

# **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 the module setup within this document. If you have any questions beyond this documentation's scope, please feel free to contact us.

#### II. INTRODUCTION

You have been spending a lot of time and effort but still not been able to get your website on the #1 position on 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

- Navigate to "Modules / Module manager", click on "Upload a module / Select file"
- Select the module file "ets\_seo.zip" from your computer then click on "Open" to install

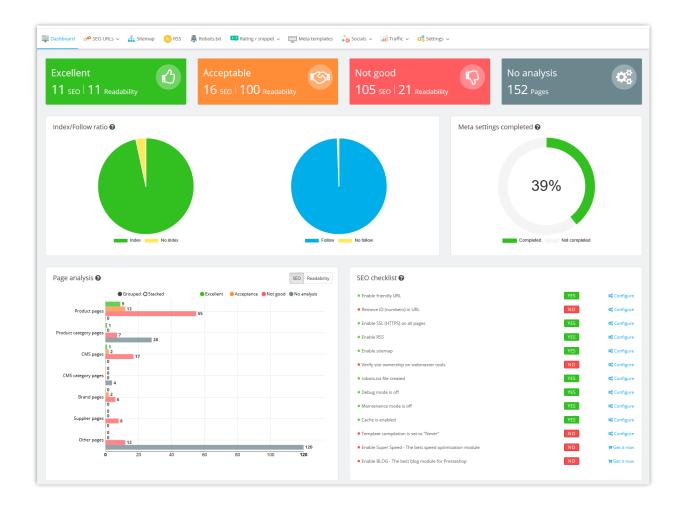
3. Click on "**Configure**" button of the module you just installed to open the module's configuration page

**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 about SEO status of your website.



**Pages analysis:** SEO and readability analysis for specific kinds of web pages. These numbers of web page have been multiplied with 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 meta title and meta description for each page with the content is optimized for your SEO keywords.

**SEO checklist**: Make sure all check points below are green to improve SEO rankings of all pages.

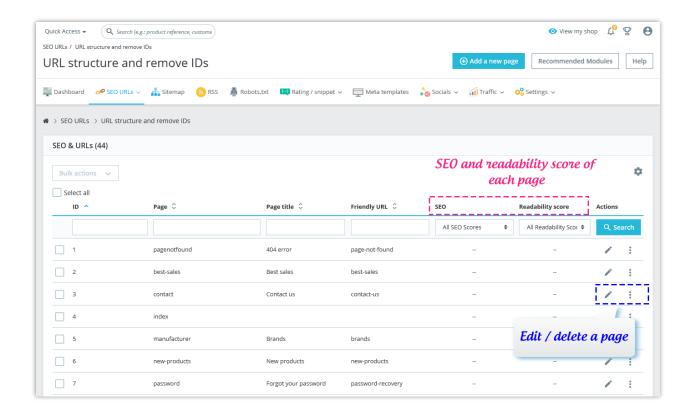
#### V. SEO URLS

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

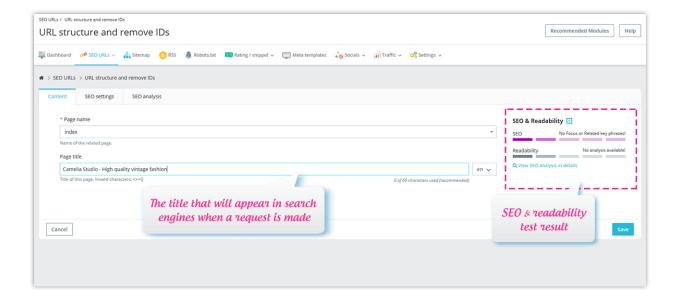
From **SEO Audit** top menu, select **SEO URLs** > **URL structure and remove ID**.

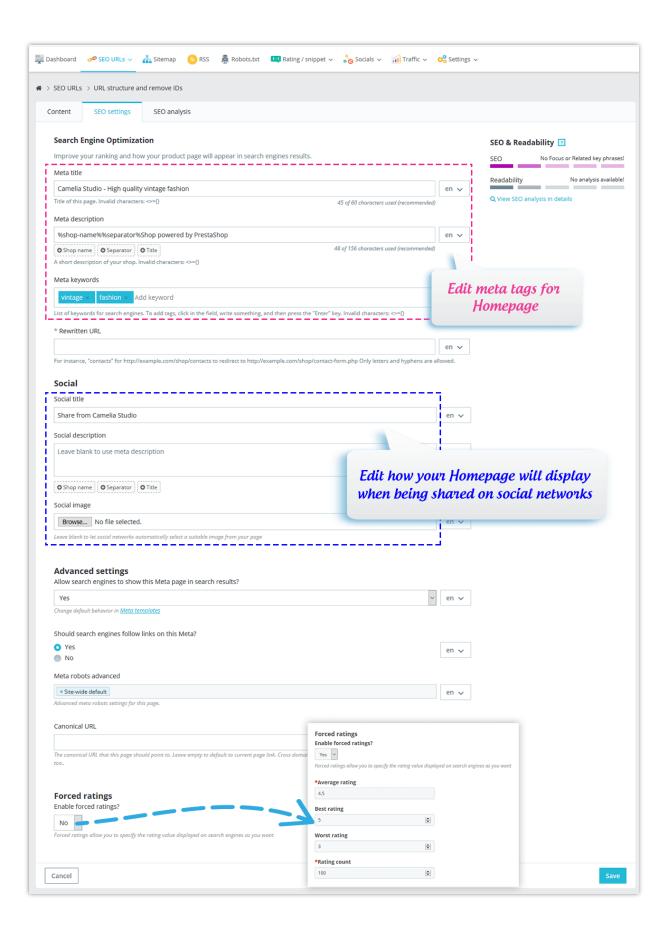
The "**SEO & URLs**" page presents you with a list of web pages and enables you to edit their friendly URLs, meta tags (title, description, keyword) as well as SEO analysis for each page.

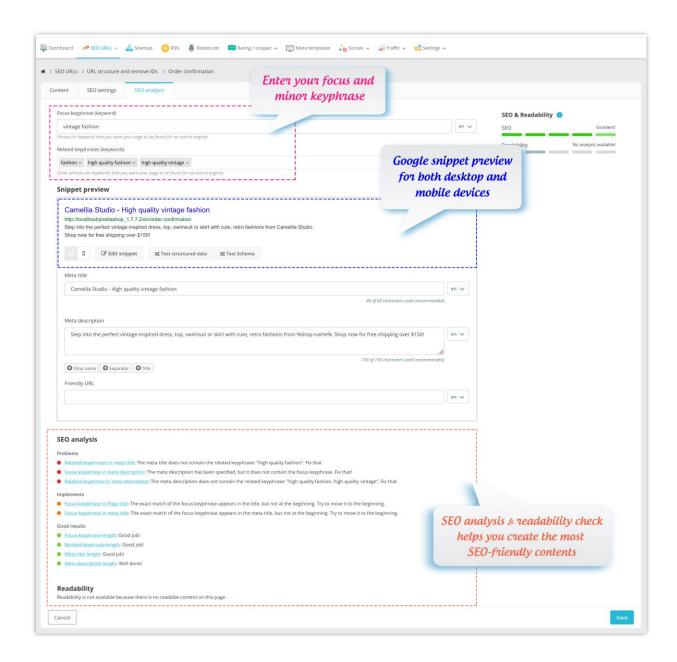


## Edit Homepage SEO settings

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.







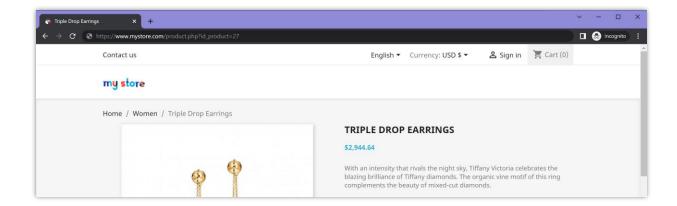
Click on "**Test structured data**" button to test your publicly accessible page to see which rich results can be generated by the structured data it contains.

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

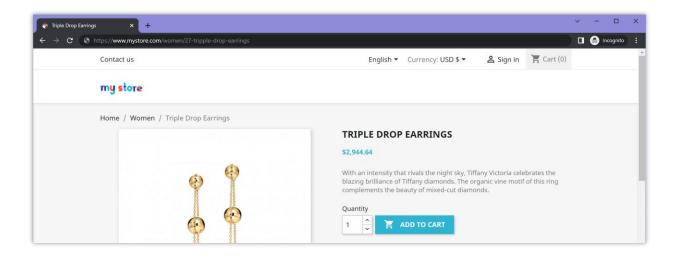
When you're ready, click "Save" button to finish.

## 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".

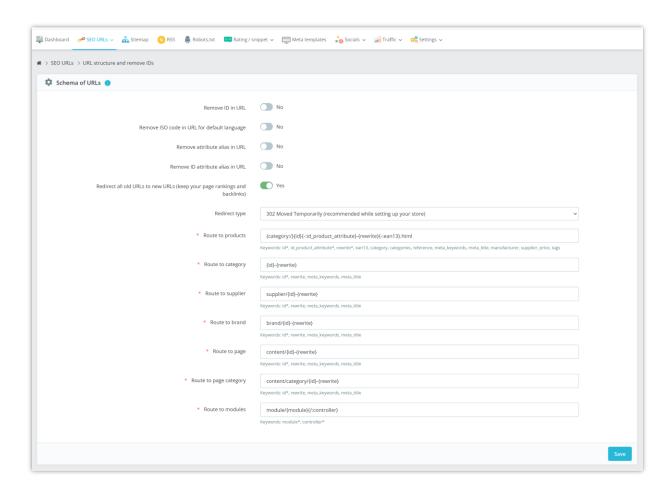
#### **SEO Audit** module allows you to:

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

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

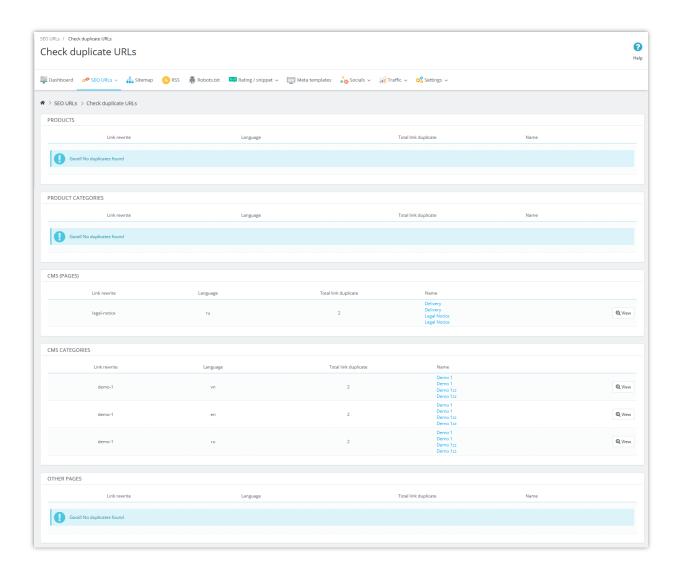
*301 Move Permanently*: Returns the HTTP 301 status code, pointing to the main URL and notifying search engines that this is the only URL to take into account. We recommend this option once your modifications are done.

*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.



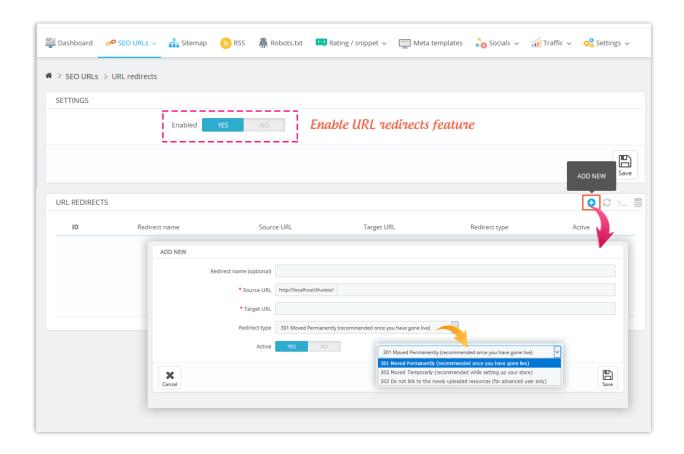
## 2. Check duplicated URLs

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



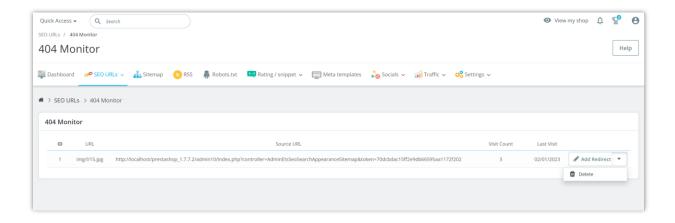
#### 3. URL redirects

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

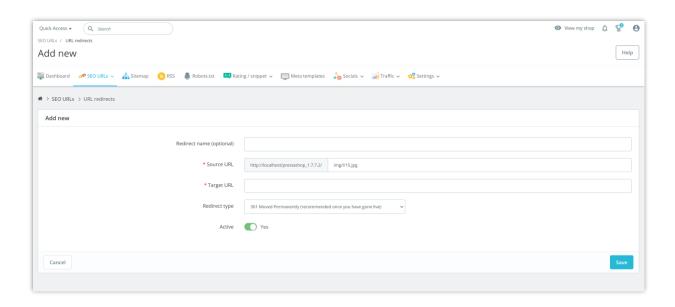


#### 4. 404 Monitor

**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.

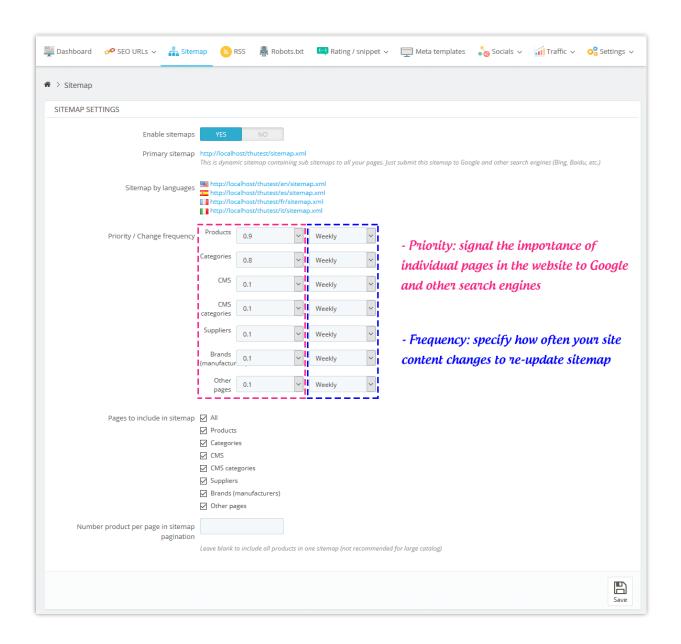


#### VI. SITEMAP

A sitemap is a way of organizing a website, identifying the URLs and the data under each section. Sitemap 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.

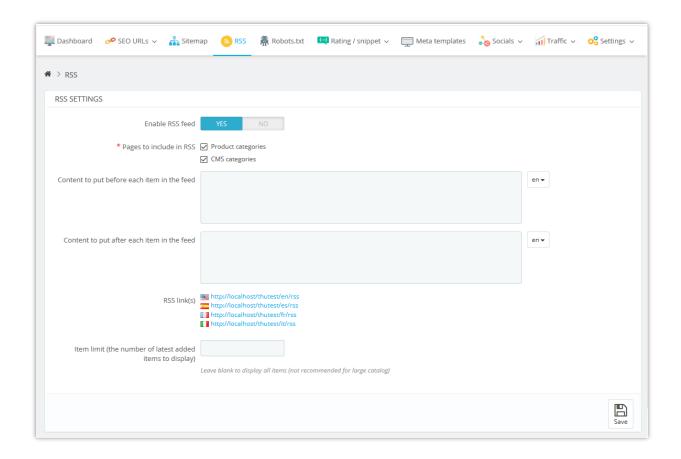
**SEO Audit** generates a dynamic sitemap containing sub sitemaps to all your pages without cronjob. It also provides sitemap for each language if your website has multi-language mode. You can customize sitemap settings to satisfy your requirements.

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

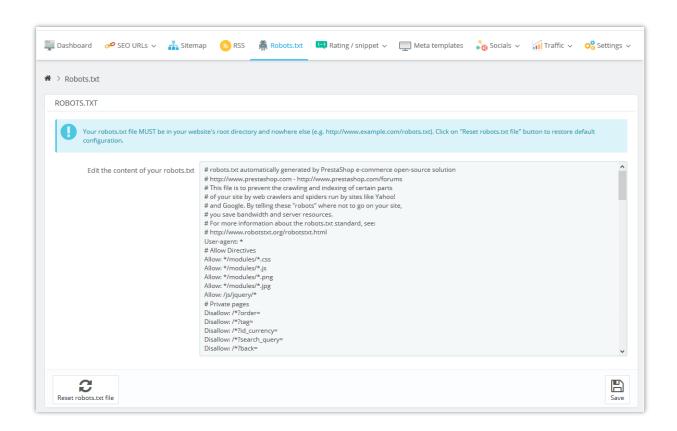
It is understandable if you want to allow your customers to create their own online feed filled with custom updates from your websites. **SEO Audit** is integrated with RSS feature to help you satisfy your customer requirement.



#### VIII. ROBOTS.TXT

A robots.txt file enables you to block specific automated bots and web spiders which crawl the Web in order 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 robots.txt file or restore it to default configuration.

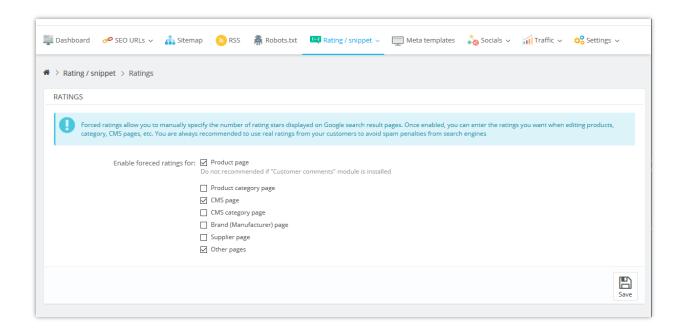


#### IX. RATING / SNIPPET

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, category, CMS pages, etc.

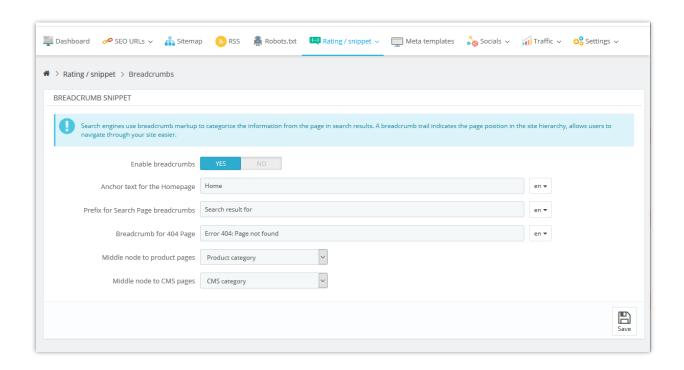


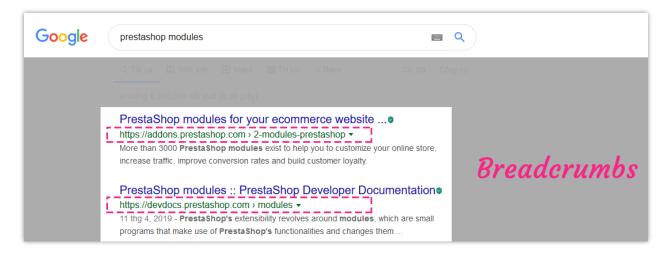
An example of rich snippet on Google search result page:



#### 2. Breadcrumbs

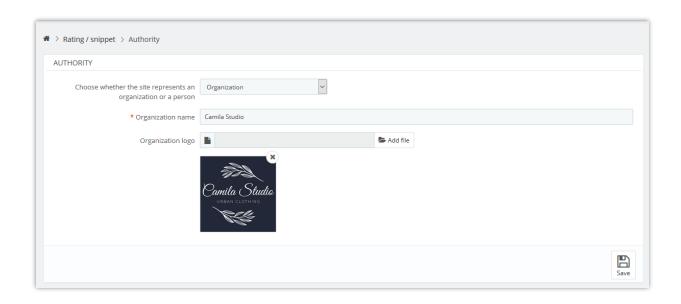
Search engines use breadcrumb markup to categorize the information from the page in search results. A breadcrumb trail indicates the page position in the site hierarchy, allows users to navigate through your site easier.





## 3. Authority

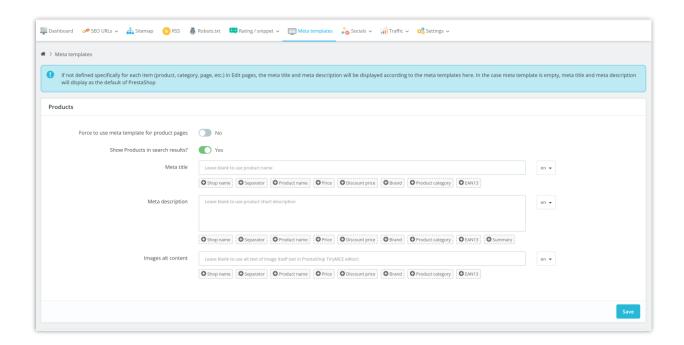
"Website authority" is an SEO concept that refers to the "strength" of a given domain. Set up your website authority with **SEO Audit** to improve your domain rating score on Website "Authority" Checker tool.



### 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 meta template for these following items:

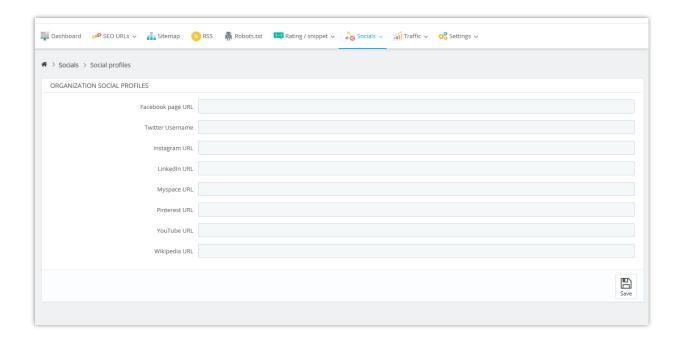
- ✓ Product pages
- √ Category pages
- ✓ CMS pages
- ✓ CMS category pages
- ✓ Brand (manufacturer) pages
- √ Supplier pages

#### XI. SOCIALS

## 1. Social profiles

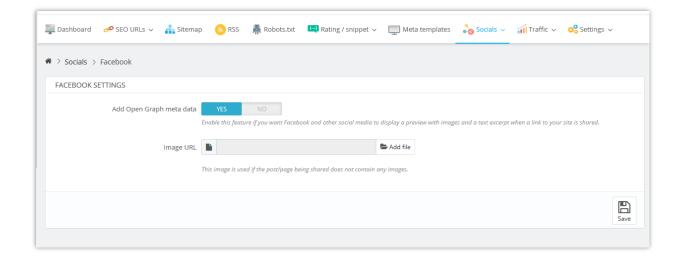
While social shares may or may not affect a web page's position in search listings, your social profiles definitely influence the content of your search results. In fact, social media profiles are often amongst the top results in search listings for brand names.

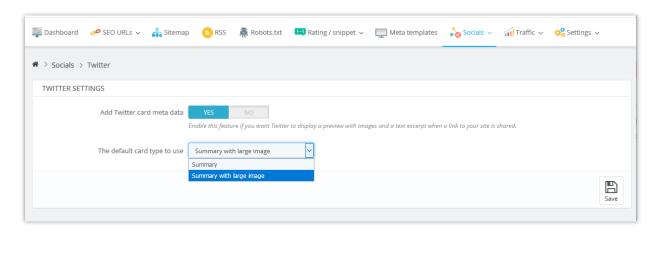
Adding your organization social profiles into **SEO Audit** to manage better your social sharing activities.

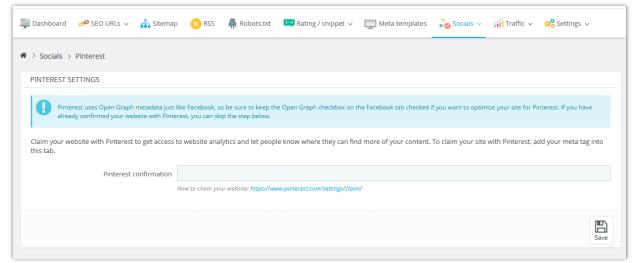


## 2. Specific configuration for Facebook, Twitter and Pinterest

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







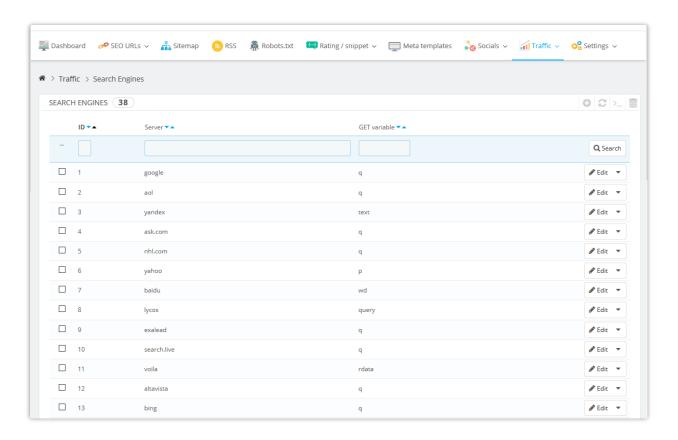
### XII. TRAFFIC

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

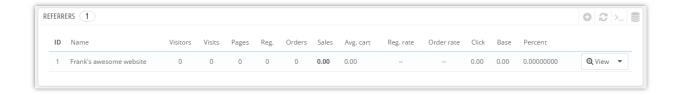
A lot of your visitors will come from search engines. In order to know what they were looking for, and how you can improve your shop for their search queries, you need to know their queries.

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.



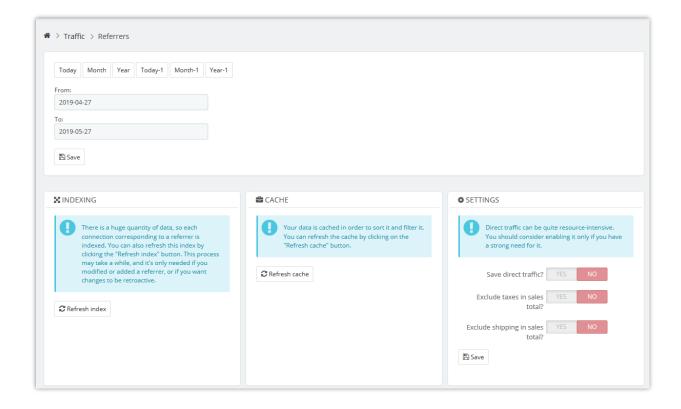
#### 2. Referrers

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.

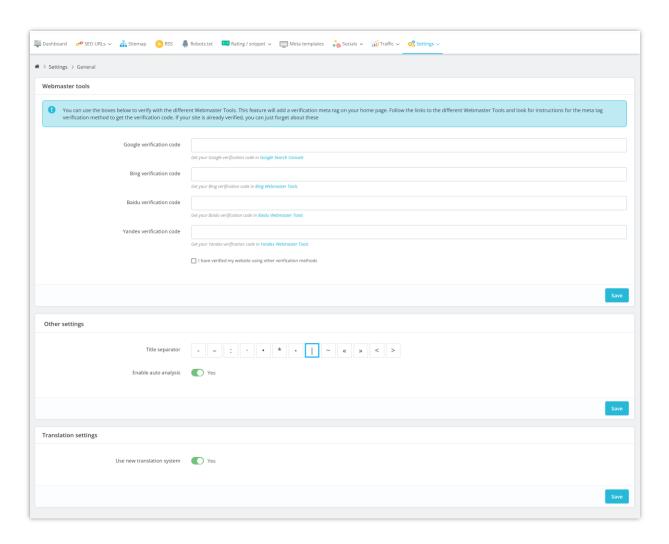
This is called affiliation, and the "**Referrers**" page helps you build a complete affiliate program, to which even your partner can connect to see the number of visits and sales their links have generated.



#### XIII. SETTINGS

## 1. General settings

**Webmaster Tools**: You can use the boxes on "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 result.

Below is an example of different title separator on Google search result page:

## 8 Great On-Page SEO Techniques | Online Income Teacher

onlineincometeacher.com > Blogging Tips ▼

On-Page SEO refers to all the things that you can do ON your website to help you rank higher, such as page titles, internal linking, meta tags & descriptions, etc.

### On-Page SEO Techniques To Rank On The First Page - 2017 Edition

https://www.shoutmeloud.com/on-page-seo.html •

Sep 1, 2017 - Learn these 10 on-page SEO secrets which will make your copywriting more search engine friendly. Learn how to do proper keyword ...

## The On-Page SEO Cheat Sheet - Neil Patel

https://neilpatel.com > Blog > SEO ▼

Despite the updates, however, on-page SEO hasn't really changed all that much. Every on-page SEO task is really for the user's benefit. Yet, most SEOs still ...

## What is on-page SEO? • Yoast

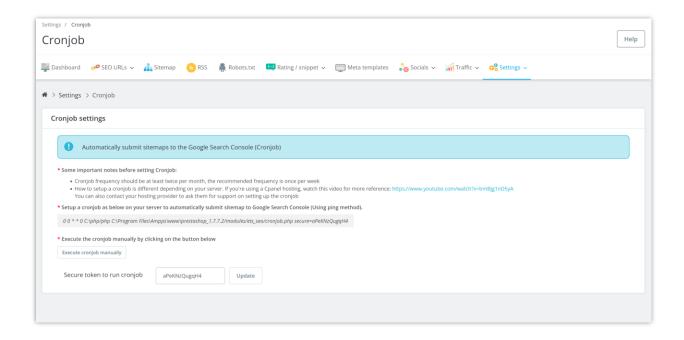
https://yoast.com > SEO blog ▼

May 5, 2017 - Learn what on-page SEO is, what the difference is with off-page SEO and what you can do to improve your on-page SEO.

#### 2. Cronjob

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

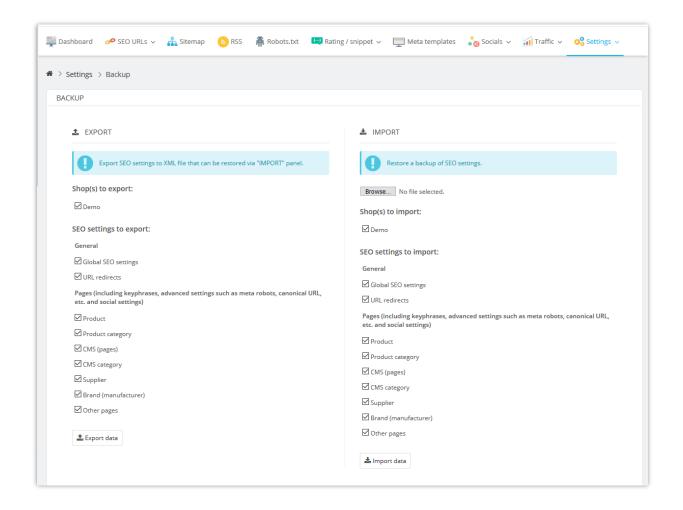
You can also submit sitemaps manually by clicking on "Execute cronjob manually" button.



## 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!

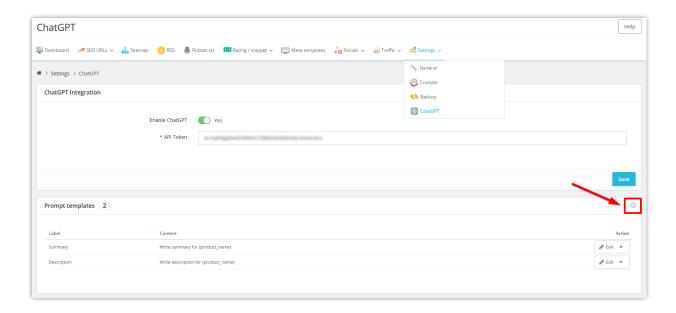


#### 4. ChatGPT

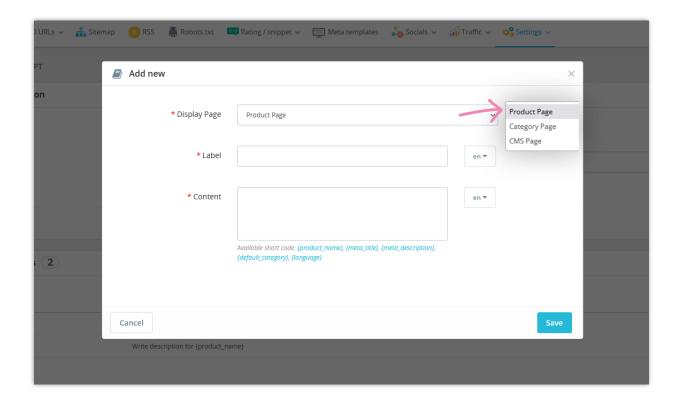
We understand the importance of optimizing your PrestaShop store for search engines, and now, we have taken it to the next level. With ChatGPT seamlessly integrated into the product page, category page, and CMS page of our module, we offer you an Al-powered assistant that specializes in PrestaShop SEO.

Besides, SEO Audit also offers a time-saving prompt creation feature, empowering store admins to pre-define prompts to use for titles, short descriptions, meta titles, meta descriptions, and content. ChatGPT will assist you in creating captivating content that resonates with your target audience.

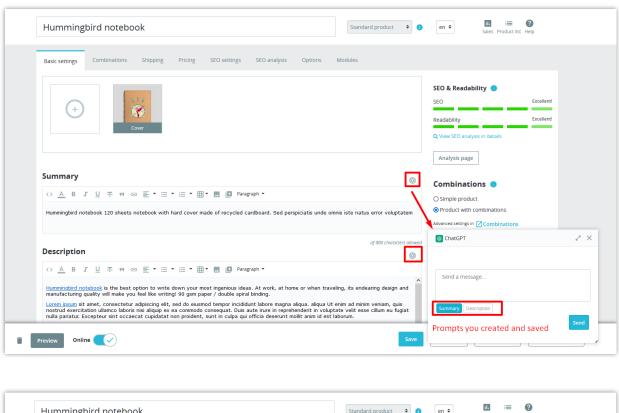
- First, you need to enter ChatGPT API key and save to use this feature.
- Click on the "+" button to add a new prompt.

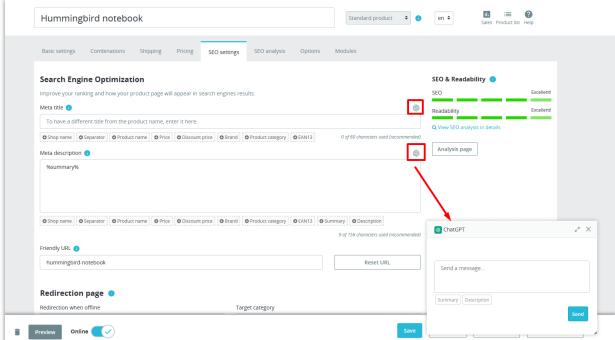


• On the "Add prompt template" popup, fill in the label and content of the prompt. You can use the shortcode provided and should write the content as detailed as possible so ChatGPT can understand easily and return the best result.

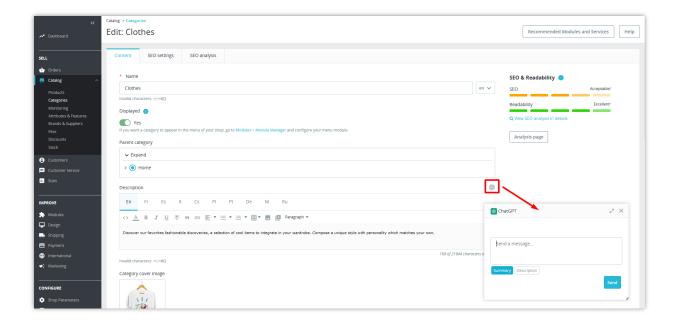


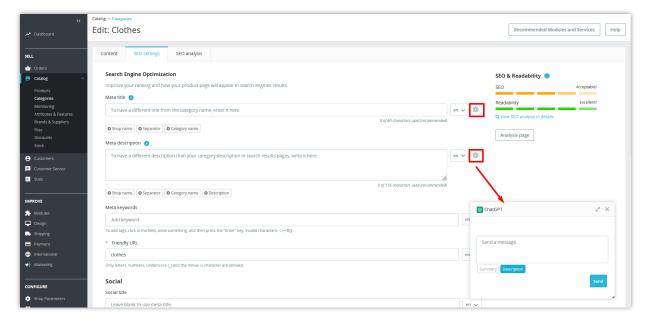
## ChatGPT integrated into the product detail page:



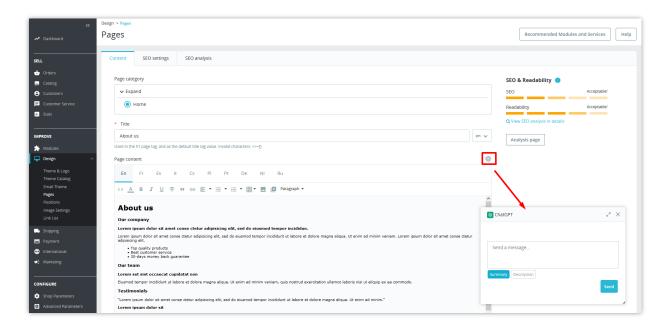


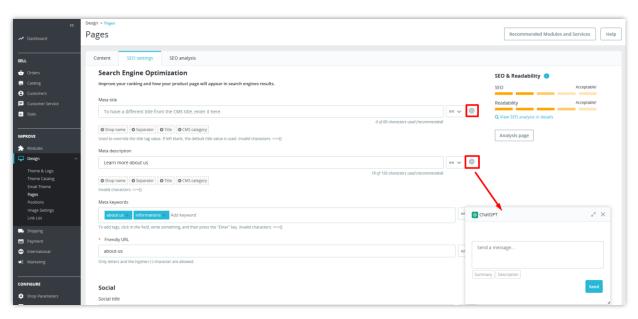
ChatGPT integrated into the category page:





ChatGPT integrated into the CMS page:





## 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.