



# 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. INTRODUCTION

You have been spending a lot of time and effort but still haven't been able to get your website in the #1 position on the Google search results 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!

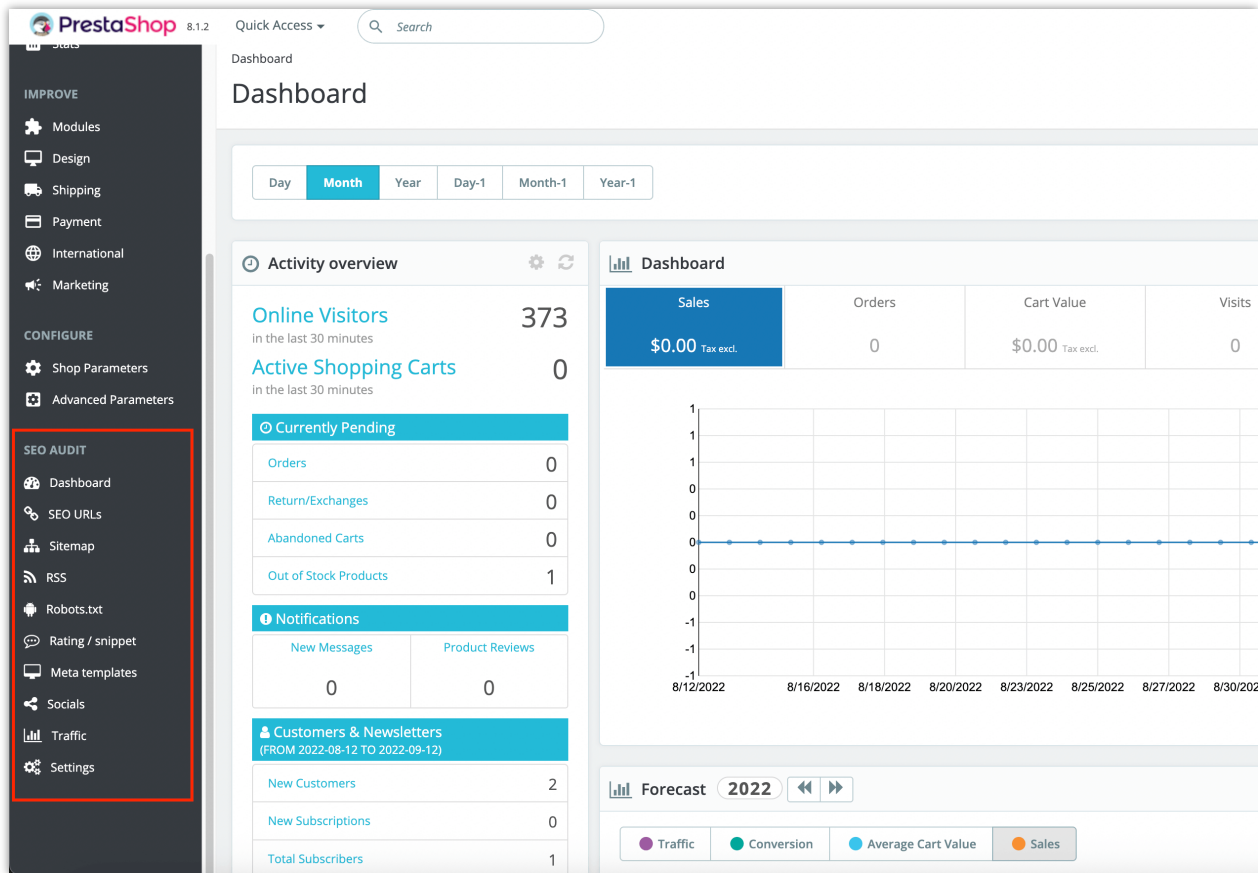
**SEO Audit** has a collection of comprehensive SEO optimization tools: **SEO analysis, URL optimization, sitemap, RSS feed and social media SEO, meta template**, etc. to push your website to top rankings on Google or any other search engines.

\* *“SEO Audit” is compatible with PrestaShop 1.7.x, 8.x and 9.x.*

## II. 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.



### III. QUICK START

This section is designed for users who want to **quickly configure SEO Audit with best-practice settings** and start improving their website's SEO performance right after installation. If you are new to SEO or unsure where to begin, please follow the steps below **in order**.

#### Step 1: Enable Friendly URLs & Remove IDs

Go to **SEO URLs > URL structure and remove ID**


Recommended settings:

- Enable **Friendly URLs**
- Enable **Remove ID in URLs**

- Enable **Redirect old URLs to new URLs**
- Redirect type: **301 – Moved Permanently**

Why this matters:

- Clean URLs are easier for search engines and users to understand
- Removing IDs avoids duplicate URLs
- 301 redirects preserve your existing SEO rankings and backlinks

 **Important:** *Only enable Friendly URLs if your server supports URL rewriting (Apache `mod_rewrite` / Nginx `rewrite`).*


## Step 2: Configure Meta Templates (Title & Description)

Go to **Meta Template**. Set up meta templates for:

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

Why this matters:

- Ensures every page has a meta title & description
- Prevents missing or duplicated metadata
- Saves time compared to editing pages manually

 **Tip:** *Use dynamic variables (product name, category name, shop name) to keep meta content unique.*

### Step 3: Enable Auto SEO Analysis

Go to **Dashboard**. Click on “**Analyze missing pages**” button. Select the page types you want to analyze, then click “**Analyze**”.

What happens:

- **SEO Audit** automatically analyzes content for:
  - Product pages
  - Category pages
  - Brand / Supplier pages
  - CMS pages
  - CMS category pages
- SEO scores appear instantly at the top of each page

### Step 4: Generate & Submit Sitemap

Go to **Sitemap**. Turn on “**Enable sitemaps**” option.

Recommended actions:

- Generate sitemap for all available languages
- Keep sitemap dynamic (no manual regeneration required)

Why this matters:

- Helps search engines discover your pages faster
- Improves indexing for new and updated content

### Step 5: Configure Robots.txt


Go to **Robots.txt**

Recommended actions:

- Use the default configuration as a base
- Block non-public or unnecessary directories
- Review rules carefully before saving

Why this matters:

- Prevents search engines from crawling irrelevant or sensitive pages
- Helps focus crawl budget on important content

 **Warning:** *Blocking important pages in robots.txt may cause them to disappear from search results.*

## Step 6: Enable Rich Snippets & Structured Data

Go to **Rating / Snippet**. Recommended:

- Enable **Breadcrumbs**
- Configure **Website Authority** information

Why this matters:

- Breadcrumbs improve search result appearance and navigation
- Structured data helps search engines better understand your content

## Step 7: Configure Social & Open Graph Data

Go to **Socials**. Recommended actions:

- Add your official social profiles
- Configure Open Graph settings for Facebook, Twitter/X and Pinterest



Why this matters:

- Improves how your pages look when shared on social networks
- Enhances brand visibility in search results

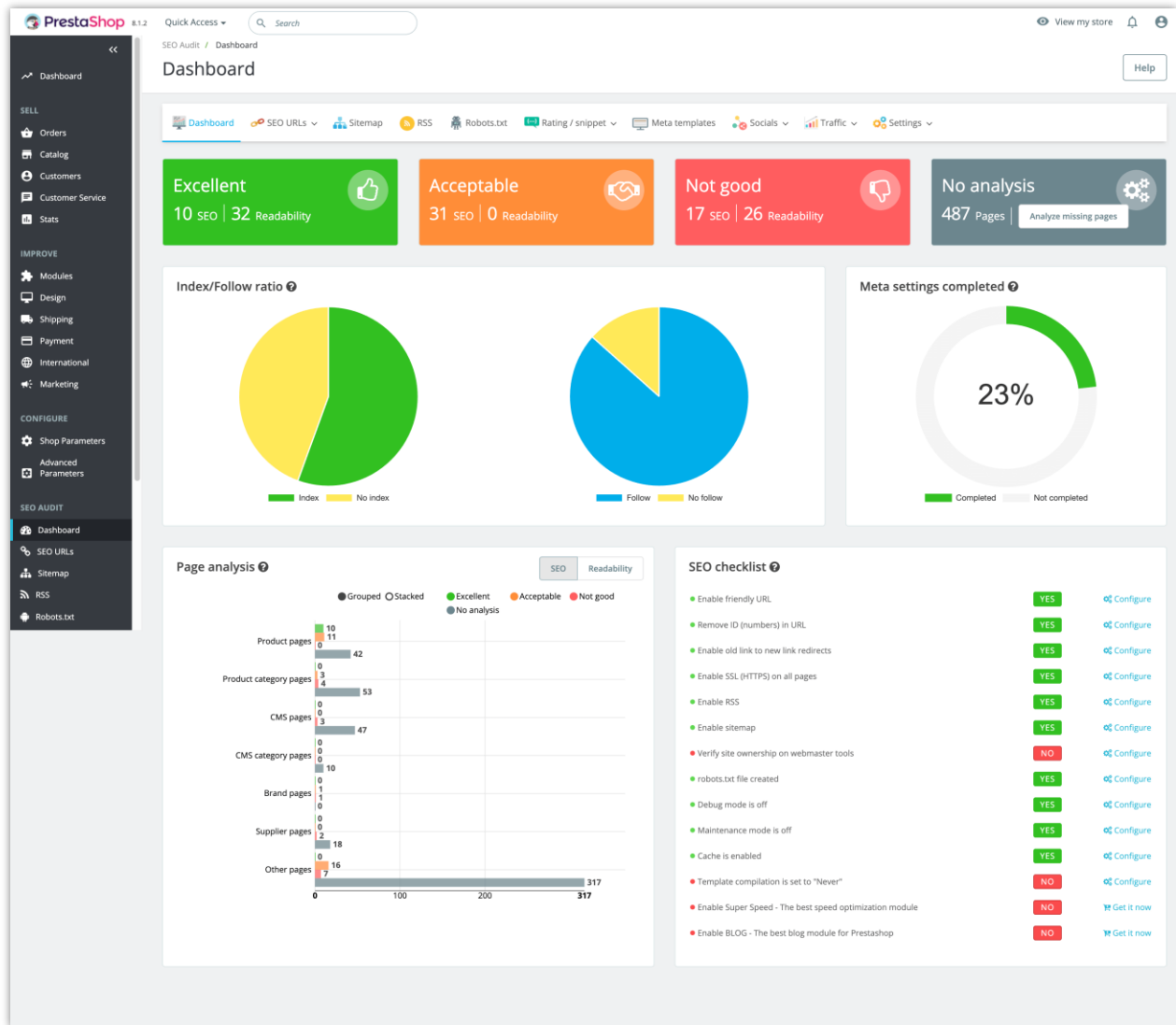
Once these steps are completed, your website is ready for ongoing SEO optimization using **SEO Audit**.

## IV. DASHBOARD

The **Dashboard** is the central overview of your website's SEO performance. It helps you quickly understand the current SEO status, identify potential issues and decide where to focus your optimization efforts first.

From the Dashboard, you can monitor:

- SEO Analysis results
- Readability Analysis results
- SEO checklist
- Overall optimization progress across your website




## SEO & Readability Overview

This section shows an overview of how many pages fall into each SEO and Readability quality level across your website. Instead of displaying a single score, **SEO Audit** groups your pages into four categories for both SEO Analysis and Readability Analysis:

- Excellent – Pages that are very well optimized
- Acceptable – Pages that are generally fine but could be improved
- Not good – Pages with important SEO or readability issues
- No analysis – Pages that have not been analyzed yet

The numbers displayed represent the total number of pages in each category. In multi-language stores, each language version of a page is counted separately.

 **Tips:** For a detailed explanation of how these scores are calculated and how to improve them, please refer to the section: “[SEO ANALYSIS & READABILITY ANALYSIS EXPLAINED](#)”

## Pages Analysis


The **Pages Analysis** section shows the number of analyzed pages by type, such as products, categories, CMS pages and brands and suppliers.

In multi-language stores, the number of pages is multiplied by the number of active languages, since each language version is analyzed separately.

## Index / Follow Ratio

This indicator shows how many pages are:

- Indexable (allowed to appear in search results)
- Followable (allowed to pass link value to other pages)


 **Important note:** Pages set to “No index” or “No follow” will not contribute to your SEO visibility.

## Meta Settings Completed

This metric indicates how many pages have meta titles and meta descriptions.

Best practice:


- Important pages should always have unique meta titles and descriptions
- Missing or duplicated meta data can reduce search visibility

 **Tips:** *If meta data is not defined manually, **SEO Audit** can automatically generate it using **META TEMPLATE**.*


## SEO Checklist

The **SEO Checklist** provides a clear list of SEO best-practice checks, displayed with color indicators:

 Green: Completed or optimized

 Yellow: Needs improvement

 Red: Important issues detected

 **Tips:** *Start with red items before improving yellow ones.*

## V. SEO ANALYSIS & READABILITY ANALYSIS EXPLAINED

This section explains how **SEO Audit** evaluates your pages, what the SEO and Readability scores mean, and how you can use these insights to improve your website step by step - even if you are not an SEO expert.

### 1. What is SEO Analysis?

---

**SEO Analysis** evaluates how well a page is optimized for search engines such as Google, Bing, and others. The goal of SEO Analysis is to help search engines:

- Understand what your page is about

- Index your page correctly
- Rank your page for relevant search queries

**SEO Audit** checks multiple on-page SEO factors and gives you clear recommendations to improve them.

Typical elements analyzed include:

- Page title (meta title)
- Meta description
- URL structure
- Headings (H1, H2, H3...)
- Keyword usage
- Internal and external links
- Image ALT attributes
- Index / Follow settings
- Structured data (when available)

Each page receives an SEO score that reflects how well these elements are optimized.

## 2. What is Readability Analysis?

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**Readability Analysis** focuses on how easy your content is to read and understand for human visitors. While SEO Analysis targets search engines, Readability Analysis targets real users.

Readability Analysis checks factors such as:

- Sentence length
- Paragraph structure
- Use of headings and subheadings

- Transition words
- Content clarity
- Text formatting

Why this matters:

- Easy-to-read content keeps visitors longer on your page
- Better user experience can indirectly improve SEO performance
- Clear content increases conversions and trust

A page optimized only for SEO but hard to read will not perform well in the long term.

### 3. Understanding SEO & Readability Scores

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**SEO Audit** uses a color-based scoring system to help you quickly understand page quality:

- Green – Well optimized
- Yellow – Needs improvement
- Red – Important issues detected

**⚠ Important notes:** *A red or yellow score does not mean your page is “bad”. Scores are guidelines, not penalties. Improvements should be made gradually, not all at once.*

## VI. SEO URLS

SEO-friendly URLs help both search engines and customers understand your page content more easily. With **SEO Audit**, you can control how URLs are structured, detect duplicate URLs, manage redirects and monitor 404 errors - all from one place.

## 1. URL structure and remove ID

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The **URL Structure and Remove IDs** page is where you manage SEO settings for individual pages and define how URLs are generated across your website.

This page is divided into two main areas:

- SEO & URLs list – Manage and optimize individual pages
- Schema of URLs – Configure global URL structure and redirection rules

Understanding both areas will help you improve SEO scores, avoid duplicate URLs and keep your website structure clean and search-engine friendly.

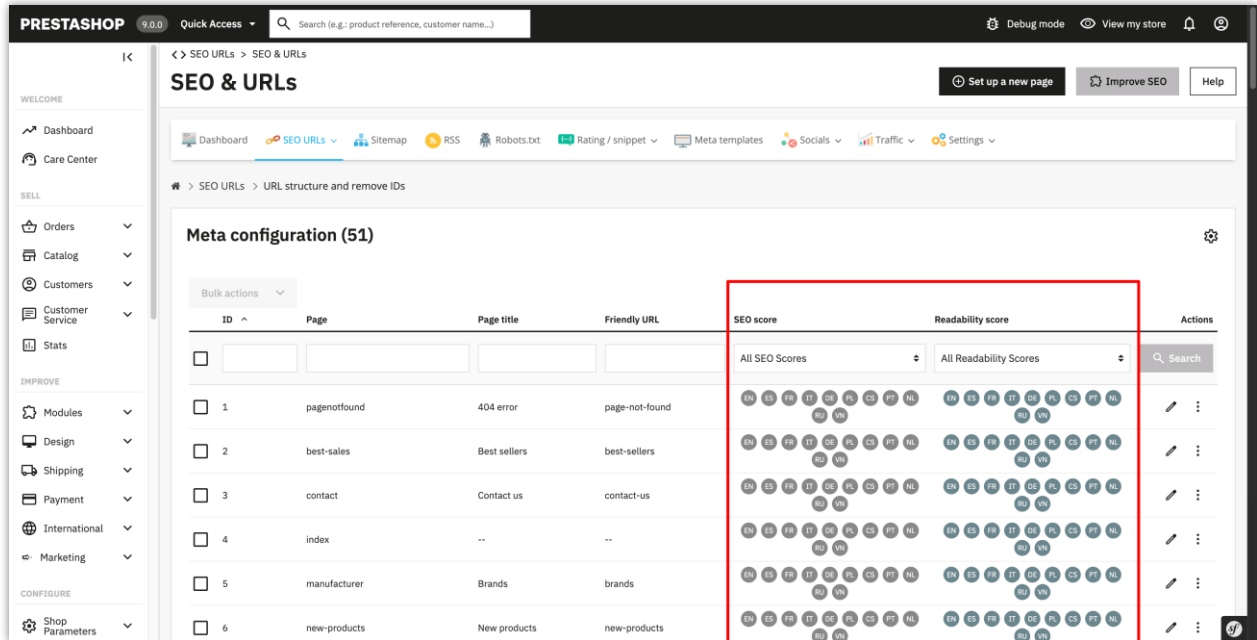
To access this feature, go to: **SEO URLs > URL Structure and remove ID**

### 1.1 SEO & URLs List – Managing Individual Pages

At the top of the page, you will see a list of pages labeled SEO & URLs. For each page, **SEO Audit** displays:

- Page name
- Page title
- Friendly URL
- SEO score
- Readability score

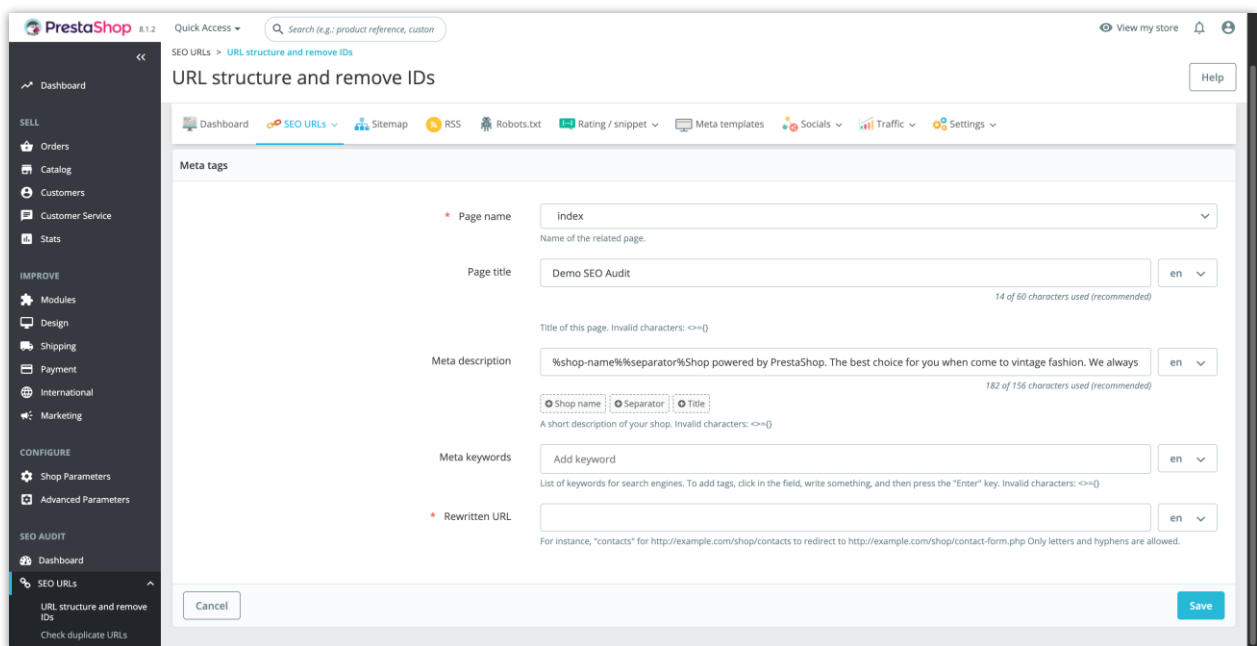
In multi-language stores, each language version of a page is analyzed separately. The SEO & Readability columns allow you to quickly identify pages that need improvement.



## Editing a Page from the SEO & URLs List


To optimize a page:

- Click **Edit** on the page you want to improve.
- You will be redirected to the page edit screen.





When editing a page, you will see the following fields:

Field name	Description	Best practices
<b>Page name</b>	Identifies the related page (system page, product, CMS page, etc.)	This field is informational and usually does not need to be changed
<b>Page title (Meta title)</b>	The title displayed in search engine results. Should be clear, descriptive, and relevant to the page content.	<ul style="list-style-type: none"> <li>• Keep it within the recommended character limit.</li> <li>• Include the main keyword naturally.</li> <li>• Avoid duplicate titles across pages.</li> </ul>
<b>Meta description</b>	<ul style="list-style-type: none"> <li>• A short description displayed below the title in search results.</li> <li>• Helps improve click-through rate (CTR)</li> </ul>	<ul style="list-style-type: none"> <li>• Summarize the page content clearly</li> <li>• Make it appealing to users</li> <li>• Avoid keyword stuffing</li> <li>• Stay within the recommended length</li> </ul> <p> <b>Tip:</b> <i>You can use dynamic variables (shop name, title, separator) to keep descriptions consistent.</i></p>
<b>Meta keywords</b>	<ul style="list-style-type: none"> <li>• Optional field</li> <li>• Mostly ignored by modern search engines.</li> </ul>	

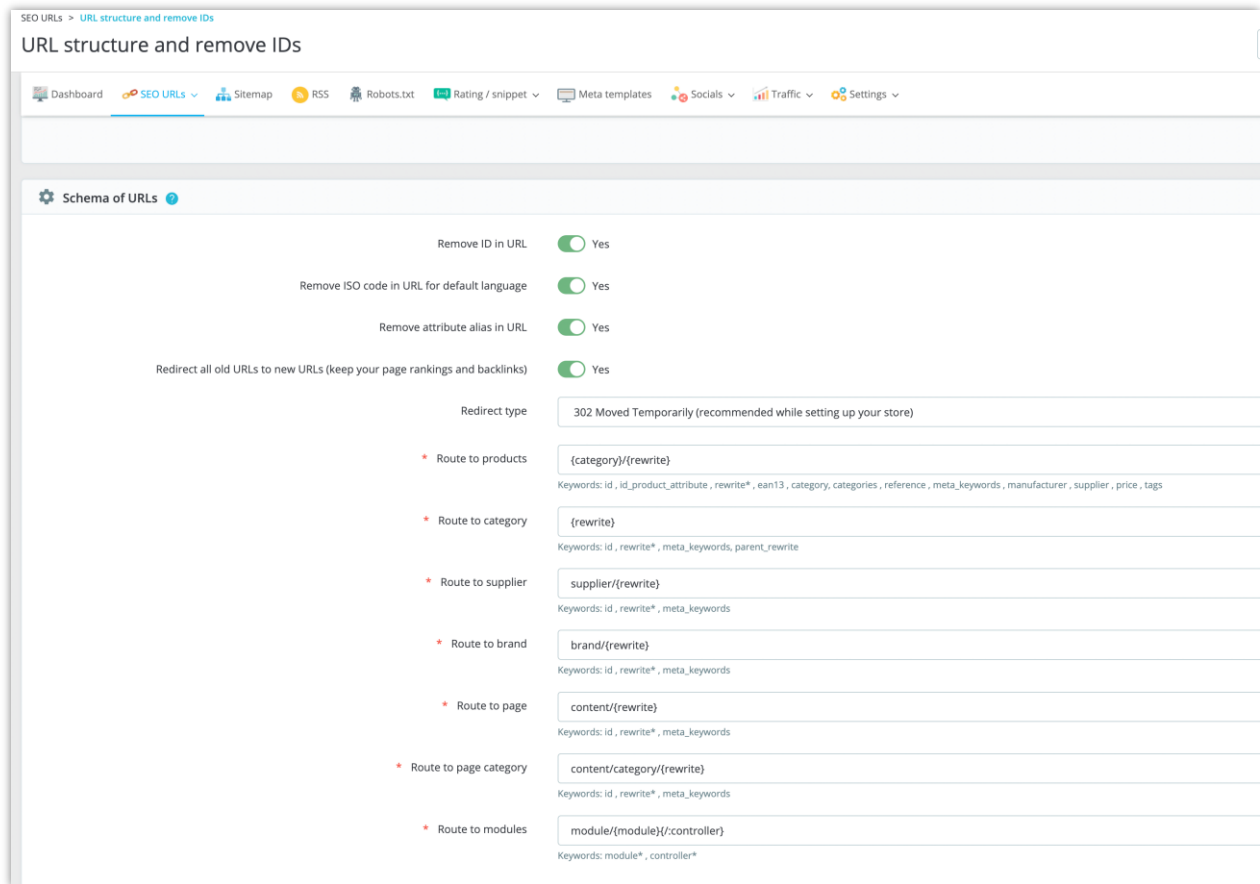
	<ul style="list-style-type: none"> <li>• Can be left empty without affecting SEO.</li> </ul>	
<b>Rewritten URL (Friendly URL)</b>	Defines the SEO-friendly URL for the page	<ul style="list-style-type: none"> <li>• Use lowercase letters and hyphens.</li> <li>• Avoid special characters.</li> <li>• Keep it short and meaningful.</li> <li>• Match the main topic of the page.</li> </ul>
<b>Language selection</b>	Each SEO field supports <b>multi-language configuration</b> .	<ul style="list-style-type: none"> <li>• Each language version has its own SEO settings.</li> <li>• SEO scores and readability scores are calculated per language.</li> <li>• Make sure important languages are optimized individually.</li> </ul>

Once all fields are configured, click **Save**. The page SEO data will be updated immediately.

**⚠ Important note:** *Changing the rewritten URL will update the page URL. If URL redirection is enabled, **SEO Audit** will automatically redirect the old URL to the new one.*

## 1.2 Schema of URLs – Global URL Structure Settings

Below the page list, you will find the **Schema of URLs** section. This section defines how URLs are generated and handled globally across your website.



### Remove ID in URL

What this does:

- Removes numerical IDs from URLs
- Creates cleaner, more readable URLs
- Reduces duplicate URL issues

Example: **/123-product-name.html** → **/product-name.html**

### Remove ISO code in URL for default language

What this does:

- Removes language code (e.g. /en/) from URLs of the default language
- Keeps URLs shorter and cleaner

Example: /en/product-name → /product-name

### **Remove attribute alias in URL**

What this does:

- Simplifies URLs for products with combinations
- Avoids unnecessary URL variations
- Helps reduce duplicate content and crawling inefficiency

Example: your store has a product named: *T-Shirt* with attributes: Color = Red, Size = M. The product URL may look like: /t-shirt-red-m.html. When this option is set to **Yes**, the product URL becomes: /t-shirt.html. The selected attributes are still handled internally by PrestaShop, but they no longer appear in the URL.

### **Redirect all old URLs to new URLs**

What this does:

- Automatically redirects old URLs to the new structure
- Preserves SEO value from backlinks and indexed URLs

Redirect type:

- 302 – Moved Temporarily while configuring your store
- 301 – Moved Permanently once your URL structure is final

### **Route configuration (Advanced users)**

The route fields define how URLs are structured for: products, categories, brands, suppliers, CMS pages, CMS categories, modules.

For most stores:

- Default values are already optimized
- No changes are required unless you have special SEO needs

**⚠ Important note:** *Changing routes incorrectly may break URLs or cause SEO issues.*

## 2. Check duplicated URLs

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Duplicate URLs occur when multiple URLs lead to the same or very similar content. This can confuse search engines and reduce your website's SEO performance.

The **Check duplicate URLs** feature helps you detect, review, and fix duplicate URL issues across your store. To access this feature, go to: **SEO URLs > Check duplicate URLs**.

### 2.1 What are duplicate URLs?

Duplicate URLs usually happen when:

- The same page can be accessed through different URLs
- URL parameters create multiple versions of the same content
- Old URLs still exist after URL structure changes
- Product combinations or filters generate extra URLs


Example:

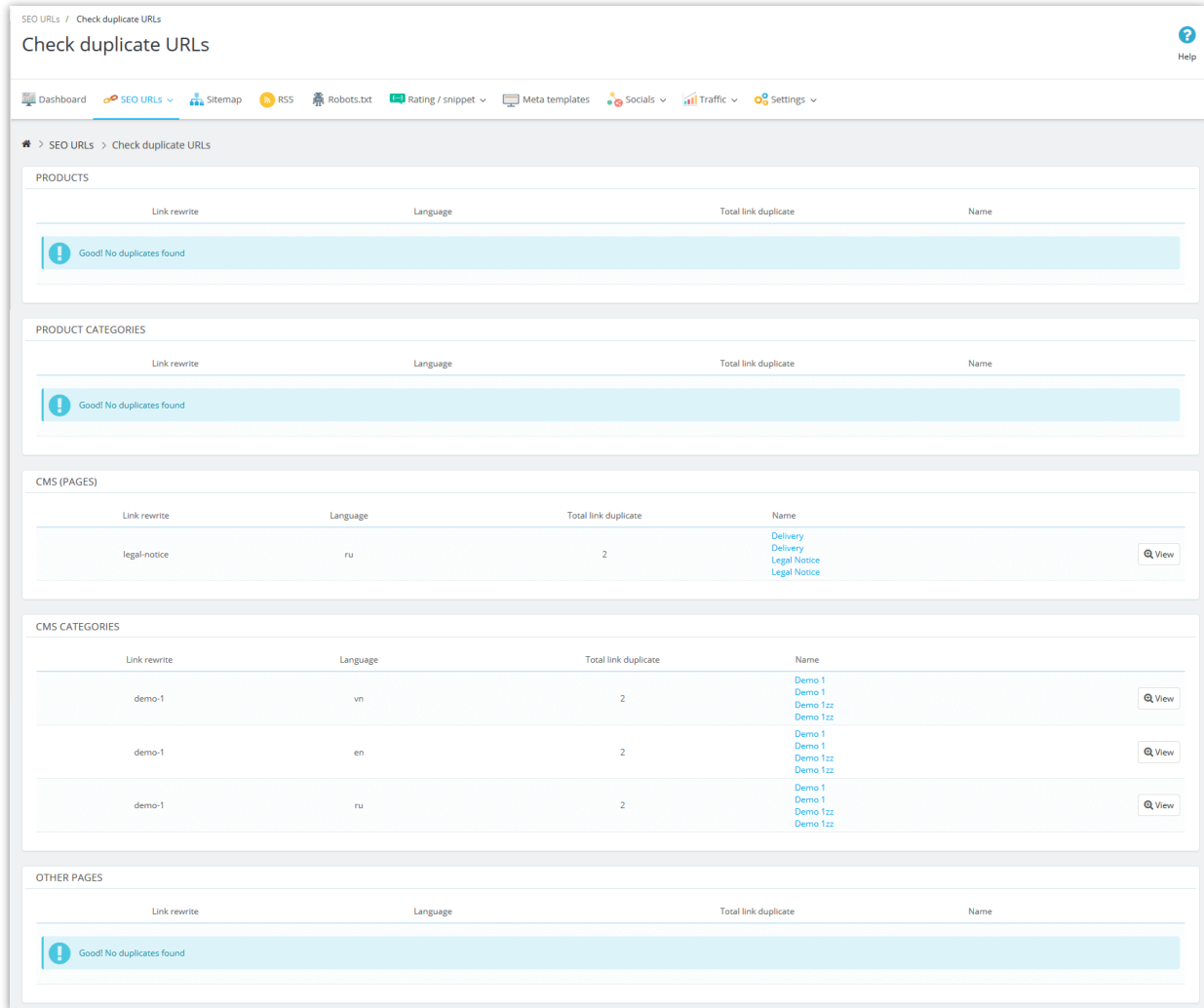
[/product-name.html](#)

[/product-name.html?color=red](#)

[/product-name.html?utm\\_source=facebook](#)

Although these URLs display the same product, search engines may treat them as separate pages.

 **Tip:** Search engines prefer one clear canonical URL per page.



The screenshot shows a dashboard titled "Check duplicate URLs" with a navigation menu at the top. The main content is organized into several sections:

- PRODUCTS:** A table with columns "Link rewrite", "Language", "Total link duplicate", and "Name". A message box indicates "Good! No duplicates found".
- PRODUCT CATEGORIES:** A table with the same columns as PRODUCTS. A message box indicates "Good! No duplicates found".
- CMS (PAGES):** A table with the same columns. One entry is shown: "legal-notice" in "ru" language with 2 duplicates. The "Name" column lists "Delivery", "Delivery", "Legal Notice", and "Legal Notice". A "View" button is present.
- CMS CATEGORIES:** A table with the same columns. Three entries are shown, each with "demo-1" as the link rewrite and 2 duplicates. The "Name" column lists "Demo 1", "Demo 1", and "Demo 1zz" for each. "View" buttons are present.
- OTHER PAGES:** A table with the same columns. A message box indicates "Good! No duplicates found".

## 2.2 How to fix duplicate URLs

For each duplicate URL issue, you should decide how to handle it.

Recommended solutions:

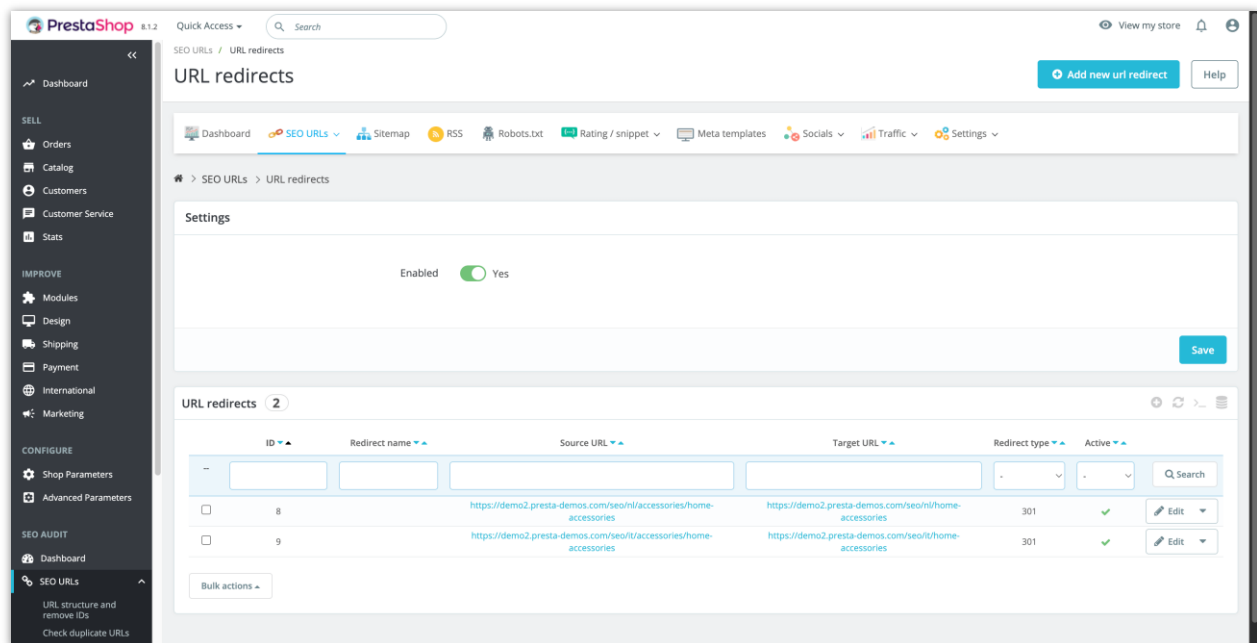
- Redirect duplicate URLs to the main URL using a 301 redirect
- Ensure Friendly URLs and Remove ID options are enabled
- Remove unnecessary URL parameters when possible

 **Tip:** In most cases, the shortest and cleanest URL should be kept as the main version.

### 3. URL redirects

**URL redirects** allow you to send visitors and search engines from one URL to another. They are essential for maintaining SEO performance when URLs change or when pages are no longer available.

To access this feature, go to: **SEO URLs > URL redirects**



#### 3.1 When should you use URL redirects?

You should use URL redirects when:

- A product or CMS page URL has been changed
- IDs are removed from URLs
- Duplicate URLs need to be merged into one main URL
- A page has been moved or replaced
- A page is temporarily unavailable

## 3.2 Redirect types explained

**SEO Audit** supports 3 main redirect types:

Redirect type	Use when	Why it matter
<b>301 – Moved Permanently (Recommended)</b>	<ul style="list-style-type: none"><li>• The URL change is permanent.</li><li>• A page has been replaced by another page.</li><li>• Old URLs need to be merged into one main URL.</li><li>• IDs are removed from URLs permanently.</li></ul>	<ul style="list-style-type: none"><li>• Tells search engines the old URL should no longer be indexed.</li><li>• Transfers most SEO value (ranking signals and backlinks) to the new URL.</li><li>• Helps maintain search rankings.</li></ul> <p><b>Recommended for most SEO-related changes</b></p>
<b>302 – Moved Temporarily</b>	<ul style="list-style-type: none"><li>• The URL change is temporary.</li><li>• The original URL will be restored later.</li><li>• You want search engines to keep the original URL indexed.</li></ul>	<ul style="list-style-type: none"><li>• Does not fully transfer SEO value.</li><li>• Signals that the change is not permanent.</li></ul> <p><b>Not recommended for permanent SEO changes</b></p>
<b>303 – Do not link to the newly uploaded resources</b>	<ul style="list-style-type: none"><li>• Redirecting users after a specific action (e.g. form submission).</li><li>• You want users to be redirected to a</li></ul>	303 redirects are mainly for <b>technical and functional purposes</b> , not for SEO optimization.



	<p>different page without indexing the original request.</p> <ul style="list-style-type: none"> <li>The original URL should not be indexed or revisited.</li> </ul>	
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### 3.3 Creating a URL redirect

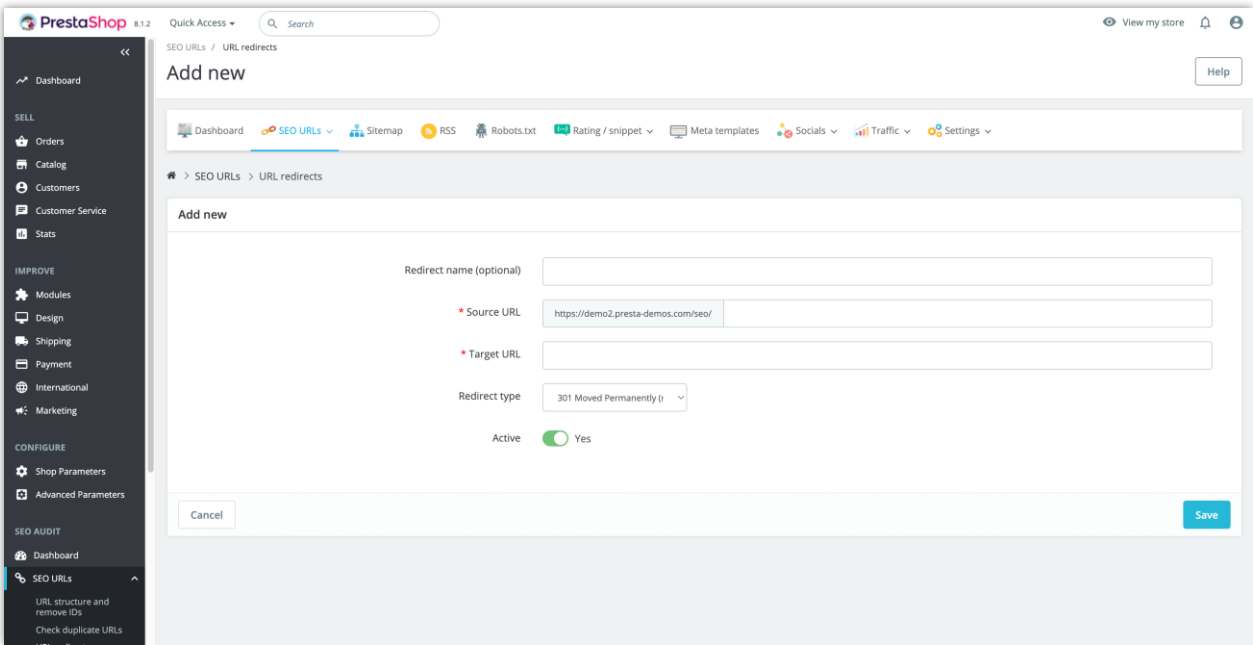
Go to **SEO URLs > URL redirects**. Click the **“Add new”** icon.

Enter:

- Redirect name (optional)
- Source URL (the URL users or search engines currently access)
- Target URL (the destination URL)

Select the redirect type (301 or 302), then turn on **“Active”** switch.

Finally, save the redirect.



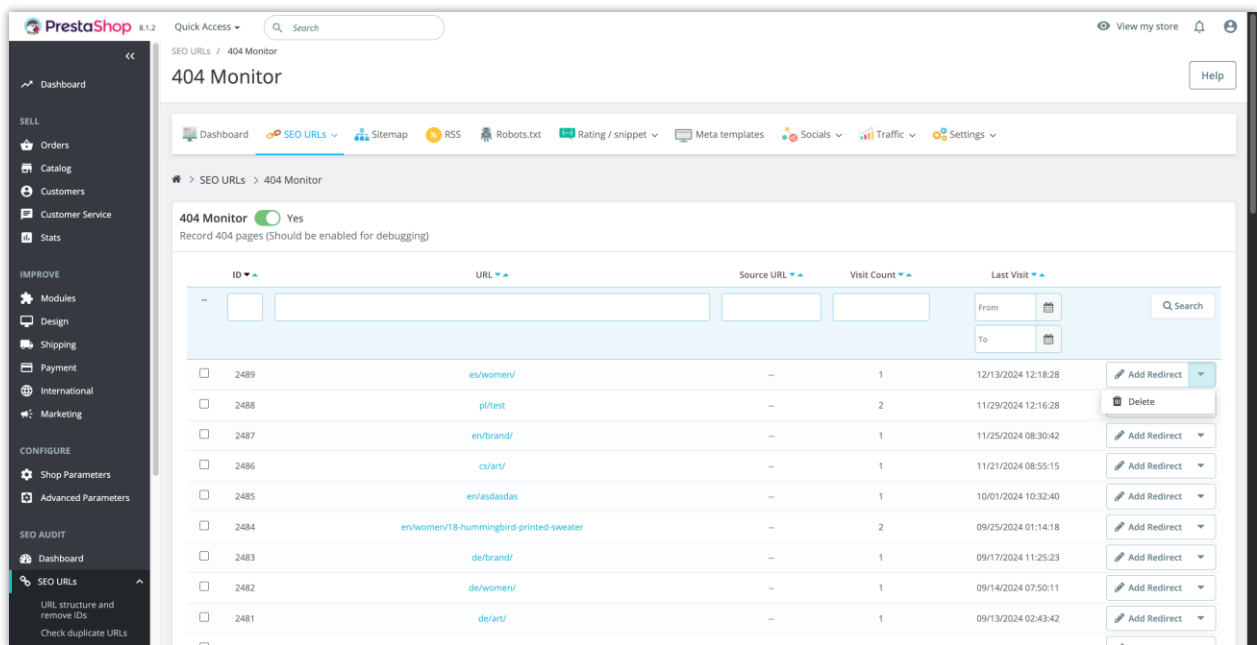
**Tip:** Always redirect old URLs after changing Friendly URLs or removing IDs.

**Important note:** Too many redirects or incorrect redirects can negatively impact SEO and user experience.

## 4. 404 Monitor

A 404 error occurs when a visitor or search engine tries to access a URL that no longer exists. If not handled properly, 404 errors can negatively affect user experience and SEO performance.

The 404 Monitor helps you detect, track and fix broken URLs on your website. To access this feature, go to: **SEO URLs > 404 Monitor**.



The screenshot shows the PrestaShop 404 Monitor interface. The top navigation bar includes 'Dashboard', 'SEO URLs', 'Sitemap', 'RSS', 'Robots.txt', 'Rating / snippet', 'Meta templates', 'Socials', 'Traffic', and 'Settings'. The main content area is titled '404 Monitor' and has a toggle switch set to 'Yes'. Below the toggle, there is a table with the following columns: ID, URL, Source URL, Visit Count, and Last Visit. The table contains several rows of data, each with a checkbox, an ID number, a URL, a source URL (mostly dashes), a visit count, and a last visit date. Action buttons like 'Add Redirect' and 'Delete' are visible for each row.

ID	URL	Source URL	Visit Count	Last Visit
2489	es/women/	--	1	12/13/2024 12:18:28
2488	pl/test	--	2	11/29/2024 12:16:28
2487	en/brand/	--	1	11/25/2024 08:30:42
2486	cs/art/	--	1	11/21/2024 08:55:15
2485	en/asdasdas	--	1	10/01/2024 10:32:40
2484	en/women/18-hummingbird-printed-sweater	--	2	09/25/2024 01:14:18
2483	de/brand/	--	1	09/17/2024 11:25:23
2482	de/women/	--	1	09/14/2024 07:50:11
2481	de/art/	--	1	09/13/2024 02:43:42

### 4.1 What is the 404 Monitor?

The 404 Monitor automatically records:

- URLs that return a 404 error

- Requests made by visitors or search engines
- The number of times each broken URL is accessed

When you open the 404 Monitor, you will see a list of:

- Broken URLs
- Number of hits
- Date of the last access

## 4.2 Fixing 404 errors with redirects

For most cases, the recommended solution is to redirect the 404 URL to a relevant existing page:

- Identify a 404 URL from the list
- Click **Add redirect**
- Choose the most relevant destination URL
- Select **301 - Moved Permanently**
- Save the redirect

## 4.3 When NOT to redirect a 404 URL

You should not redirect a 404 URL if:

- The page was intentionally removed and has no replacement
- The URL was generated by spam bots
- The URL is irrelevant or meaningless

In these cases:

- Leaving the URL as a 404 is acceptable
- Search engines will eventually drop it from their index

## VII. SEO OPTIMIZATION EXAMPLES

This section provides step-by-step, practical examples to help you apply **SEO Audit's** features effectively in real situations.

The examples below demonstrate how to:

- Optimize SEO for a specific product page
- Optimize SEO for a specific CMS page

These workflows are designed to help you improve SEO and Readability scores while following SEO best practices.

**⚠ Important note:** *The instructions in this section are based on a website running PrestaShop 8.1.2. If you are using PrestaShop 9.x, please note that:*

- *Some SEO options previously located in the **SEO Settings** screen have been moved to the **SEO Analysis** screen*
- *The overall logic and SEO principles remain the same*

### 1. Optimizing SEO for a Specific Product Page

---

In this example, we will walk through how to optimize SEO for a specific product page using **SEO Audit**. We will optimize the product *"DailySoft Girls T-Shirt"*, focusing on the English language version of the content.

#### Step 1: Open the Product List

Go to **Catalog > Products** in the back office. On the product list page, you will see:

- A column showing the SEO score
- A column showing the Readability score

These scores give you a quick overview of which products need SEO improvement.

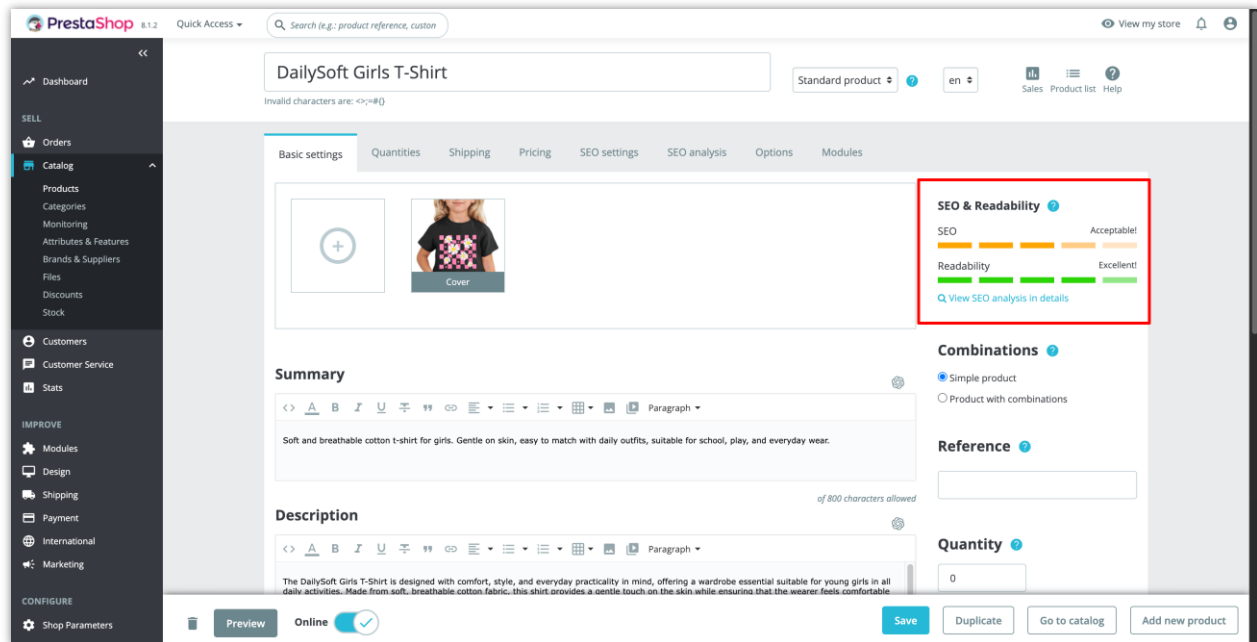
The screenshot shows the PrestaShop 8.1.2 interface. The left sidebar contains navigation menus for 'SELL' (Orders, Catalog, Customers, Stats) and 'IMPROVE' (Modules, Design, Shipping, Payment, International, Marketing). The main content area is titled 'Products' and features a table with columns for ID, Image, Name, Reference, Category, Price (tax excl.), Price (tax incl.), Quantity, Status, SEO score, Readability score, and Actions. The table lists several products, including 'Large Woven Sling Bag', 'DailySoft Kids T-Shirt', 'DailySoft Girls T-Shirt', 'Hummingbird printed t-shirt', 'Hummingbird notebook', 'Mug The best is yet to come', and 'Mug The adventure begins'. Each product row includes a status icon (checkmark or X) and a grid of colored circles representing SEO and Readability scores for various languages. The 'DailySoft Girls T-Shirt' (ID 22) is highlighted in the table.

ID	Image	Name	Reference	Category	Price (tax excl.)	Price (tax incl.)	Quantity	Status	SEO score	Readability score	Actions
19		Large Woven Sling Bag		Home	\$86.00	\$86.00	200	✓	EN IT NL CS PT ES FR PL CS EN FR ES PT CS PL PT DE NL RU	EN IT NL CS PT ES FR PL CS EN FR ES PT CS PL PT DE NL RU	
21		DailySoft Kids T-Shirt		Home	\$0.00	\$0.00	0	✗	EN IT NL CS PT ES FR PL CS EN FR ES PT CS PL PT DE NL RU	EN IT NL CS PT ES FR PL CS EN FR ES PT CS PL PT DE NL RU	
22		DailySoft Girls T-Shirt		Home	\$0.00	\$0.00	0	✓	EN IT NL CS PT ES FR PL CS EN FR ES PT CS PL PT DE NL RU	EN IT NL CS PT ES FR PL CS EN FR ES PT CS PL PT DE NL RU	
1		Hummingbird printed t-shirt	demo_1	Men	\$23.90	\$23.90	2400	✓	EN IT NL CS PT ES FR PL CS EN FR ES PT CS PL PT DE NL RU	EN IT NL CS PT ES FR PL CS EN FR ES PT CS PL PT DE NL RU	
18		Hummingbird notebook	demo_10	Stationery	\$12.90	\$12.90	1200	✓	EN IT NL CS PT ES FR PL CS EN FR ES PT CS PL PT DE NL RU	EN IT NL CS PT ES FR PL CS EN FR ES PT CS PL PT DE NL RU	
6		Mug The best is yet to come	demo_11	Home Accessories	\$11.90	\$11.90	300	✓	EN IT NL CS PT ES FR PL CS EN FR ES PT CS PL PT DE NL RU	EN IT NL CS PT ES FR PL CS EN FR ES PT CS PL PT DE NL RU	
7		Mug The adventure begins	demo_12	Home Accessories	\$11.90	\$11.90	299	✓	EN IT NL CS PT ES FR PL CS EN FR ES PT CS PL PT DE NL RU	EN IT NL CS PT ES FR PL CS EN FR ES PT CS PL PT DE NL RU	
8		Mug Today is a good	demo_13	Home Accessories	\$11.90	\$11.90	300	✓	EN IT NL CS PT ES FR PL CS EN FR ES PT CS PL PT DE NL RU	EN IT NL CS PT ES FR PL CS EN FR ES PT CS PL PT DE NL RU	

## Step 2: Open the Product Detail Page

Locate the product *“DailySoft Girls T-Shirt”* and click **Edit**. On the product detail page:

- Make sure the language selector is set to English
- In the **Basic settings** tab, you will see a **SEO & Readability** box showing: SEO score and Readability score
- Click **“View SEO analysis in details”** to open the **SEO Analysis** tab.



### Step 3: Review SEO Analysis Results

In **the SEO Analysis** tab, **SEO Audit** displays:

- SEO issues that need improvement
- Readability issues related to content clarity
- Clear explanations for each issue

This analysis tells you what needs to be fixed and why.

At the top of the **SEO Analysis** tab:

- Enter a **Focus keyphrase** (main keyword). Example: *girls t-shirt*
- Add **Related keyphrases** (secondary keywords). Example: *cotton tee, kids t-shirt*

These keywords help **SEO Audit** analyze whether your content matches what users may search for.

PrestaShop 1.12 Quick Access Search (e.g.: product reference, custom) View my store

DailySoft Girls T-Shirt Standard product en Sales Product list Help

Invalid characters are: <=>#[]

Basic settings Quantities Shipping Pricing SEO settings **SEO analysis** Options Modules

Focus keyphrase (keyword) girls t-shirt en

Phrase (or keyword) that you want your page to be found for on search engines

Related keyphrases (keywords) cotton tee x en

Other phrases (or keywords) that you want your page to be found for on search engines

**SEO & Readability**

SEO Acceptable!

Readability Excellent!

**Snippet preview**

**DailySoft Girls T-Shirt**  
<https://demo2.presta-demos.com/seo/home/dailysoft-girls-t-shirt>  
 Soft and breathable cotton t-shirt for girls. Gentle on skin, easy to match with daily outfits, suitable for school, play, and everyday wear.

Meta title  
 To have a different title than the product name, enter it here. 0 of 70 characters used (recommended)

Meta description  
 To have a different description than your product summary in search results pages, write it here.

Friendly URL  
 dailysoft-girls-t-shirt

**SEO analysis**

**Problems**

- Outbound links: No outbound links appear in this page. Add some!
- Internal links: No internal links appear in this page. Make sure to add some!
- Focus keyphrase in meta description: The meta description has been specified, but it does not contain the focus keyphrase. Fix that!
- Focus keyphrase in introduction: Your focus keyphrase or its synonyms do not appear in the first paragraph. Make sure the topic is clear immediately.
- Related keyphrase density: The content does not contain the related keyphrases: "cotton tee". Fix that
- Individual words of related keyphrase: Individual word "tee" of the related keyphrases should appear at least 2 times. Add some!
- Related keyphrases in meta title: The meta title does not contain the related keyphrase: "cotton tee". Fix that
- Related keyphrase in meta description: The meta description does not contain the related keyphrase: "cotton tee". Fix that

**Implements**

- Focus keyphrase in Product name: The exact match of the focus keyphrase appears in the title, but not at the beginning. Try to move it to the beginning.
- Focus keyphrase in meta title: The exact match of the focus keyphrase appears in the meta title, but not at the beginning. Try to move it to the beginning.
- Image alt attributes: Images on this page do not have alt attributes that reflect the topic of your text. Add your focus keyphrase or synonyms to the alt tags of relevant images!

**Good results**

- Text length: The text contains 489 words. Good job!
- Focus keyphrase length: Good job!
- Meta title length: Good job!
- Focus keyphrase density: The focus keyphrase was found 4 times. This is great!
- Individual words of focus keyphrase: Great job!
- Related keyphrase length: Good job!
- Meta description length: Well done!

**Readability**

**Problems**

- Sentence length: 39% of the sentences contain more than 20 words, which is more than the recommended maximum of 25%. Try to shorten the sentences!

**Good results**

- Flesch Reading Ease: The copy scores 48 in the test, which is considered ok to read. Good job!
- Paragraph length: None of the paragraphs are too long. Great job!
- Consecutive sentences: There is enough variety in your sentences. That's great!
- Subheading distribution: You are not using any subheadings, but your text is short enough and probably doesn't need them
- Transition words: Well done!
- Passive voice: You're using enough active voice. That's great!

Preview Online Save Duplicate Go to catalog Add new product

In the **Snippet preview** section, click **Edit snippet**. The snippet represents how your product page appears in search engine results, including:

- Page title (meta title)
- Meta description
- URL preview

 **Tips:**

- *Include the focus keyphrase naturally*
- *Keep titles and descriptions within the recommended length*
- *Make the description attractive to users*

After editing the snippet, you can:

- Click **Test structured data**
- Click **Test schema**

These tools help you verify whether your structured data is valid and eligible for rich results in search engines.

#### **Step 4: Improve Product Content**

Go back to the **Basic settings** tab. Review and improve:

- Product summary
- Product description

 **Tips:**

- *Include the focus keyphrase naturally in the first paragraph*
- *Avoid keyword stuffing*
- *Ensure the content length is sufficient*
- *Use clear and readable sentences*

#### **Step 5: Review SEO Settings**




Go to the **SEO settings** tab. Key options to review:

- **Friendly URL:** Use a short, descriptive URL. Example: *dailysoft-girls-t-shirt*
- **Redirection page:** Configure redirection behavior if the product is offline. Follow the default configuration unless the product is permanently replaced.
- **Social:** Configure social title, description and image. Controls how the product appears when shared on social networks.
- **Advanced settings:** Ensure the product is allowed to be indexed and ensure search engines are allowed to follow links.
- Review **canonical URL** if needed.
- **Forced ratings** (Optional): **SEO Audit** supports forced ratings, which allow you to manually define the rating value displayed on search engines.

To use this feature:

- Go to **SEO Audit > Rating/snippet**
- Enable forced ratings for product pages

 **Important recommendation:** *We strongly recommend using real customer reviews generated by product review modules instead of forced ratings, to comply with search engine guidelines and ensure trust.*

**PrestaShop 8.1.2** Quick Access  View my store

**DailySoft Girls T-Shirt** Standard product en Sales Product list Help

Invalid characters are: <->@#

Basic settings Quantities Shipping Pricing **SEO settings** SEO analysis Options Modules

### Search Engine Optimization

Improve your ranking and how your product page will appear in search engines results.

**Meta title** 🔗

To have a different title from the product name, enter it here.

0 of 60 characters used (recommended)

**Meta description** 🔗

To have a different description than your product summary in search results pages, write it here.

0 of 156 characters used (recommended)

**Friendly URL** 🔗

### Redirection page

Redirection when offline

Default behavior from configuration

**1** No redirection (404) = Do not redirect anywhere and display a 404 "Not Found" page.  
 No redirection (410) = Do not redirect anywhere and display a 410 "Gone" page.  
 Permanent redirection (301) = Permanently display another product or category instead.  
 Temporary redirection (302) = Temporarily display another product or category instead.

### Social

**Social title**

Leave blank to use meta title  en

**Social description**

Leave blank to use meta description  en

**Social image**

No file chosen en

Leave blank to let social networks automatically select a suitable image from your page

### Advanced settings

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

Use default behavior (Yes)  en

Should search engines follow links on this Product?

Yes  No en

Meta robots advanced  en

Advanced meta robots settings for this page.

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.

### Forced ratings

Enable forced ratings?

en

Forced ratings allow you to specify the rating value displayed on search engines as you want

\*Average rating

Best rating

Worst rating

\*Rating count

### SEO & Readability


SEO 🔗 Acceptable!


Readability 🔗 Excellent!

[View SEO analysis in details](#)

## Step 6: Save and Recheck Scores

Click **Save** to apply all changes. You can review improvements immediately.

 **Tip:** *SEO optimization is an ongoing process. Revisit important products regularly.*

 **Important note:** *In PrestaShop 9.x, some options currently located in **SEO Settings**, such as **Social, Advanced settings and Forced ratings** will be moved to the **SEO Analysis** tab. The optimization logic remains the same, but the interface may differ slightly.*

## 2. Optimizing SEO for a Specific CMS Page

---

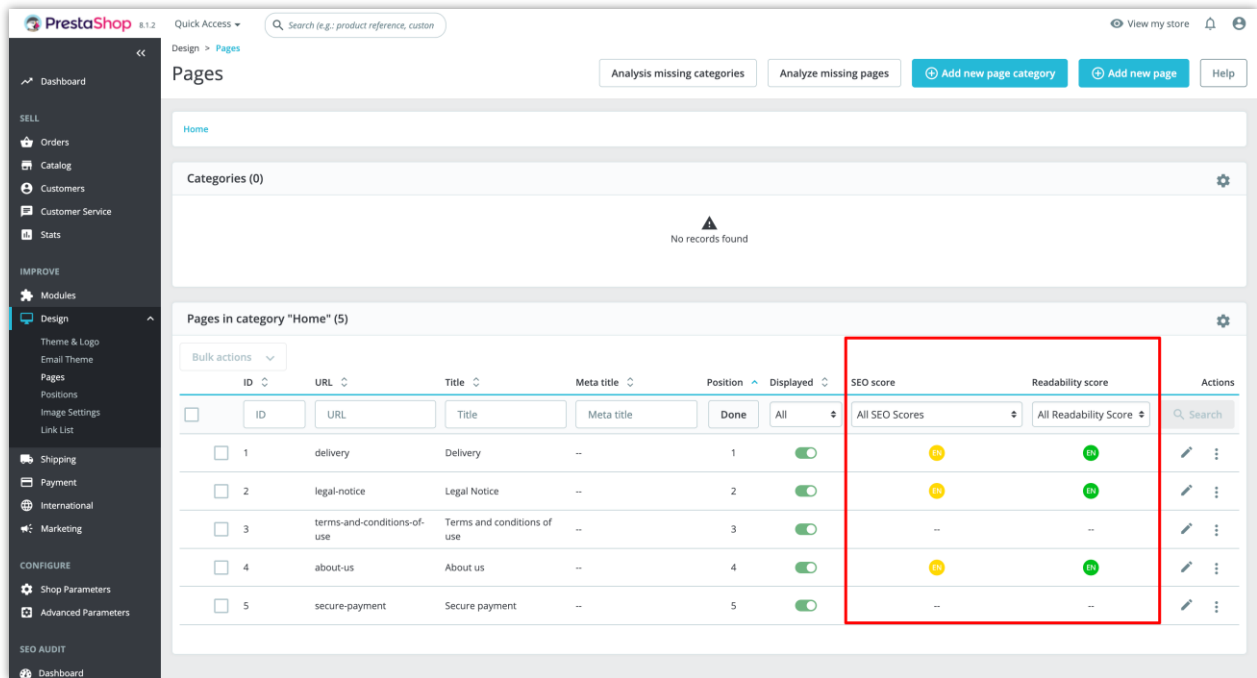
In this example, we will demonstrate how to optimize SEO for a specific CMS page using **SEO Audit**. We will optimize the CMS page “*Delivery*”, focusing on the English language version of the content.

CMS pages such as *Delivery, About us, Terms & Conditions, and Privacy Policy* are often underestimated, but they can be important entry points for search engines and customers.

### Step 1: Open the CMS Pages List

From the back office, go to **Design > Pages**. In the CMS pages list, locate the page “*Delivery*”.

CMS pages managed by **SEO Audit** will also display SEO score and Readability score. These indicators help you quickly identify CMS pages that need optimization.

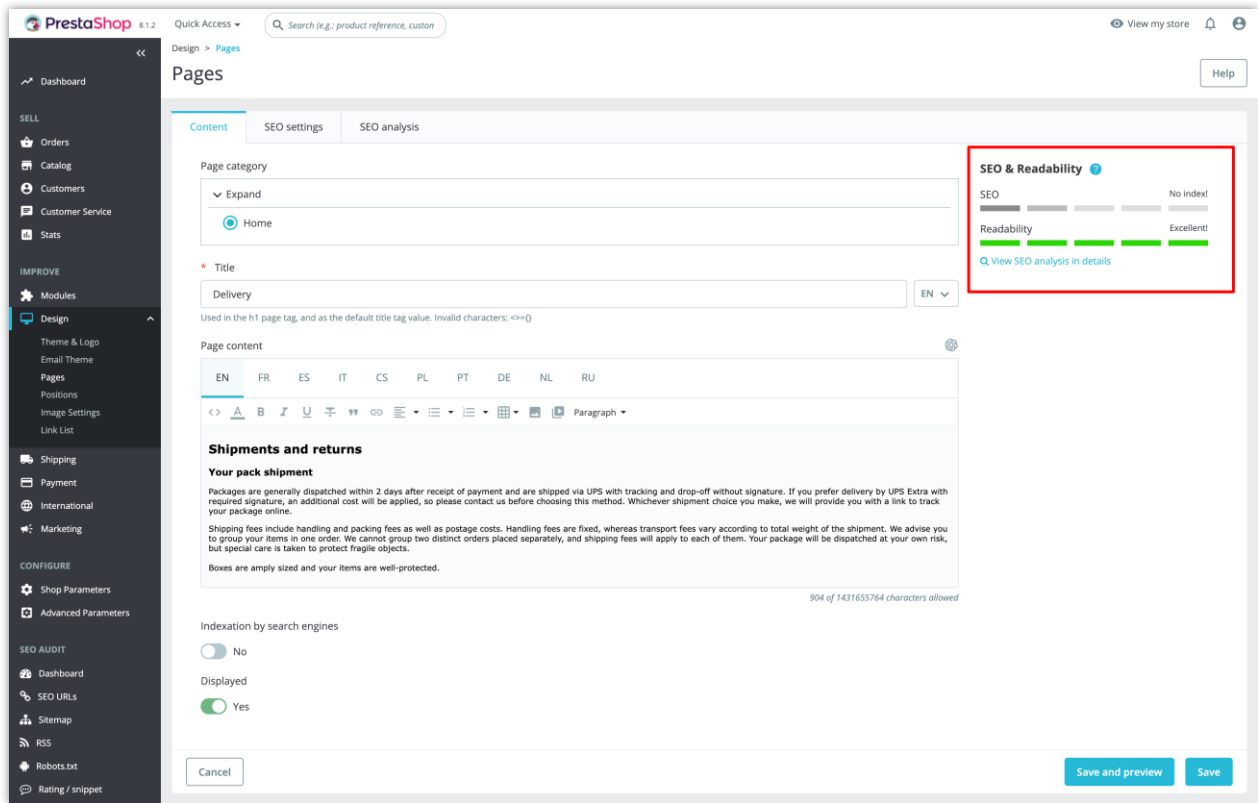


## Step 2: Open the CMS Page Detail

Click **Edit** on the *Delivery* page.

On the CMS page detail screen, make sure the language selector is set to English. You will see an **SEO & Readability** box showing SEO score and Readability score.

Click **“View SEO analysis in details”** to open the **SEO Analysis** tab.

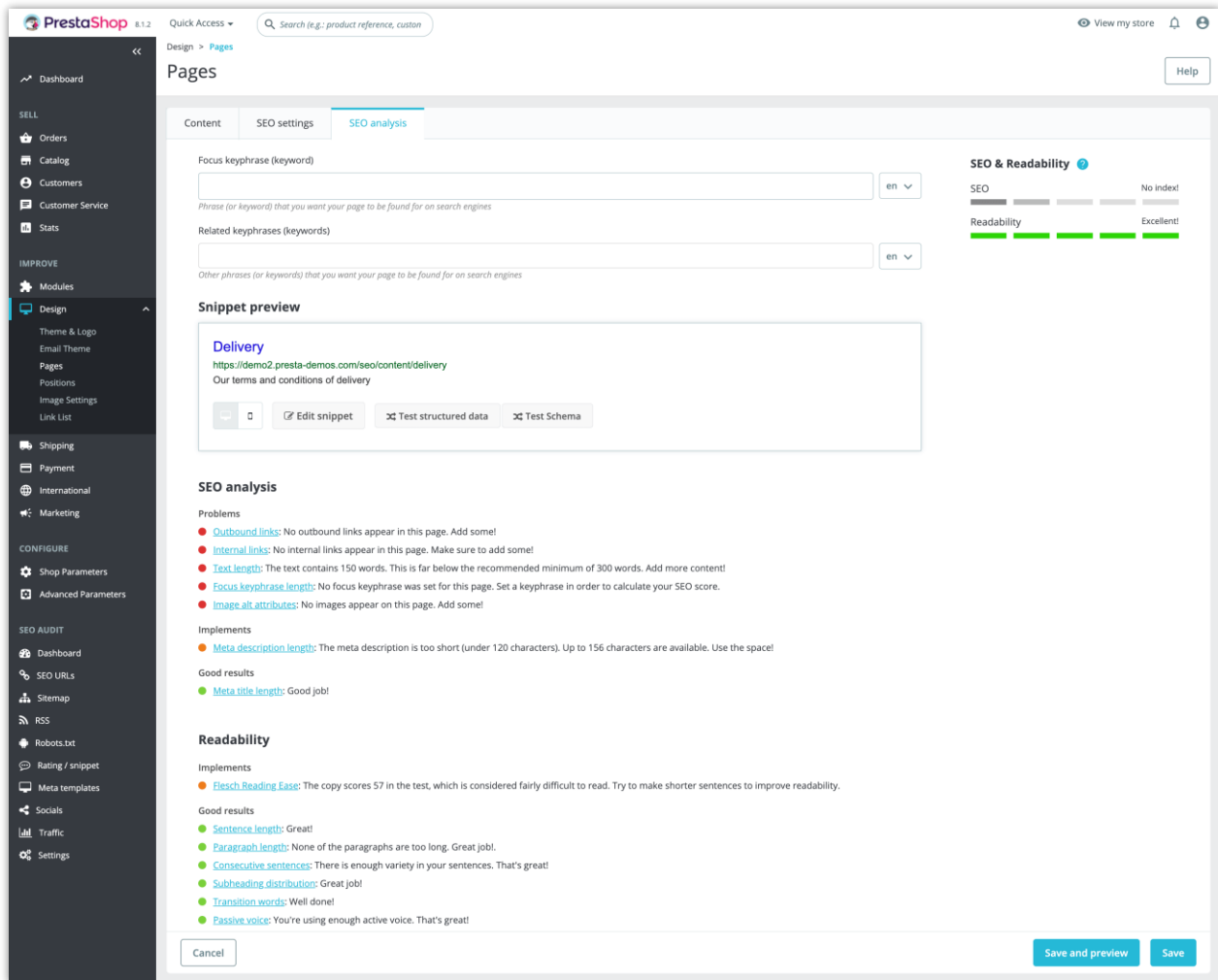


### Step 3: Review SEO Analysis Results

In the **SEO Analysis** tab, **SEO Audit** analyzes:

- Page title and meta description
- URL structure
- Keyword usage
- Content structure
- Readability factors

**Tip:** *CMS pages often lack keywords or structured content, making them good candidates for SEO improvement.*



## Step 4: Define Focus and Related Keywords

At the top of the SEO Analysis tab:

- Enter a **Focus keyphrase**. Example: *delivery information*
- Add **Related keyphrases**. Example: *shipping policy, delivery time, shipping methods*

These keywords guide **SEO Audit** when evaluating your content.

## Step 5: Edit the Snippet (Meta Title & Meta Description)

In the **Snippet preview** section, click **Edit snippet**. The snippet controls how the CMS page appears in search engine results.

Best practices:

- Use a clear, descriptive meta title. Example: *Delivery Information | Demo Store*
- Write a concise and helpful meta description
- Include the focus keyphrase naturally

💡 **Tip:** *CMS snippets are often generic by default — customizing them improves visibility and CTR.*

Use:

- Test structured data
- Test schema

These tools help validate structured data and ensure there are no technical issues that could affect SEO.

### **Step 6: Improve CMS Page Content**

Return to the **Content** tab. Review and optimize the *Delivery* page content:

- Ensure the focus keyphrase appears naturally in the title and page content.
- Structure content with clear paragraphs or headings
- Provide useful and detailed information
- Keep sentences readable and concise

### **Step 7: Review SEO Settings**

Go to the SEO settings tab. Key options to review:

- **Friendly URL:** Use a short and descriptive URL. Example: *delivery*
- **Redirection page:** Usually not required for CMS pages. Configure only if the page is replaced or removed.
- **Social:** Set social title and description for sharing. Optional but recommended for important pages.
- **Advanced settings:** Ensure the page is indexable (allowed in search results) and followable (links can be crawled).

- Review **canonical URL** if necessary.

**PrestaShop 8.1.2** Quick Access  View my store

Design > Pages Help

Pages

Content **SEO settings** SEO analysis

### Search Engine Optimization

Improve your ranking and how your product page will appear in search engines results.

**SEO & Readability**

Meta title  
 EN   
67 of 60 characters used (recommended)

Used to override the title tag value. If left blank, the default title value is used. Invalid characters: <-=>

Meta description  
 EN   
161 of 156 characters used (recommended)

Invalid characters: <-=>

Meta keywords  
 Add keyword EN

To add tags, click in the field, write something, and then press the "Enter" key. Invalid characters: <-=>

\* Friendly URL  
 EN

Only letters and the hyphen (-) character are allowed.

### Social

Social title  
 en

Social description  
 en

Social image  
 No file chosen en

Leave blank to let social networks automatically select a suitable image from your page

### Advanced settings

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

Change default behavior in [Meta templates](#)

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

Meta robots advanced  
 en

Advanced meta robots settings for this page.

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.

### Forced ratings

Enable forced ratings?

Forced ratings allow you to specify the rating value displayed on search engines as you want

\*Average rating

Best rating

Worst rating


\*Rating count

Cancel Save and preview Save



## Step 8: Save and Recheck Scores

Click **Save** to apply your changes.

 **Tip:** *CMS pages usually improve quickly once content and meta data are optimized.*

## VIII. SITEMAP

A sitemap helps search engines discover, crawl and index your website pages more efficiently. With **SEO Audit**, sitemap management is automated and optimized to support both SEO performance and multi-language websites.


### What Is a Sitemap?

A sitemap is a structured list of URLs on your website that helps search engines understand:

- Which pages exist on your site
- How pages are organized
- Which pages should be crawled and indexed

**SEO Audit** generates a dynamic sitemap, meaning:

- It updates automatically when your content changes
- No manual regeneration is required
- Separate sitemaps are created for each active language

 **Tip:** *A sitemap does not guarantee rankings, but it ensures search engines can properly access your content.*

Dashboard SEO URLs Sitemap RSS Robots.txt Rating / snippet Meta templates Socials Traffic Settings

Sitemap

### Sitemap settings

**1** 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 <https://demo2.presta-demos.com/seo/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://demo2.presta-demos.com/seo/en/sitemap.xml>
- <https://demo2.presta-demos.com/seo/fr/sitemap.xml>
- <https://demo2.presta-demos.com/seo/es/sitemap.xml>
- <https://demo2.presta-demos.com/seo/it/sitemap.xml>
- <https://demo2.presta-demos.com/seo/cs/sitemap.xml>
- <https://demo2.presta-demos.com/seo/pl/sitemap.xml>
- <https://demo2.presta-demos.com/seo/pt/sitemap.xml>
- <https://demo2.presta-demos.com/seo/de/sitemap.xml>
- <https://demo2.presta-demos.com/seo/nl/sitemap.xml>
- <https://demo2.presta-demos.com/seo/ru/sitemap.xml>

Priority / Change frequency

Products	0.1	Weekly
Categories	0.1	Weekly
CMS	0.1	Weekly
CMS categories	0.1	Weekly
Suppliers	0.1	Weekly
Brands (manufacturers)	0.1	Weekly
Other pages	0.2	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)
- Other pages

Number product per page in sitemap pagination

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

Save


## Recommended Sitemap Settings

For best SEO results, we recommend:

- Including all important page types: Product pages, category pages, CMS pages, brand and supplier pages
- Enabling sitemap generation for all active languages

Once your sitemap is generated, you can submit it manually to search engines such as Google.


Store type	Is cronjob required?
Small store	No
Medium store	Optional
Large store with frequent updates	Recommended

 **Tip:** *If your store does not change often, manual submission is usually sufficient.*

### Priority & Change Frequency Settings

In the **Sitemap** settings, **SEO Audit** allows you to define **Priority and Change frequency** values for different page types. These values are included in the sitemap to give search engines hints about the relative importance of pages and how often they may change.

- **Priority** indicates the relative importance of a page compared to other pages on your website. Value range: 0.0 (lowest) → 1.0 (highest). It does not affect rankings directly and it does not force search engines to crawl or rank pages.
- **Change frequency** suggests how often the content of a page is likely to change. This helps search engines decide how often to revisit a page and allocate crawl budget more efficiently.

 **Tip:** *Change frequency does not guarantee crawling at that interval.*

For most stores, we recommend the following:

Page type	Priority	Change frequency
<b>Products</b>	0.1 – 0.3	Weekly
<b>Categories</b>	0.1 – 0.3	Weekly
<b>CMS pages</b>	0.1	Monthly or Weekly
<b>CMS categories</b>	0.1	Monthly

<b>Brands / Suppliers</b>	0.1	Monthly
<b>Other pages</b>	0.1 – 0.2	Weekly


## IX. RSS

**RSS** (Really Simple Syndication) allows external platforms to automatically receive updates when your website content changes, such as new products or updated pages. In **SEO Audit**, RSS feeds are designed mainly for content distribution and monitoring, not as a direct ranking factor.

### What Is RSS Used For?

RSS feeds are commonly used for:

- Content aggregation platforms
- Price comparison websites
- Monitoring new or updated products
- News readers and automation tools

 **Tip:** *RSS helps spread your content faster, but it does not directly improve search rankings.*


To activate RSS:

- Set **Enable RSS feed** to Yes
- Save your settings

Once enabled, RSS feeds are generated automatically for your store.

### Pages to Include in RSS

You can choose which types of content appear in the RSS feed: product categories, CMS categories, all products, new products, special products, popular products.

 **Tip:** *RSS feeds are most effective when they highlight new or updated content.*

### **Content Before & After Each Item**

**SEO Audit** allows you to insert custom content: before each item and after each item. This can be used to:

- Add a short introduction
- Add branding or legal notices
- Append tracking or reference text

### **RSS Links by Language**

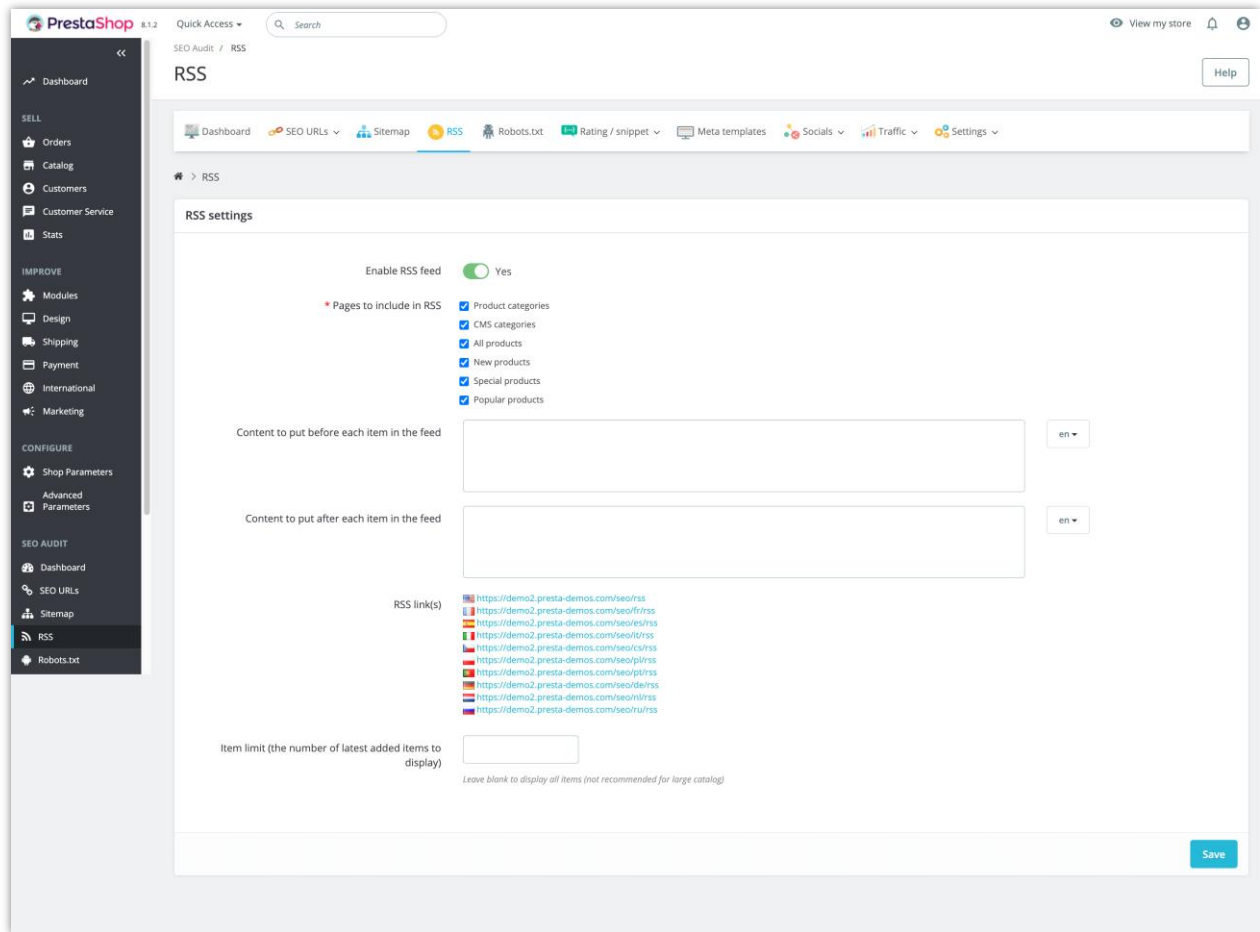
**SEO Audit** automatically generates RSS feeds for each active language. Each feed URL contains only content in the corresponding language and helps external platforms consume localized content correctly.

### **Item Limit (Latest Items)**

You can define how many items appear in the RSS feed. Leave blank to include all items. Not recommended for large catalogs.

Recommended values:

- Small store: 20–50 items
- Medium store: 20–30 items
- Large store: 10–20 items



## X. ROBOTS.TXT

The **robots.txt** file tells search engines which parts of your website are allowed or disallowed for crawling. In **SEO Audit**, you can view, edit and regenerate the robots.txt file directly from the back office, without accessing server files manually.


**⚠ Important requirement:** *Your robots.txt file must be located in the root directory of your website, for example: <https://example.com/robots.txt>. A robots.txt file placed in any other location will be ignored by search engines.*

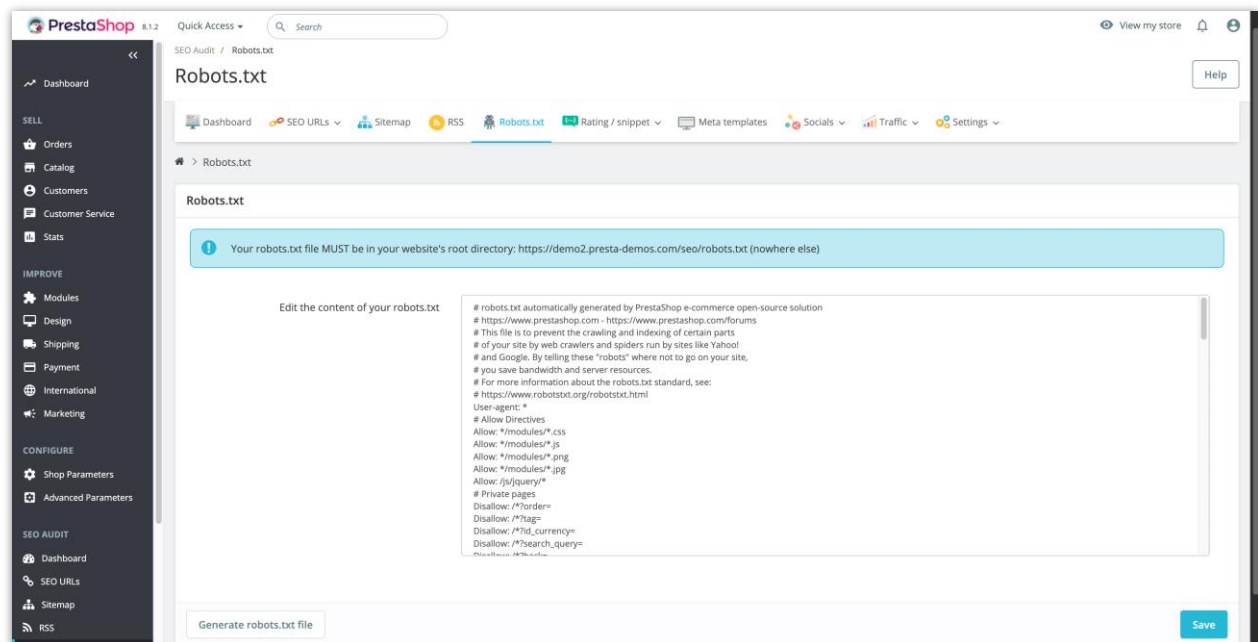
**SEO Audit** ensures the robots.txt file is generated and updated in the correct location.

## What Robots.txt Is (and Is Not)

Robots.txt:

- Controls crawling behavior
- Helps prevent search engines from wasting crawl budget
- Does NOT remove pages from search results
- Does NOT replace “No index” meta tags

 **Tip:** To prevent a page from appearing in search results, use No index, not robots.txt.



## Editing Robots.txt in SEO Audit

In **SEO Audit > Robots.txt**, you can:

- View the current robots.txt content
- Edit rules manually
- Regenerate the file using PrestaShop’s default structure

The editor allows full control, so changes should be made carefully.

By default, PrestaShop and **SEO Audit**:


- Allow crawling of important resources (CSS, JS, images)
- Block crawling of non-SEO pages such as order pages, search result pages, filter and parameter URLs, internal system URLs.

These defaults are safe and SEO-friendly for most stores. If you are not experienced with robots.txt, keep the default configuration.

## XI. RATING / SNIPPET

The **Rating / Snippet** section helps you enhance how your pages appear in search engine results by using structured data (schema). These features can improve:

- Visibility in search results
- Click-through rate (CTR)
- Search result presentation (rich snippets)

 **Important note:** *Structured data helps search engines understand your pages, but it does not guarantee rich results.*

### 1. Ratings

---

Ratings allow search engines to display star ratings in search results when supported. **SEO Audit** supports **Forced Ratings**, which let you manually specify rating values for different page types.

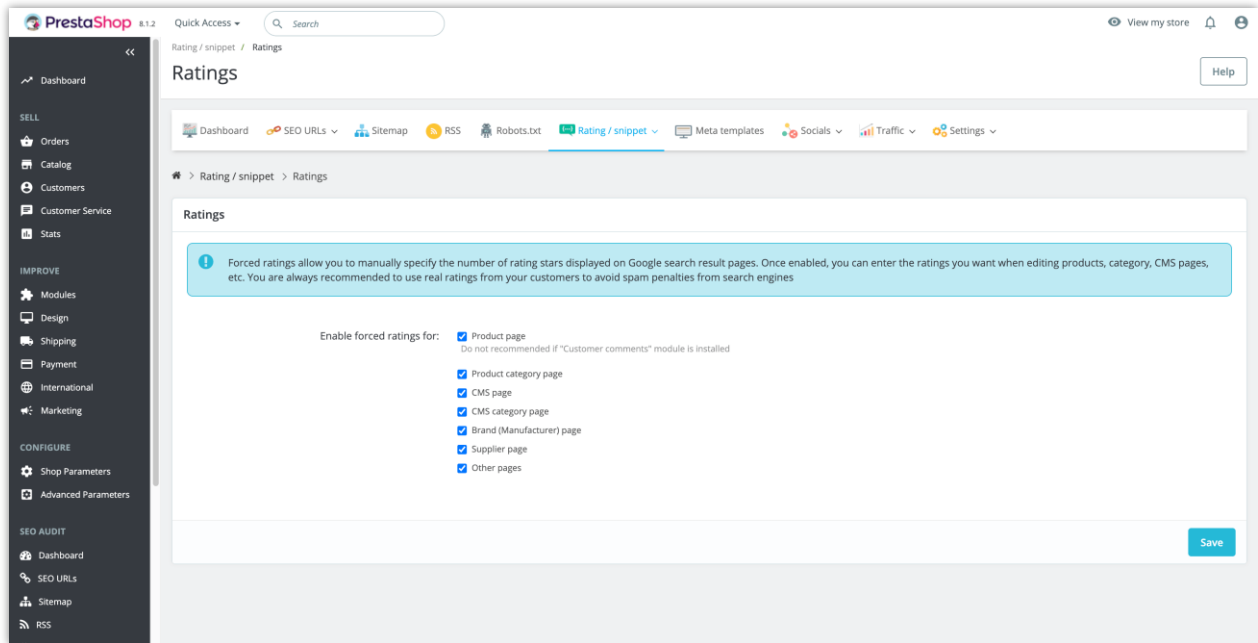
Forced ratings allow you to:

- Manually define the rating value
- Control the number of stars displayed in search results



- Apply ratings to product pages, product category pages, CMS pages, CMS category pages, brand pages, supplier pages, and other pages.

Once enabled, rating fields become available when editing pages.



**⚠ Important note:** *We strongly recommend:*

- *Using real customer reviews generated by product review modules*
- *Avoiding fake or misleading ratings*
- *Applying forced ratings only when no review system is available*

*Search engines may penalize websites that display misleading rating data.*

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

The 4-Hour Chef: The Simple Path to Cooking Like a Pro, Learning Anything, and Living the Good Life is the third book by Tim Ferriss, published on November ...

**Published:** 2012 (New Harvest) **Author:** Tim Ferriss

### The 4-Hour Chef: The Simple Path to Cooking Like a Pro ... - Goodreads

<https://www.goodreads.com/book/show/13129810-the-4-hour-chef> ▼

★★★★★ Rating: 4 - 8,636 votes

The **4-Hour Chef** has 8636 ratings and 407 reviews. Audrey said: What's up with this guy? I'm the type of person who loves information, loves an arcane ti...

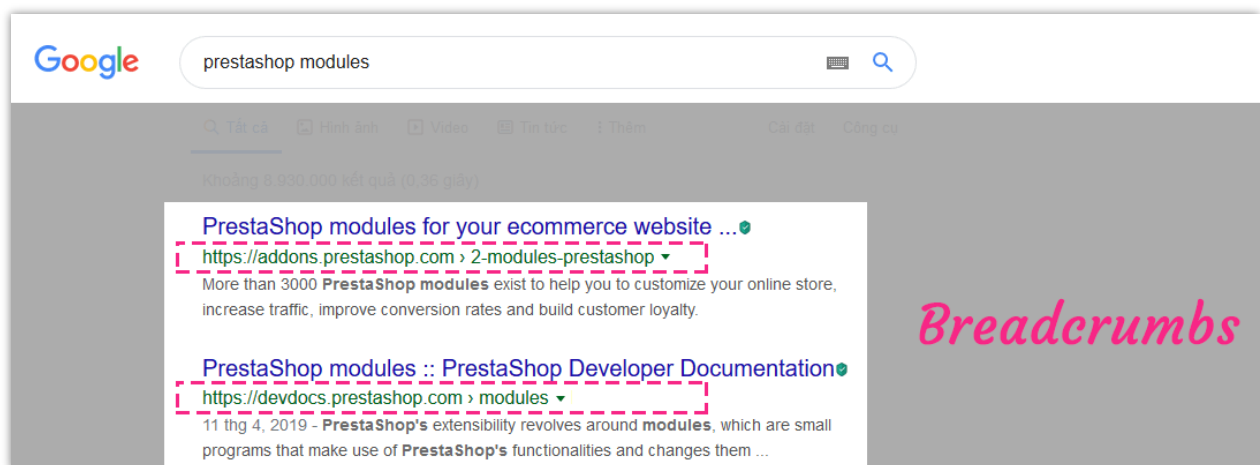
### Overview – The 4-Hour Chef | The Blog of Author Tim Ferriss

<https://tim.blog/overview-the-4-hour-chef/> ▼

## 2. Breadcrumbs

Breadcrumbs help users and search engines understand the structure of your website.

**SEO Audit** adds breadcrumb structured data, which may appear in search results instead of long URLs.



Breadcrumbs:

- Improve user navigation

- Clarify page hierarchy
- Help search engines categorize pages
- Enhance search result appearance

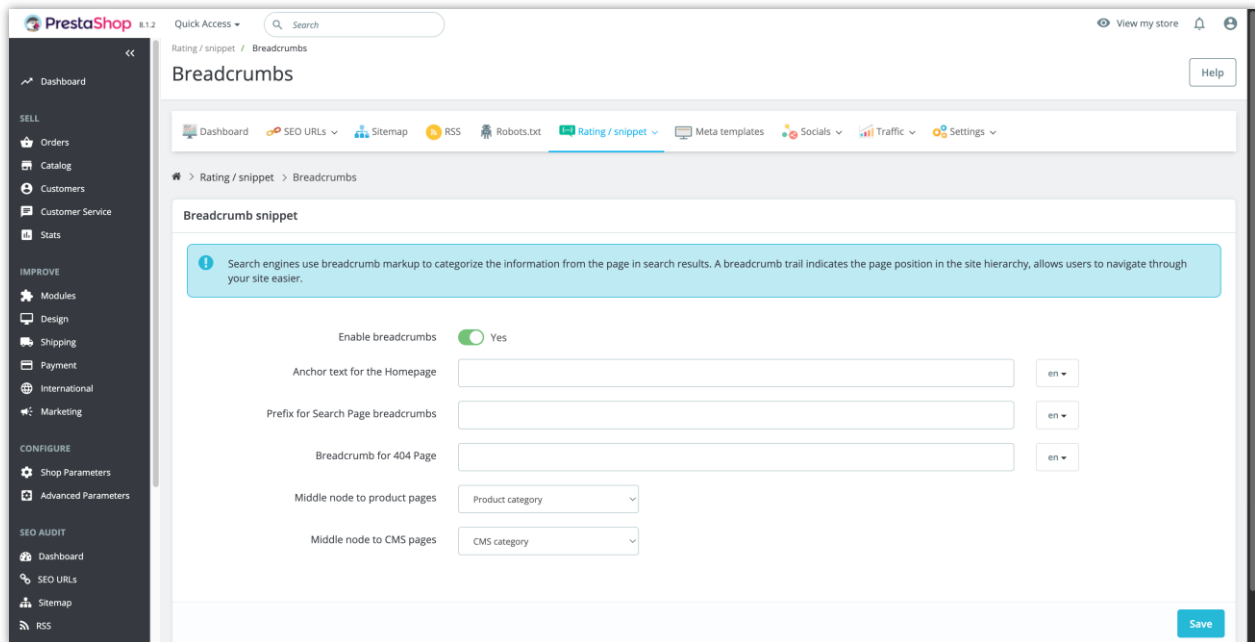
To enable breadcrumbs, go to: **Rating / Snippet > Breadcrumbs**. Set **Enable breadcrumbs** to Yes to activate breadcrumb structured data.

### **Breadcrumb Configuration Options**

- Anchor text for the Homepage: Defines the label for the homepage breadcrumb.  
Example: *Home*
- Prefix for Search Page Breadcrumbs: Adds a prefix for search result pages, useful for clarity in navigation and indexing.
- Breadcrumb for 404 Page: Defines breadcrumb text for 404 pages. Optional but recommended for better UX.
- Middle node configuration: You can define how breadcrumbs are structured. This creates a logical hierarchy:

*Home > Category > Product*

*Home > CMS Category > CMS Page*



### 3. Authority

---

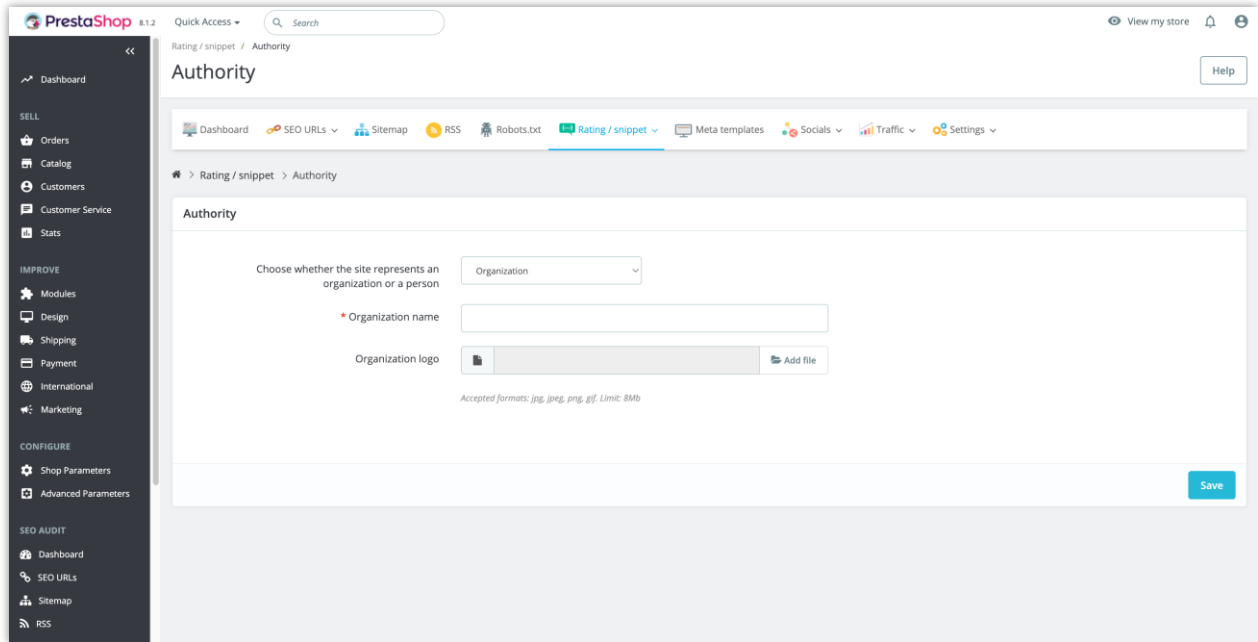
The **Authority** section defines who or what represents your website in structured data. This information helps search engines understand:

- Brand identity
- Website ownership
- Trust signals

You can choose whether your website represents an organization or a person. Select the option that best reflects your website.

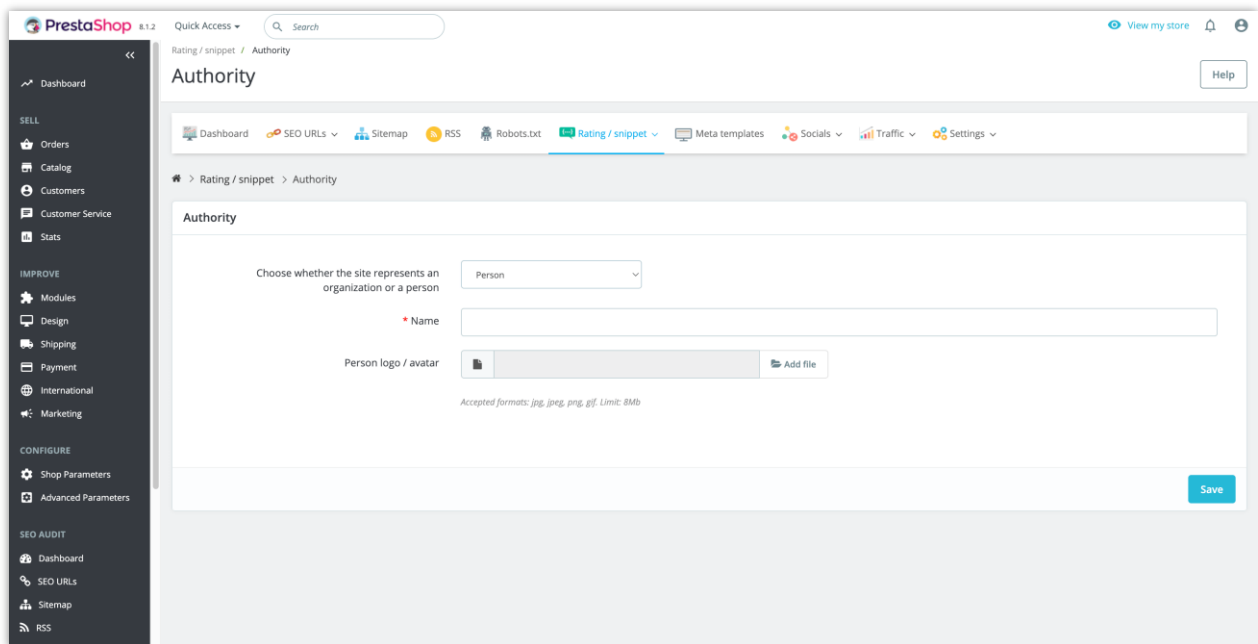
#### **Organization Authority**

If your website represents a business or brand, choose **Organization**. The logo may be used by search engines in rich results when applicable.



## Person Authority

If your website represents an individual, choose **Person**. This is suitable for personal brands, individual consultants and bloggers.



## XII. META TEMPLATE

The **Meta Templates** section allows you to automatically generate meta titles, meta descriptions and image alt content for different types of pages across your store. This feature is especially useful when:

- You have a large catalog
- Many pages are missing meta data
- You want a consistent SEO structure across the site

**⚠ Important note:** *Meta templates are a fallback mechanism. If a page already has custom SEO content, that content should always be preferred.*

### How Meta Templates Work

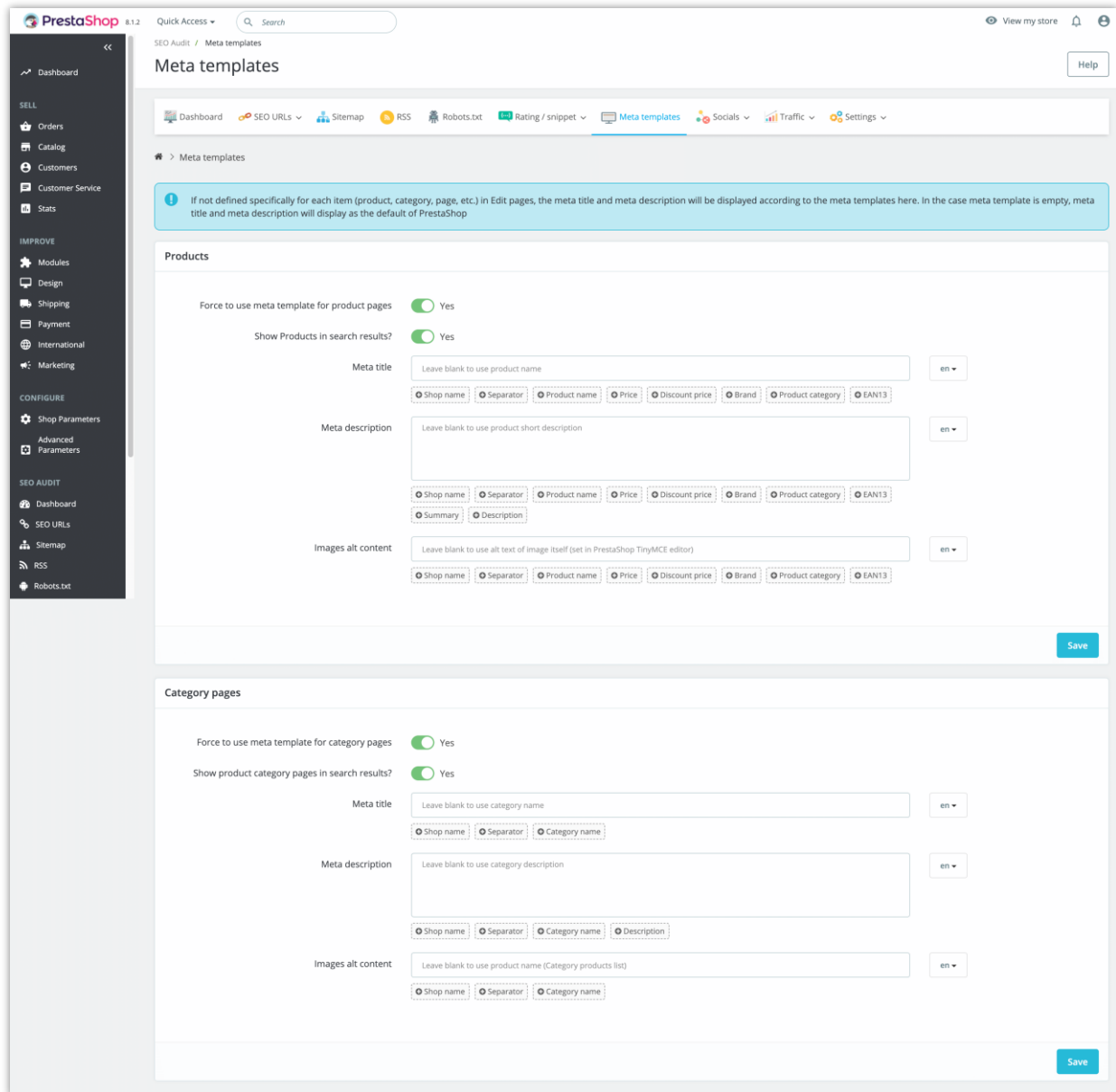
Meta templates use variables (placeholders) such as product name, category, brand, price, etc., then automatically generate meta content for pages that do not have custom SEO data. It can be applied separately for each page type.

Example: *Product name + Separator + Category*

The final output will be generated dynamically for each page.

Before enabling meta templates:

- Define a clear structure for each page type
- Avoid keyword stuffing
- Keep titles under the recommended length
- Write descriptions that sound natural to users



## 1. Product Pages

**Force to use the meta template for product pages:** When enabled, meta templates will be applied to product pages. If disabled, only manually entered meta data will be used.

**Show Products in search results:** Controls whether product pages are indexable. If enabled, products will appear in search results.

**Meta title (Products):** Use a clear and descriptive structure, for example: *Product name + Separator + Product category*.

**Meta description (Products):** Meta descriptions should summarize the product clearly, encourage clicks and stay within the recommended length. Recommended structure: *Product name + short product summary + brand or category.*

**Image Alt Content (Products):** Alt text helps image SEO, improves accessibility and Google Image search visibility. Recommended structure: *Product name + Category.*

## 2. Category Pages

Category pages help search engines understand your catalog structure.

**Force to use meta template for category pages:** Enable this if category pages lack SEO data.

**Show product category pages in search results:** Keep enabled for SEO visibility.

**Meta title (Categories):** Recommended structure: *Category name + Separator + Shop name.*

**Meta description (Categories):** Use: *Category name + short description* of products in this category.

**Image Alt content (Categories):** Recommended: *Category name + products.*

## 3. CMS Pages

**Force to use meta template for CMS pages:** Enable this if CMS pages are not fully optimized.

**Show CMS pages in search results:** Recommended to keep enabled for most CMS pages.

**Meta title (CMS):** Recommended structure: *Page title + Separator + Shop name.*

**Meta description (CMS):** Use: *Page title + brief summary of page content.*



#### 4. CMS Category Pages

CMS categories help structure informational content.

**Force to use meta template for CMS category pages:** Enable if CMS categories are missing SEO data.

**Meta title (CMS Category):** Recommended: *CMS category name + Separator + Shop name.*

**Meta description (CMS Category):** Use: *CMS category name + short overview of the category.*

#### 5. Brand (Manufacturer) Pages

**Force to use meta template for brand pages:** Enable if brand pages lack SEO data.

**Meta title (Brand Pages):** Recommended: *Brand name + products + Shop name.*

**Meta description (Brand Pages):** Use: *Brand name + description of products offered.*

**Image Alt content (Brand Pages):** Recommended: *Brand name + logo.*

#### 6. Supplier Pages

Supplier pages are often less important for SEO.

**Force to use meta template for supplier pages:** Enable only if supplier pages are relevant for your SEO strategy.

**Show supplier pages in search results:** Optional. Many stores choose to disable this.

**Meta title & description (Suppliers):** Keep simple and informative: *Supplier name + products.*

## XIII. SOCIALS

The **Social** section helps you control how your website and its pages appear when shared on social networks such as Facebook, X (Twitter) and Pinterest.

Correct social metadata improves:

- Click-through rate (CTR) from social platforms
- Visual consistency when links are shared
- Brand recognition

### 1. Social profiles

---


This section allows you to declare your official social media profiles for your organization.

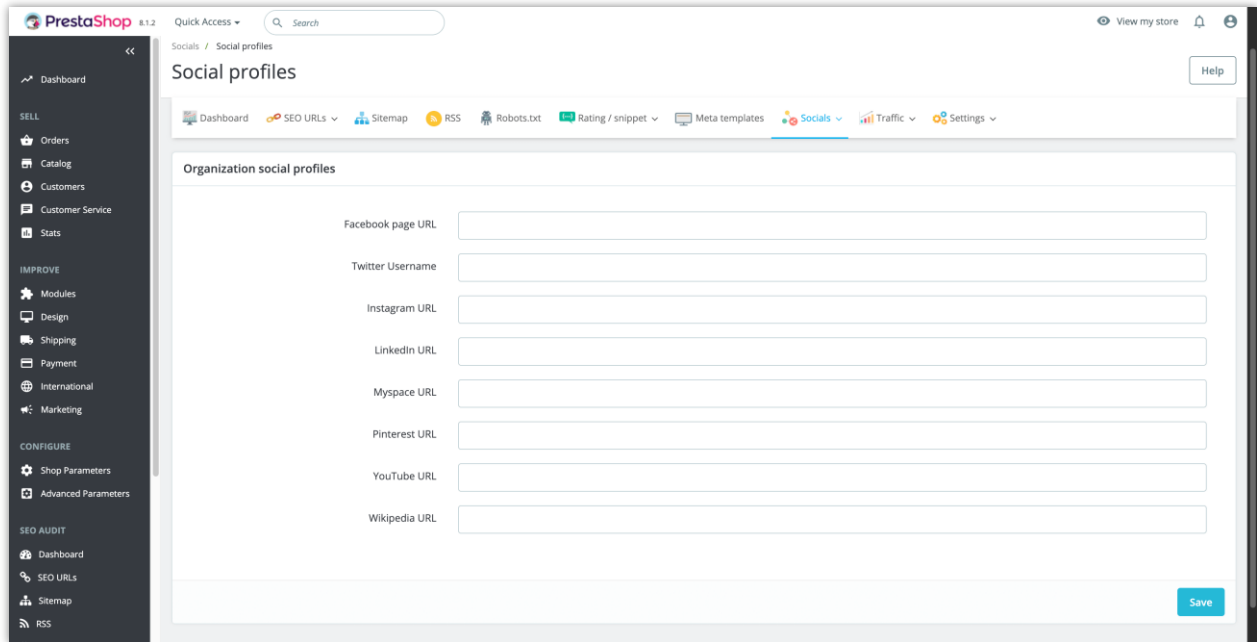
Search engines use this information to:

- Understand your brand identity
- Associate your website with official social accounts
- Improve brand trust signals

Recommended configuration:

- Fill in only real and active profiles
- Do not add a placeholder or personal accounts
- Use full URLs where required

 **Tip:** *Even if you don't actively use all platforms, adding your main social channels (Facebook, Instagram, LinkedIn) is recommended.*



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

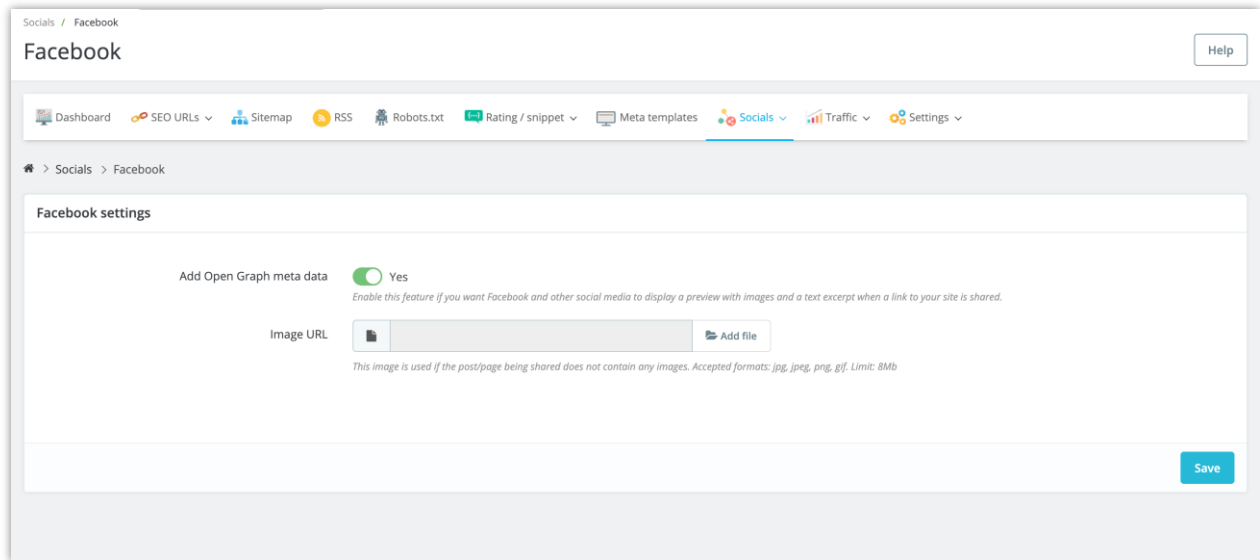
---

Facebook uses Open Graph (OG) metadata to generate link previews when your pages are shared. When enabled, Facebook can display page title, description and image preview.

**Add Open Graph meta data:** Enable this option to activate Facebook previews.

**Default image:** Used when a shared page does not have its own image. Recommended size: 1200 × 630 px. Accepted formats: JPG, PNG

 **Note:** *Open Graph metadata is also reused by Pinterest.*

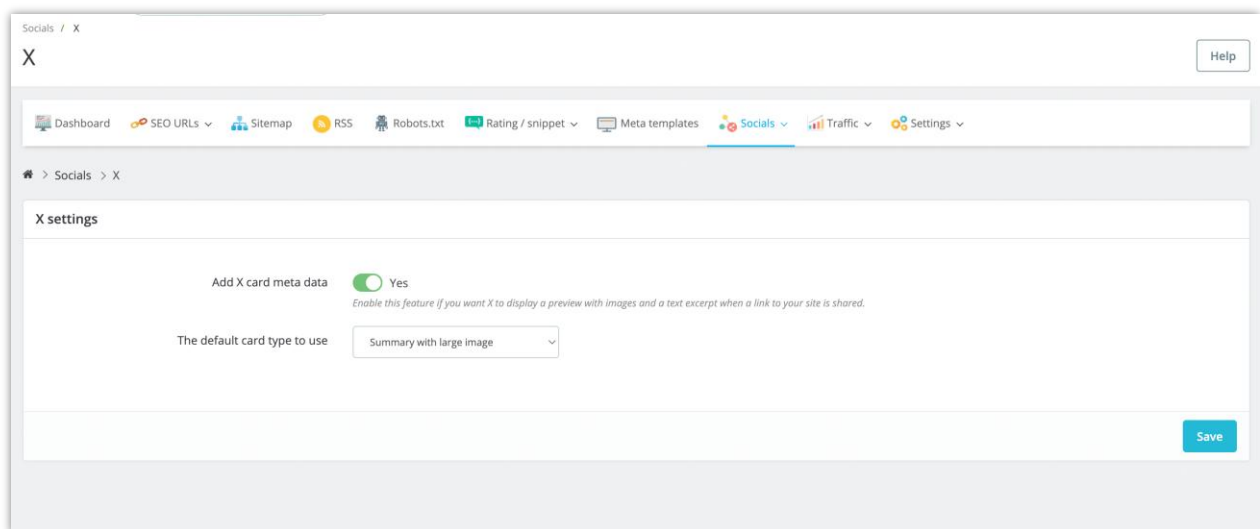


X (formerly Twitter) uses X Card metadata to display rich previews.

**Add X card meta data:** Enables rich previews when links are shared on X.

**Default card type:** Summary with large image (recommended). Displays a large image with title and description.

**Tip:** X cards use the same title and description defined in your SEO settings or meta templates.

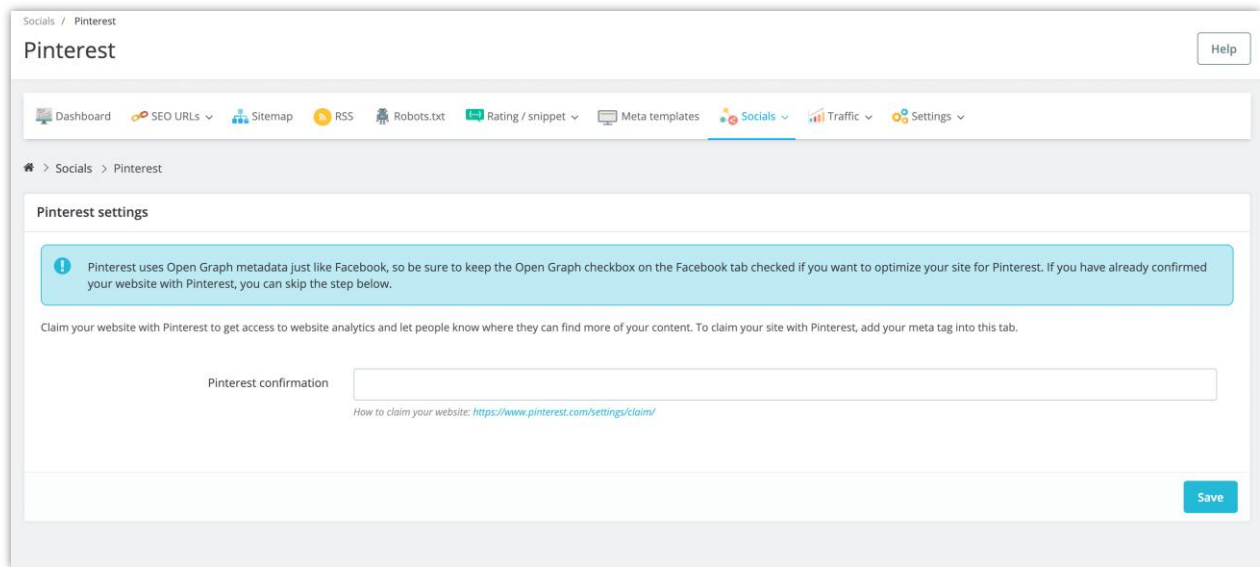


Pinterest also relies on Open Graph metadata, similar to Facebook.

**Pinterest confirmation:** Used to verify website ownership in Pinterest Business. Paste the meta tag provided by Pinterest here.

**⚠ Important notes:** *If Open Graph is enabled for Facebook, no extra image setup is required. Pinterest will automatically use OG title, description, and image.*

🔗 How to claim your website: <https://www.pinterest.com/settings/claim/>



## XIV. TRAFFIC

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.

Dashboard | SEO URLs | Sitemap | RSS | Robots.txt | Rating / snippet | Meta templates | Socials | Traffic | Settings

Traffic > Search Engines

SEARCH ENGINES 38

ID	Server	GET variable	
--	<input type="text"/>	<input type="text"/>	<input type="text" value="Search"/>
<input type="checkbox"/> 1	google	q	<input type="text" value="Edit"/>
<input type="checkbox"/> 2	aol	q	<input type="text" value="Edit"/>
<input type="checkbox"/> 3	yandex	text	<input type="text" value="Edit"/>
<input type="checkbox"/> 4	ask.com	q	<input type="text" value="Edit"/>
<input type="checkbox"/> 5	nhl.com	q	<input type="text" value="Edit"/>
<input type="checkbox"/> 6	yahoo	p	<input type="text" value="Edit"/>
<input type="checkbox"/> 7	baidu	wd	<input type="text" value="Edit"/>
<input type="checkbox"/> 8	lycos	query	<input type="text" value="Edit"/>
<input type="checkbox"/> 9	exalead	q	<input type="text" value="Edit"/>
<input type="checkbox"/> 10	search.live	q	<input type="text" value="Edit"/>
<input type="checkbox"/> 11	voila	rdata	<input type="text" value="Edit"/>
<input type="checkbox"/> 12	altavista	q	<input type="text" value="Edit"/>
<input type="checkbox"/> 13	bing	q	<input type="text" value="Edit"/>

## XV. SETTINGS

The **Settings** section contains global configurations that affect how **SEO Audit** works across your entire store. These settings are usually configured once during initial setup, and only revisited when:

- You migrate your store
- You change server or hosting
- You want to automate SEO workflows
- You want to use AI-assisted content generation

## 1. General settings

---


This section contains global SEO-related options and webmaster verification tools.

### Webmaster Tools Verification

**SEO Audit** allows you to verify your website with major search engines by adding verification meta tags automatically.

How it works:

- Paste the verification code provided by the search engine
- **SEO Audit** automatically inserts the required meta tag into your homepage
- No manual theme editing is required

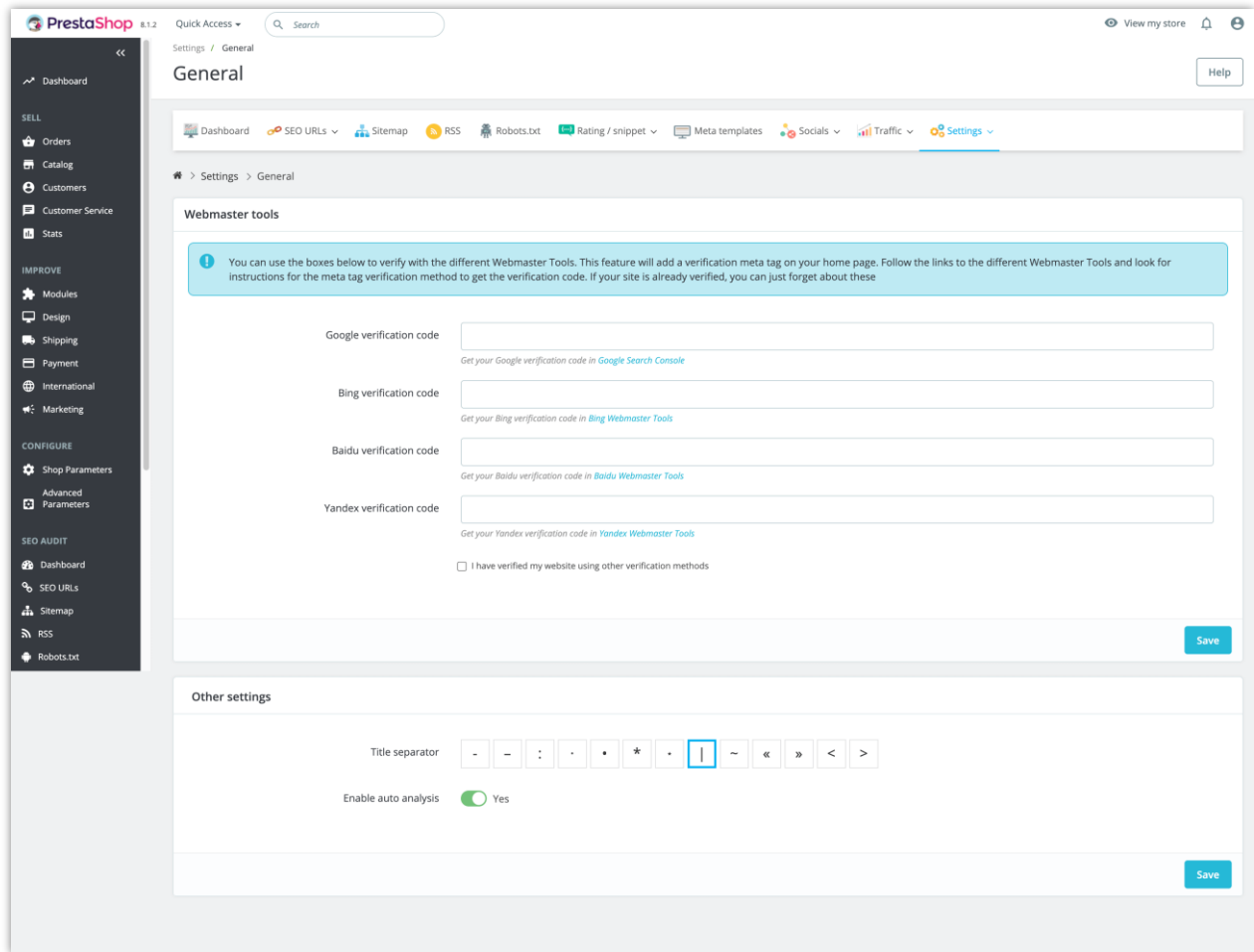
 **Note:** *If your site is already verified using another method (DNS, HTML file, etc.), you can safely skip this step.*

### Other Settings

**Title separator:** Defines the symbol used between parts of your meta title. Example:

*Product Name | Brand Name*

**Enable auto analysis:** When enabled, **SEO Audit** automatically recalculates SEO & Readability scores after content changes.



## 2. Backup

---

The Backup section allows you to export and import **SEO Audit** settings safely.

### Export

You can export SEO settings into an XML file, including:

- Global SEO settings
- URL redirects
- SEO settings for pages



**Tip:** You can limit how many products are processed per export to avoid server timeouts on large catalogs.

## Import

Upload a previously exported XML file, then select which shop and settings to restore. **SEO Audit** will apply the selected settings automatically.

**Warning:** Do not use exported data to restore settings on a completely different store unless you fully understand the consequences. Existing SEO data may be overwritten.

The screenshot shows the PrestaShop 8.1.2 interface for the 'Backup' settings. A prominent warning message at the top reads: "Do not use exported data to restore at another store. Your data might be overridden". The interface is split into two main columns: 'Export' and 'Import'.  
**Export Section:**  
- A blue button prompts: "Export SEO settings to XML file that can be restored via 'IMPORT' panel."  
- 'Shop(s) to export': A dropdown menu with 'p1787' selected.  
- 'SEO settings to export': A list of checkboxes under 'General' and 'Pages (including keyphrases, advanced settings such as meta robots, canonical URL, etc. and social settings)'.  
- A text input field for "Number of products per one process time. The maximum is 10000. Default is 250".  
- An "Export data" button.  
**Import Section:**  
- A blue button prompts: "Restore a backup of SEO settings."  
- "Choose File" button with "No file chosen" text.  
- 'Shop(s) to import': A dropdown menu with 'p1787' selected.  
- 'SEO settings to import': A list of checkboxes under 'General' and 'Pages (including keyphrases, advanced settings such as meta robots, canonical URL, etc. and social settings)'.  
- An "Import data" button.

## 3. ChatGPT

The **ChatGPT** section allows you to integrate AI-powered content generation directly into **SEO Audit**. This feature helps you:


- Generate SEO-friendly meta titles
- Generate meta descriptions
- Create product descriptions
- Write CMS page content
- Speed up SEO optimization workflows

### **ChatGPT Integration**

Enable ChatGPT: Turns AI features on or off globally

ChatGPT Model: Select the AI model used for content generation

API Key: Enter your OpenAI API key. Required for ChatGPT features to work


 **Security note:** *Keep your API key private and do not share it publicly.*

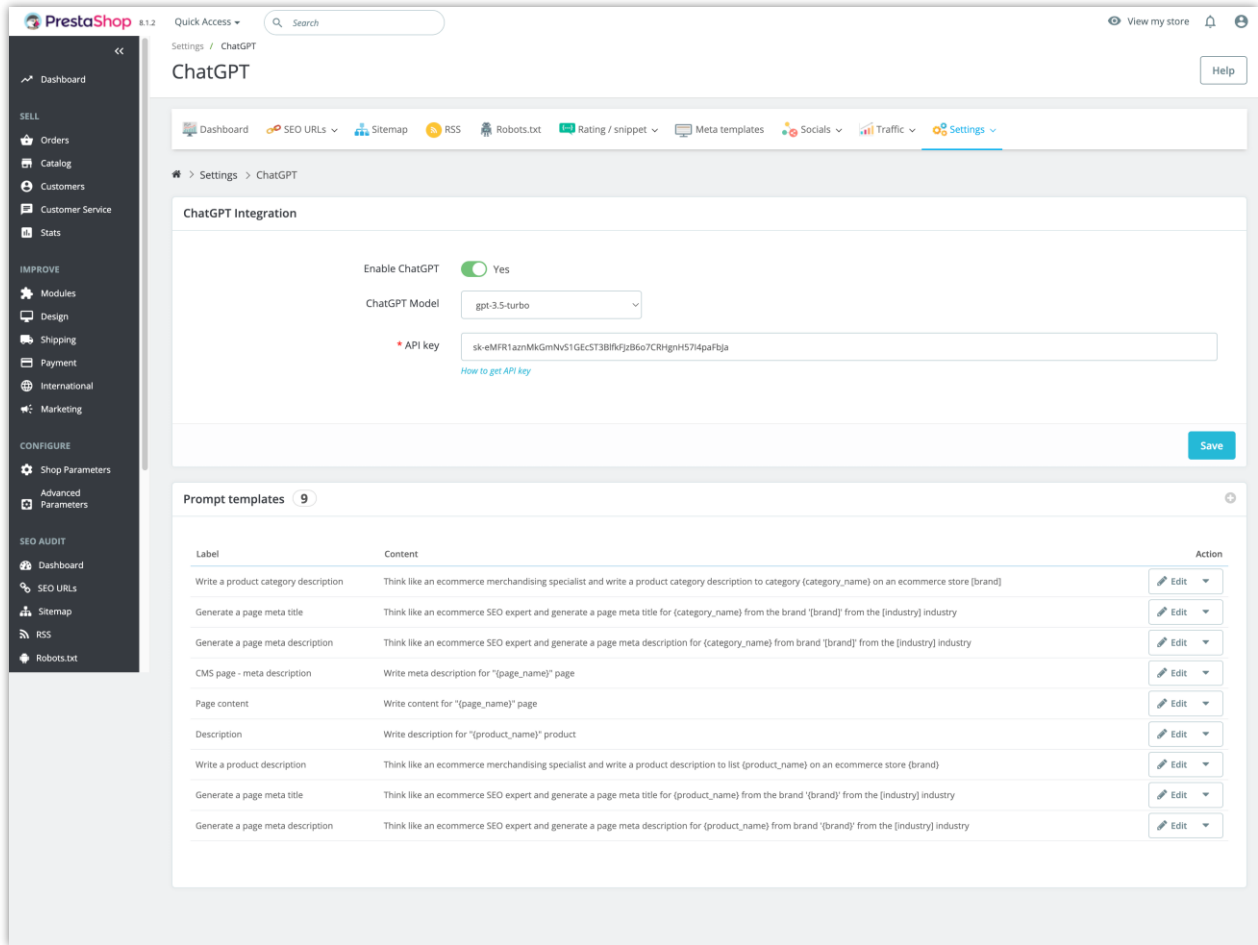
### **Prompt Templates**

**SEO Audit** provides editable prompt templates for different use cases, such as product descriptions, category descriptions, meta titles, etc.

You can:

- Add new prompts
- Edit existing prompts
- Customize tone and structure
- Adapt prompts to your brand voice

 **Tip:** *Well-written prompts produce significantly better content. Spend some time optimizing them for your business.*



## XVI. 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.