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 and get 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 which 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 page, etc. You can also **customize page URL** for each type of page on your store.

In addition, **Awesome URL** also offers auto – redirect feature that automatically **redirect 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 ID and ISO code:
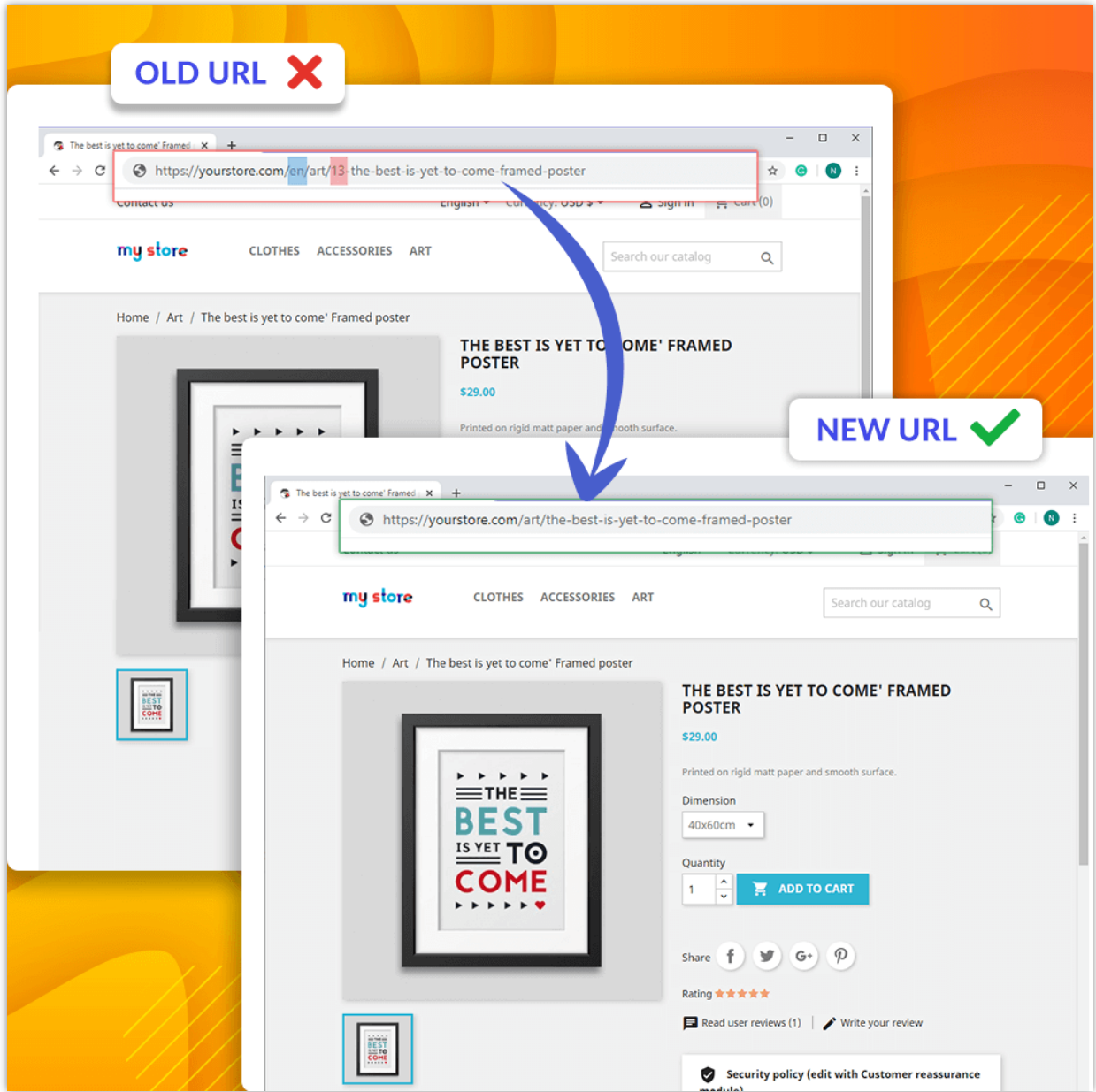
2. Optimize SEO element for each web page

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 ▾   Search (e.g.: product reference, custome

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 ▾
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 ?

Hummingbird printed t-shirt | High quality men fashion

54 of 70 characters used (recommended)

Meta description ?

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 variety of sizes.

163 of 160 characters used (recommended)

Friendly URL ?

hummingbird-printed-t-shirt   Reset 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) ⇕   To which category the page should redirect?

If no category is selected, the Main Category is used

**Advanced Settings**

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

Yes   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

http://localhost/demo_shop/en/men/60-hummingbird-printed-t-shirt.html   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**:

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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.
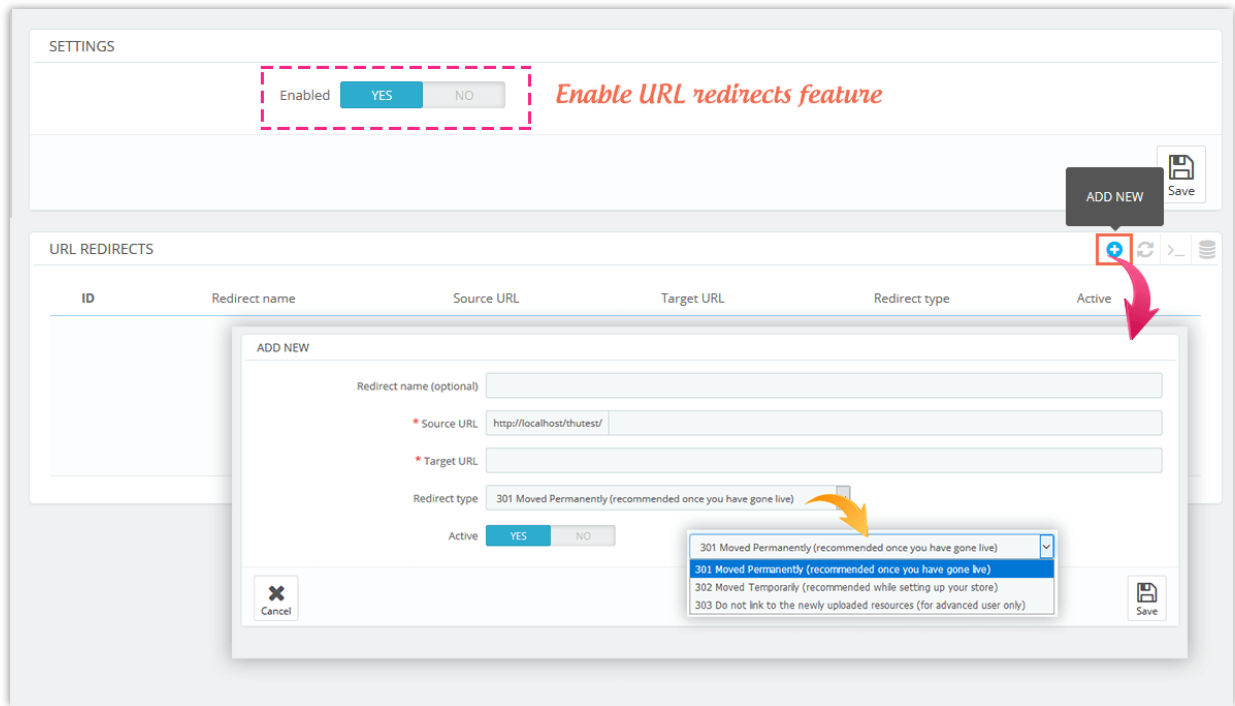
4. Check for duplicate URLs

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.

Check Duplicate URLs interface

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	View
the-best-is-yet-to-come-framed-poster	ca	2	The best is yet to come' Framed poster / The adventure begins Framed poster	View
hummingbird-printed-t-shirt	fr	3	T-shirt imprimé colibri / Hummingbird printed sweater / The best is yet to come' Framed poster	View
hummingbird-printed-t-shirt	gl	2	Hummingbird printed t-shirt / Hummingbird printed sweater	View

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. 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.

Awesome URL 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.

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

SITEMAP SETTINGS

Enable sitemaps   [YES] [NO]

Primary sitemap   https://demo1.ets-demos.com/awesomeurl/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://demo1.ets-demos.com/awesomeurl/en/sitemap.xml
🇫🇷 https://demo1.ets-demos.com/awesomeurl/fr/sitemap.xml
🇮🇹 https://demo1.ets-demos.com/awesomeurl/it/sitemap.xml
🇪🇸 https://demo1.ets-demos.com/awesomeurl/es/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

Pages to include in sitemap
☑ All
☑ Products
☑ Categories
☑ CMS
☑ CMS categories
☑ Suppliers
☑ Brands (manufacturers)
☑ Other pages

Number product per page in sitemap pagination   1000

Leave blank to include all products in one sitemap (not recommended for large catalog)

🔄 Reset sitemap   💾 Save

An example about 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:
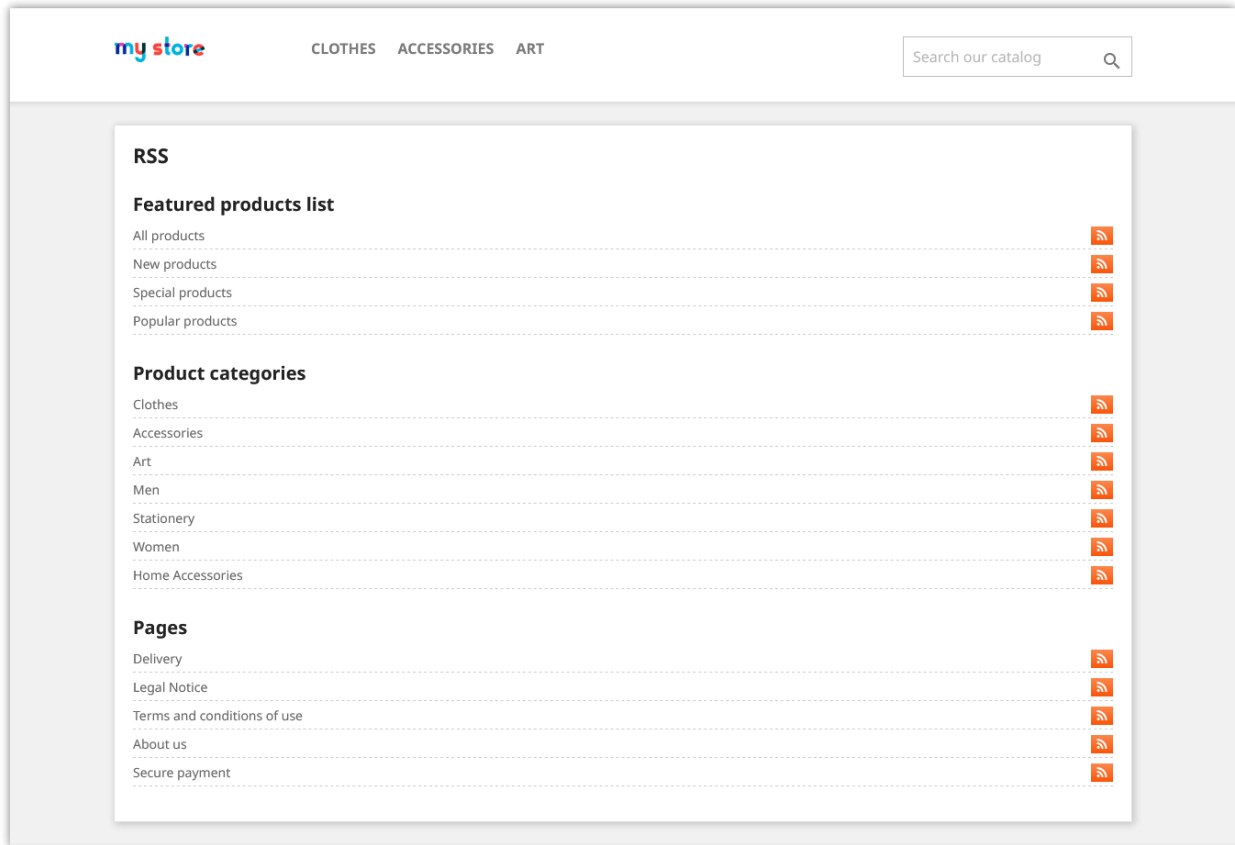
7. Search engines

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.
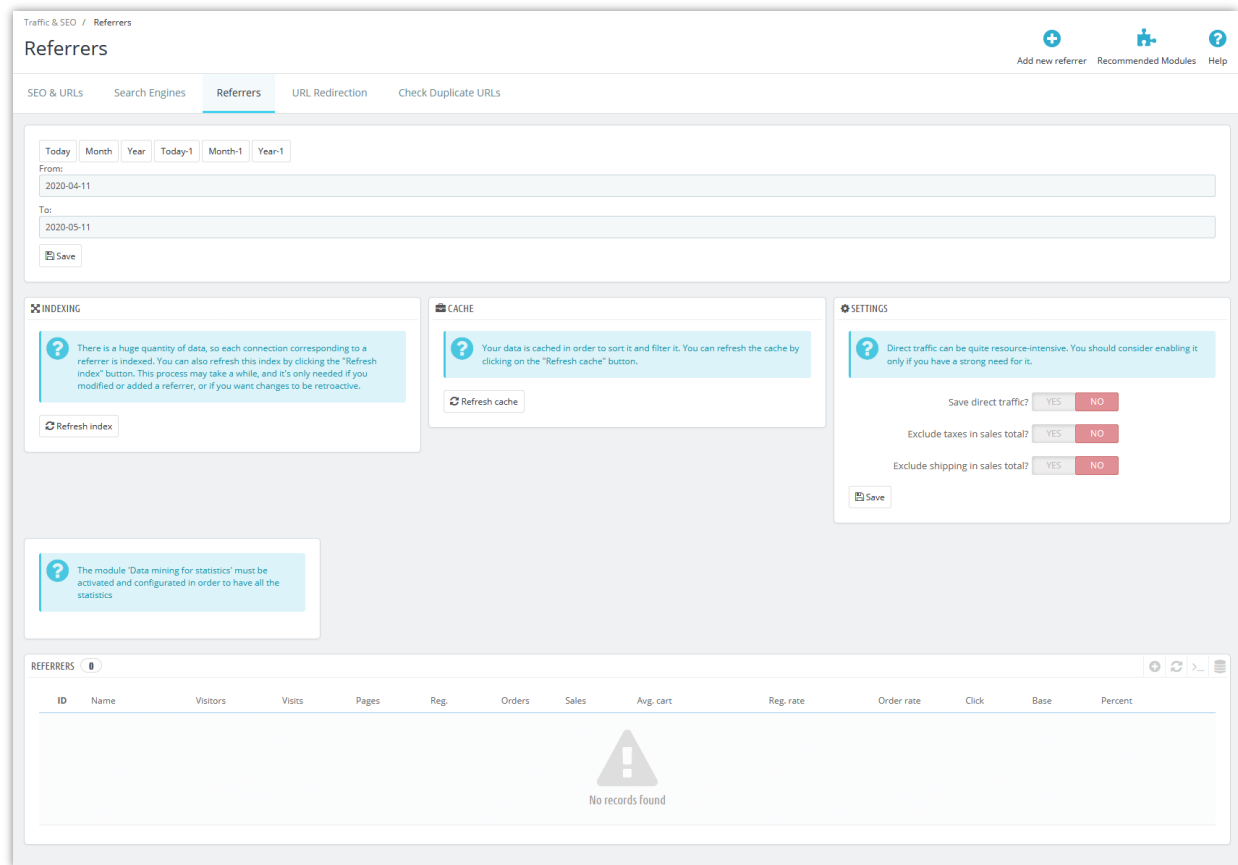
8. Referrers

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

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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 do have any questions for which the answer is not available in this document, please feel free to contact us.