# AWESOME URL

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

A product of PrestaHero

# Contents

## 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

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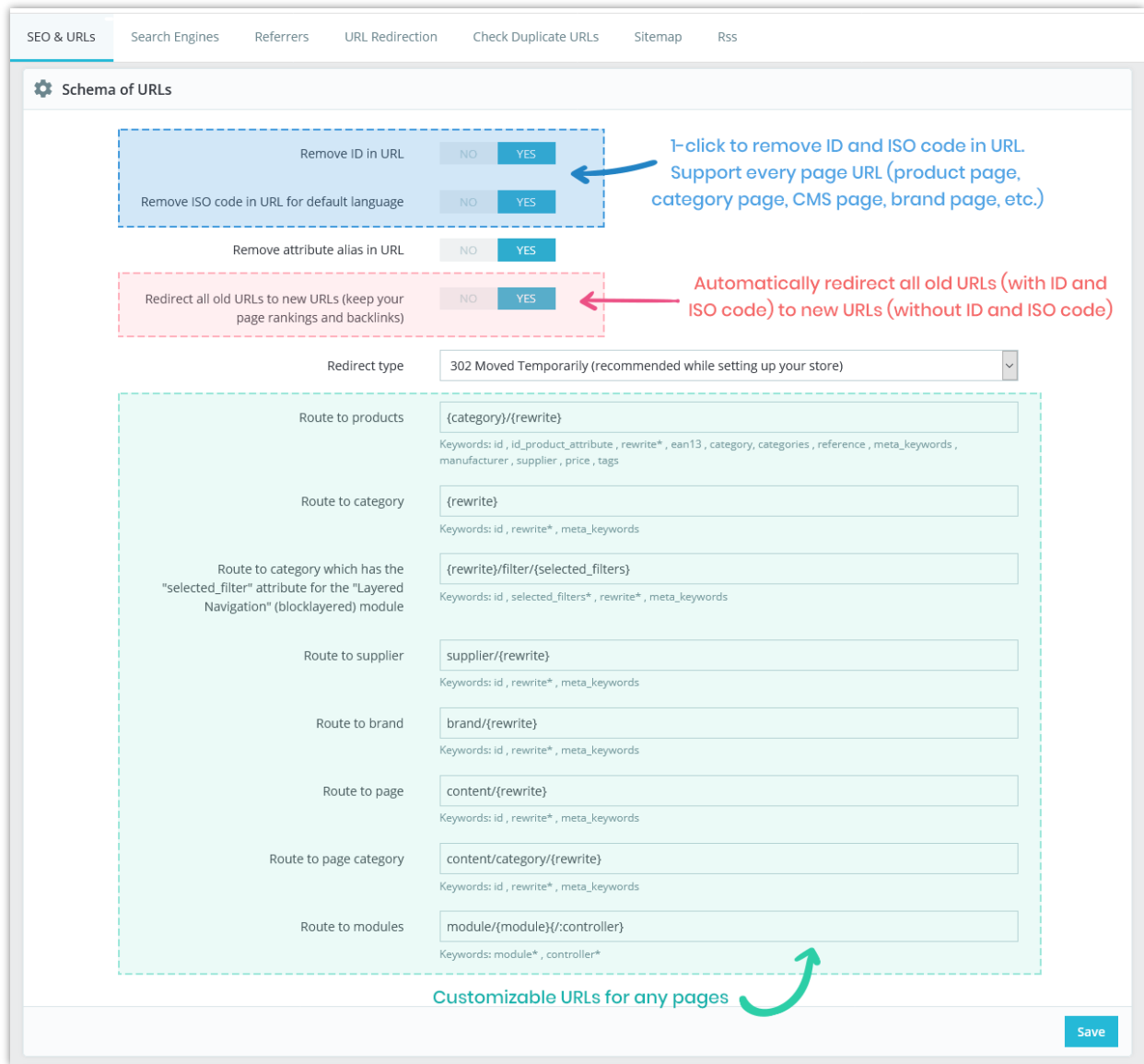
Our **Awesome URL** module offers a powerful URL optimization tool that enables you to **remove IDs (number), ISO language code, and attribute alias from URLs** for every page, for example, product pages, category pages, CMS pages, brand pages, etc. You can also **customize page URL** for each type of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

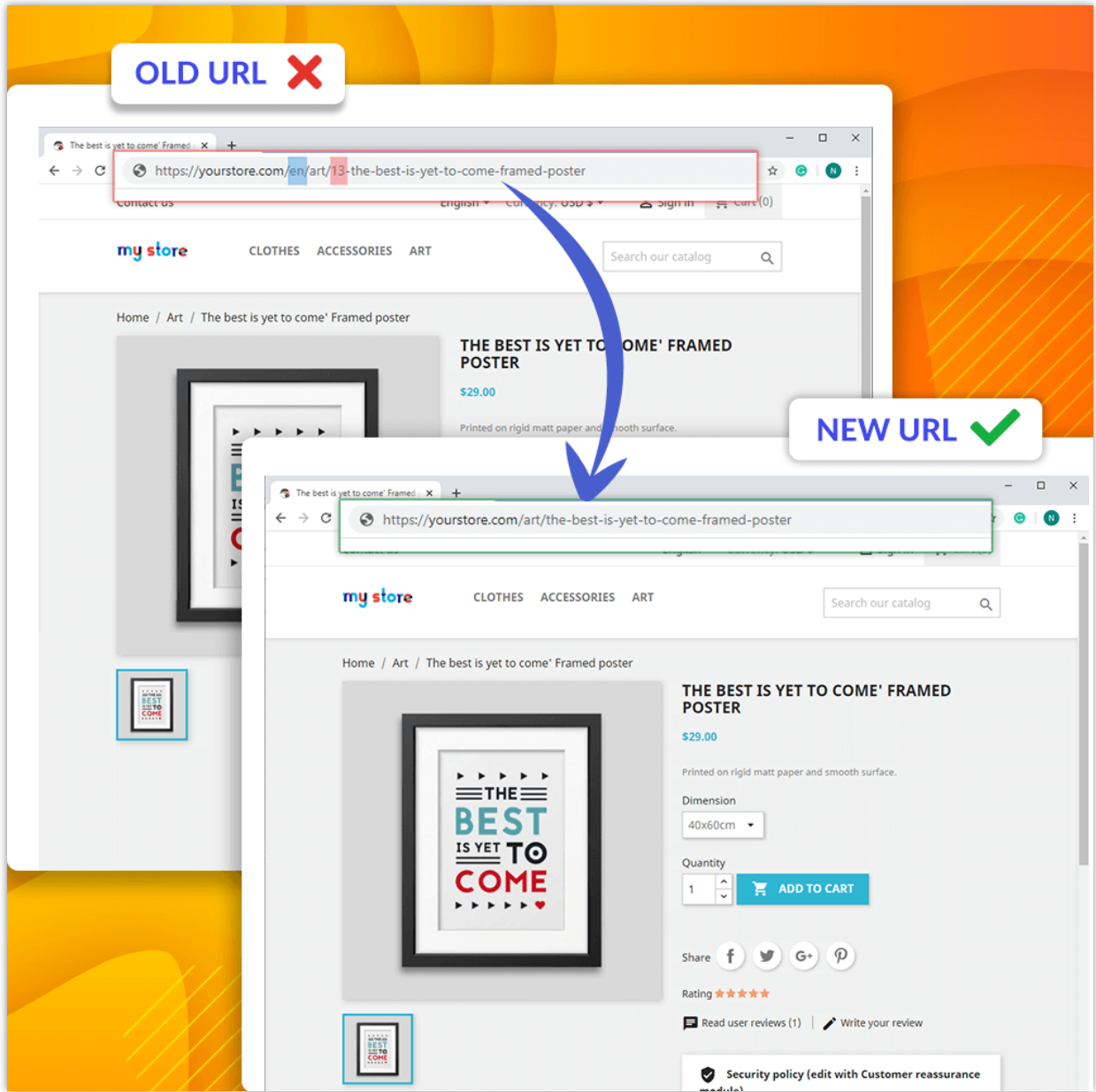   ✓  You can select a redirect type for URLs:

*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.



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.

❖ About **Canonical URL**:

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

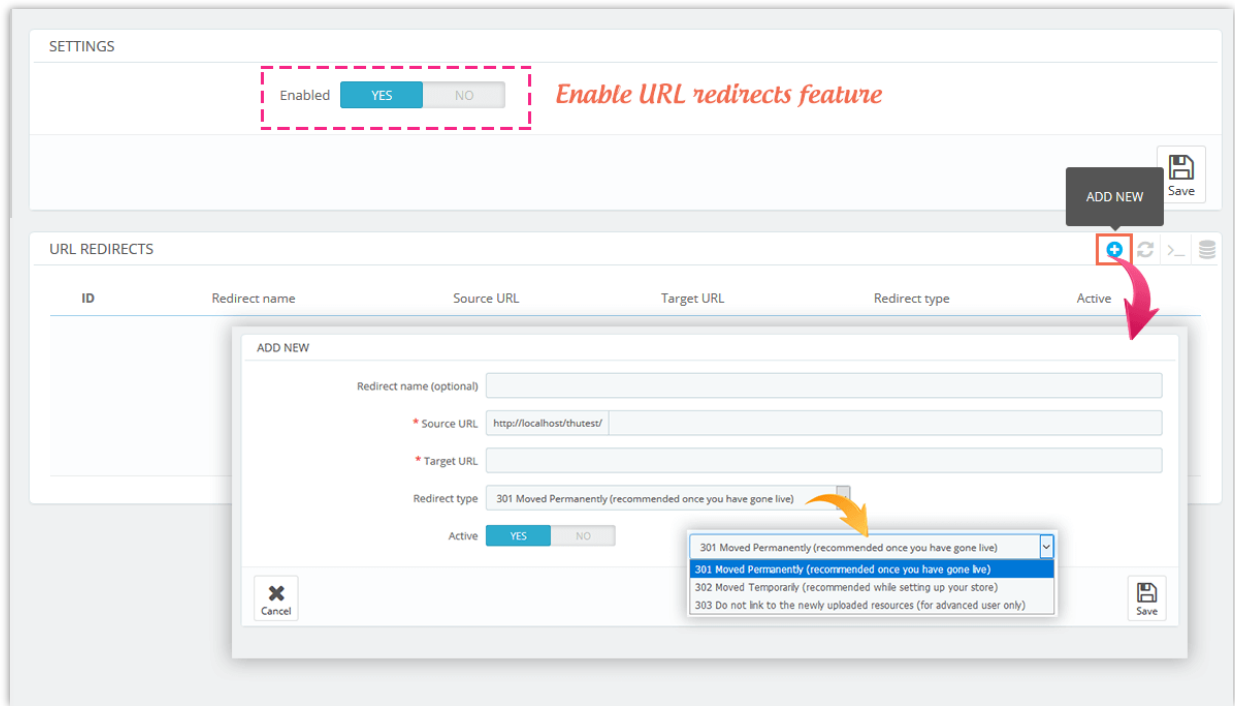Canonical URL helps Googlebot avoid spending crawling time on duplicate pages

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

**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.

## 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.

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
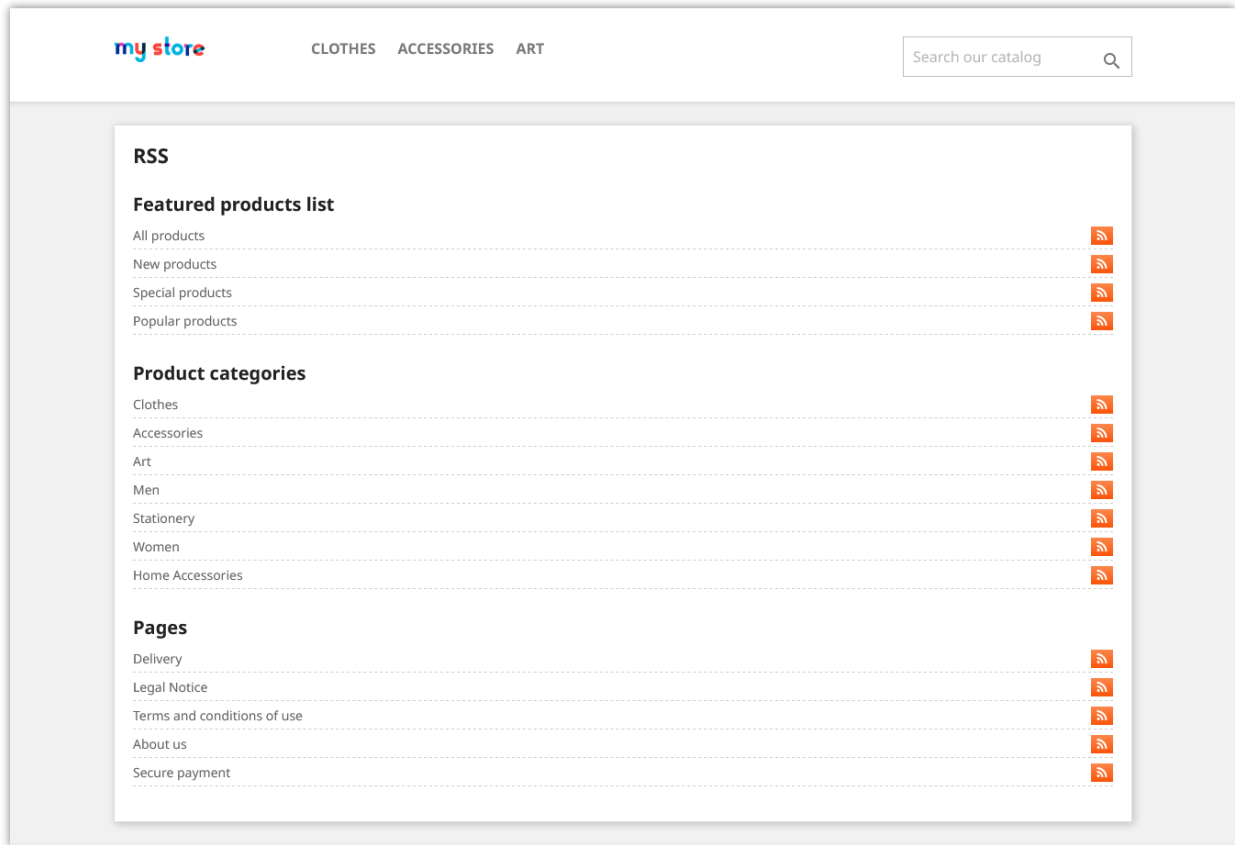🇪🇸 https://demo1.ets-demos.com/awesomeurl/es/rss

Item limit (the number of latest added items to display)    [ 100 ]

*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

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.

## 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.
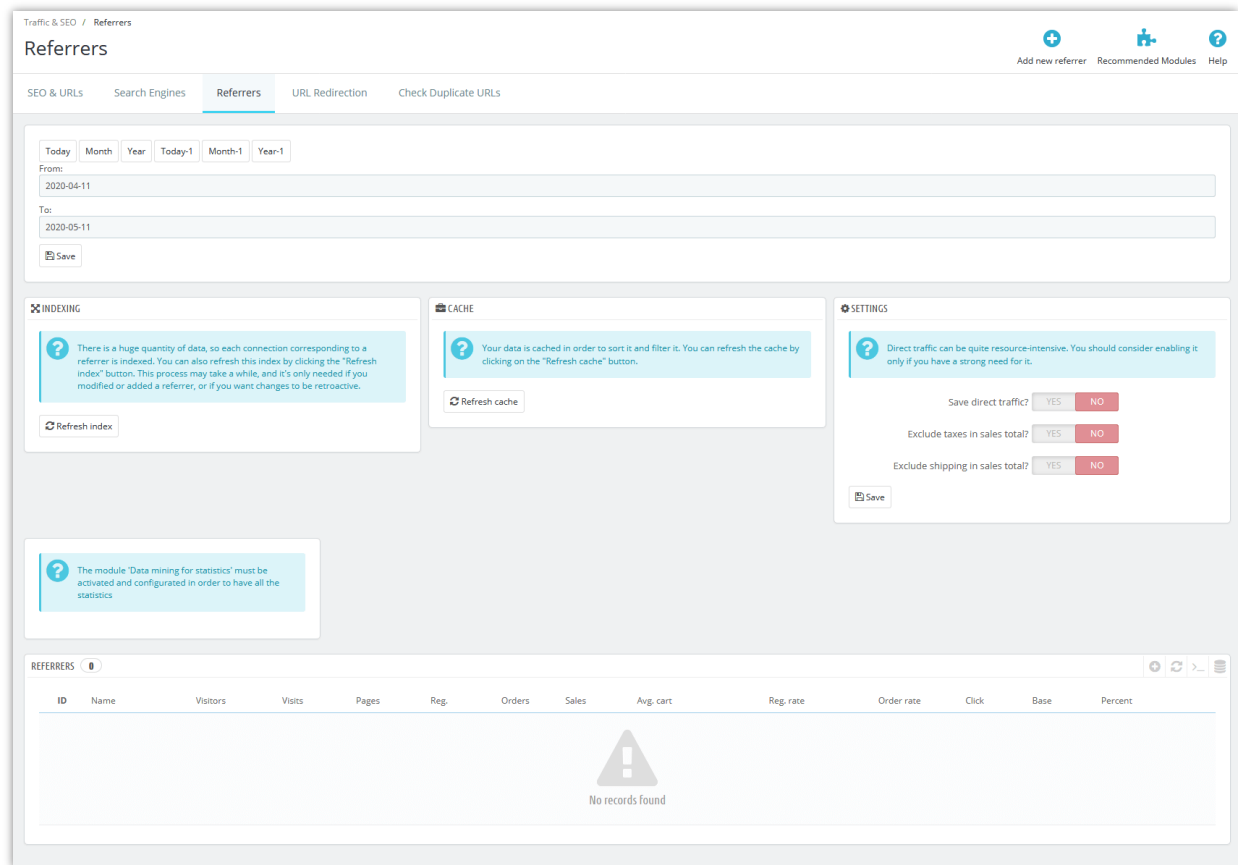


Some referrers are more important to you than others: you might have partners that have links to your shop on their own website, and both you and your partners would certainly want to know how many visitors those links brought you. You could even pay your partners to display a link to your shop, depending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