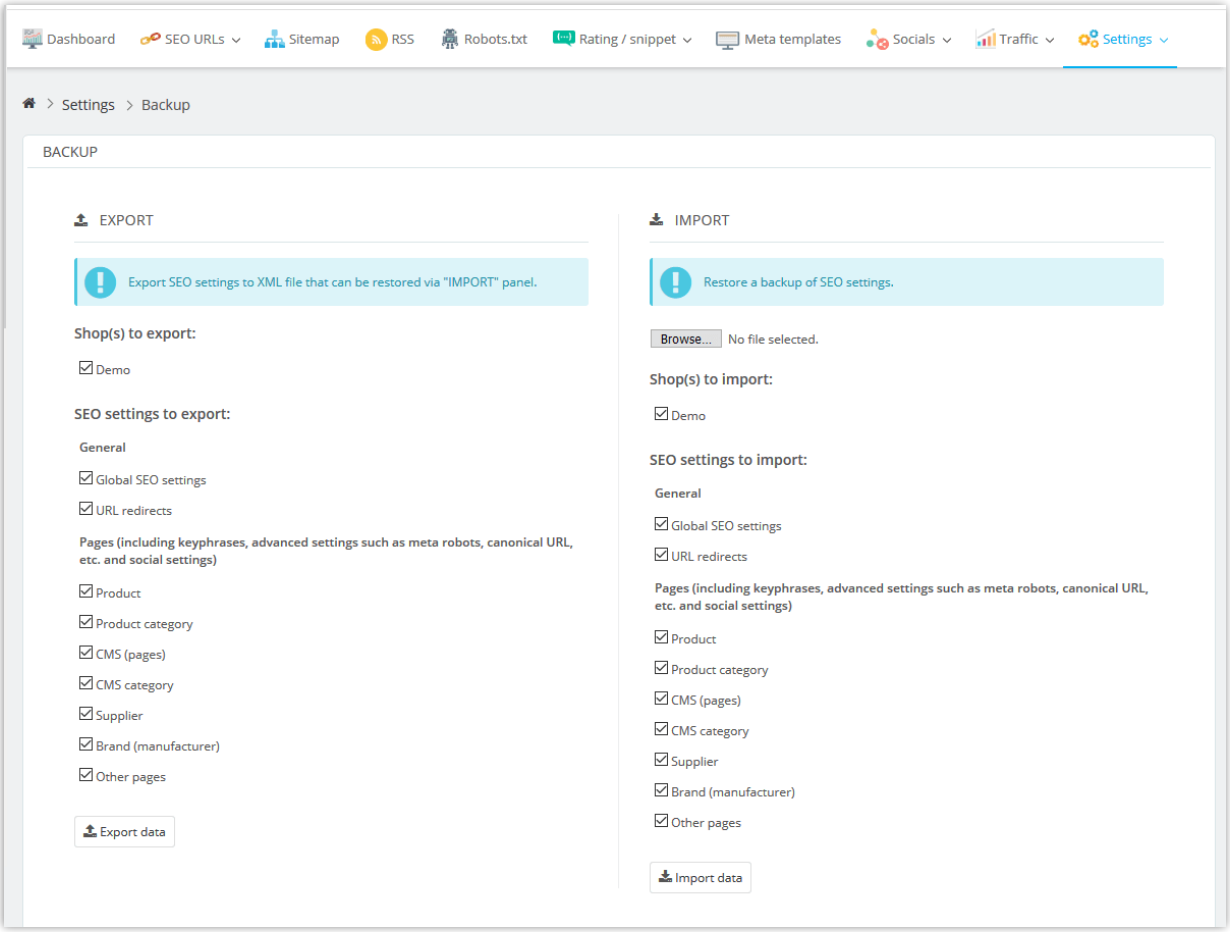
You can also submit sitemaps manually by clicking on the "**Execute cronjob manually**" button.



3. Backup

Our PrestaShop SEO optimization module allows you to export all SEO settings to XML file in just 1-click. You can use this XML file for backup or to import into another website.

You can also restore your website SEO settings with import panel. Upload the XML file containing your SEO settings, select the import options then click “Import data”. And we’re ready!



XIV. 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 **SEO Audit** module. If you do have any questions for which the answer is not available in this document, please feel free to contact us.