



USER GUIDE

# Search Engine Optimization

# SEO



# BELVG

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## 1. Introduction to SEO (Search Engine Optimization)

Optimize your website and drive it to top ranking positions with the help of the **Prestashop SEO (Search Engine Optimization)** module. The module's features let you easily cope with the must-have SEO elements, so you will not waste your time for optimization routine.

### Key features:

- Manage SEO elements either for a specific page or for all pages in selected categories;
- Automatically generate page Meta data;
- Easily control redirects and broken links;
- HTML/XML site-map generator for product list;
- Fast access to Google Analytics configuration;
- Google conversions tracking;
- Helps Google serve the correct language or regional URL.

### Overall Information

The **SEO module** is a simple-to-use yet a powerful tool which can help you keep the optimization process under full control.

The module lets you easily generate basic page Meta data either for all pages of your store or just for the list of specific pages or directories.

Module's features also include the possibility to generate XML/HTML site-map. However, unlike the default Prestashop site-map this one will also include the list of products, suppliers, manufacturers etc.

With a few clicks you will be able to set up correct redirects and check for broken links.

## 2. How to Install and Deactivate

### How to Install

1. Set 777 or 0777 on the folders: **'/modules/'**

**Important! Change all permissions back after installation.**

2. Go to **Modules** -> **Add a module from my computer** -> choose the file (.zip) -> upload this module. Choose module in section **Front Office Features** and install it.
3. Go to **Advanced Parameters** -> **Performance** -> click the **Clear Smarty Cache** button

### How to Deactivate

Click the button **Disable** in **Modules** -> **Front Office Features**.

To remove the extension from the server, press **Delete** in **Modules** -> **Front Office Features**.

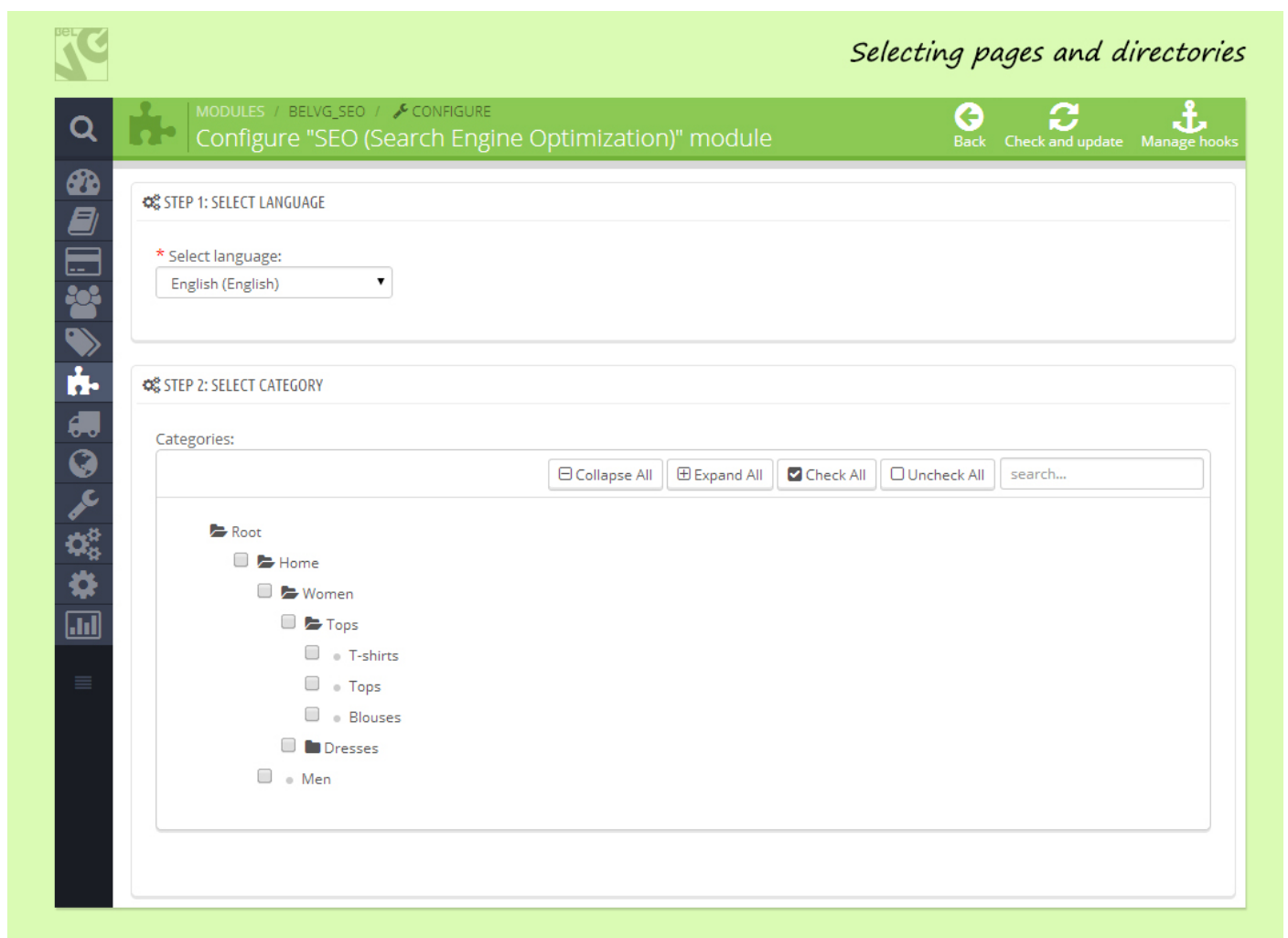


### 3. How to Configure and Use

To start using the module log into the administration panel and go to **Modules – Modules** – select the **SEO** module – click **Configure**.

The module includes several steps of configuration.


- **Step 1:** choose the language;
- **Step 2:** select pages or categories for which you are going to generate Meta data. You can select either just several specific pages or all pages under several categories;



- **Step 3:** on this step you need to fill in the pattern on the basis of which the module will generate page Meta data. The pattern includes the following fields:
  - Product title – this information will be used by the module to generate product page title;

- Product description – enter the pattern which will be used by the module to generate page Meta description;
- Product keywords – the description from this field will be used for generating product Meta keywords;
- Product link rewrite – set up the pattern to generate seo-friendly URLs;
- Product short description – provide a short description of the product.

*Filling in the pattern for Meta data*



MODULES / BELVG\_SEO / CONFIGURE

Configure "SEO (Search Engine Optimization)" module

Back Check and update Manage hooks

**STEP 3: FILL PATTERN**

Product title:  
  
 Example: {product\_name}-Make your shopping with PrestaShop - {manufacturer\_name} {product\_reference}

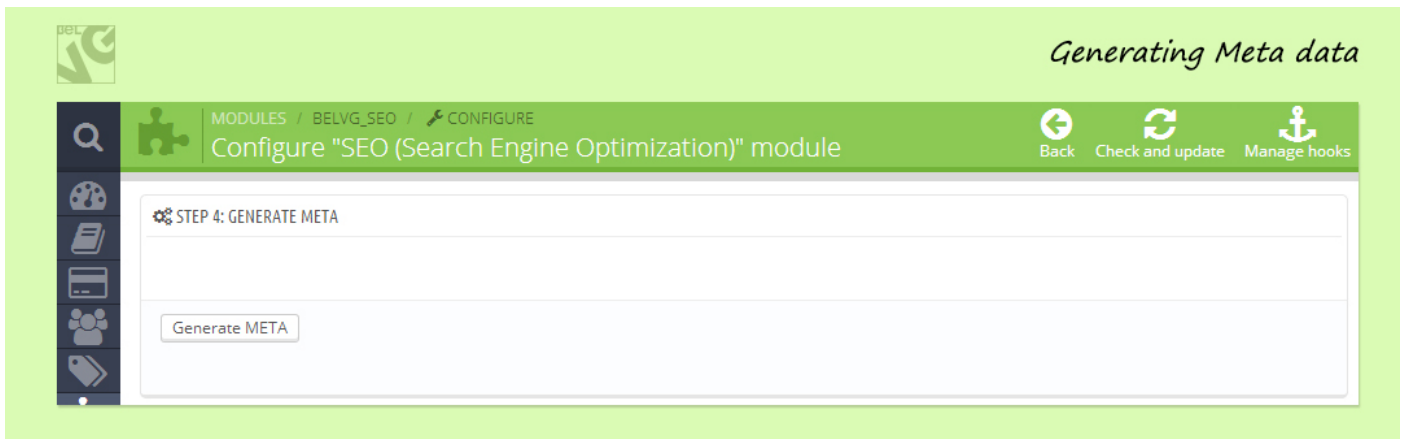
Product description:  
  
 Example: {product\_name}-Make your shopping with PrestaShop - {manufacturer\_name} {product\_reference}

Product keywords:  
  
 Example: {product\_name}-Make your shopping with PrestaShop - {manufacturer\_name} {product\_reference}

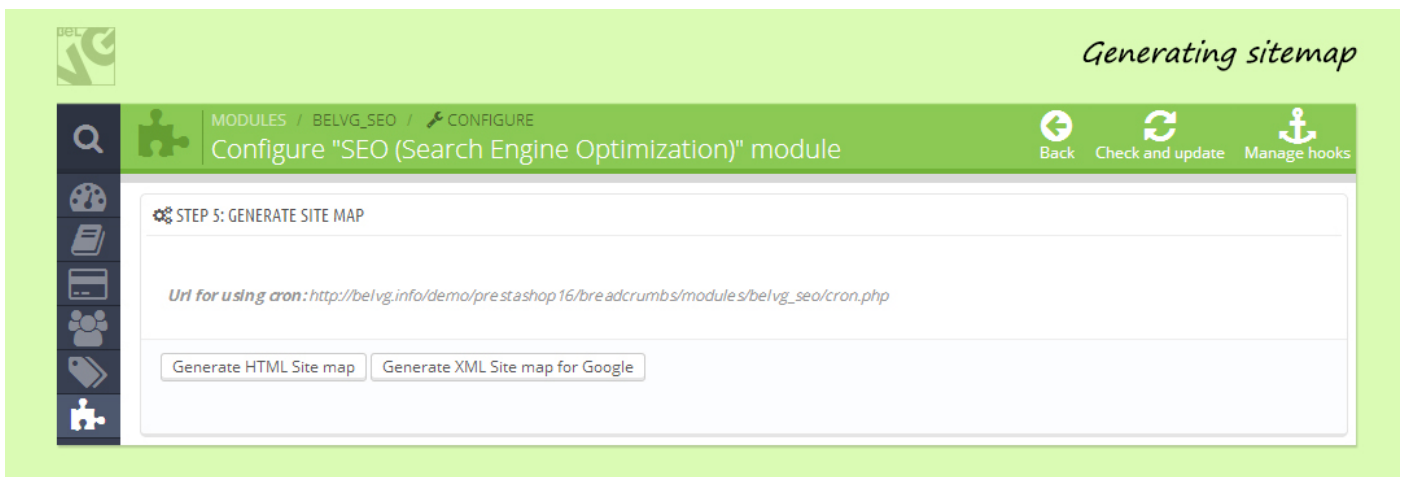
Product link rewrite:  
  
 Example: {product\_name}-Make your shopping with PrestaShop - {manufacturer\_name} {product\_reference}

Product short description:  
  
 Example: {product\_name}-Make your shopping with PrestaShop - {manufacturer\_name} {product\_reference}

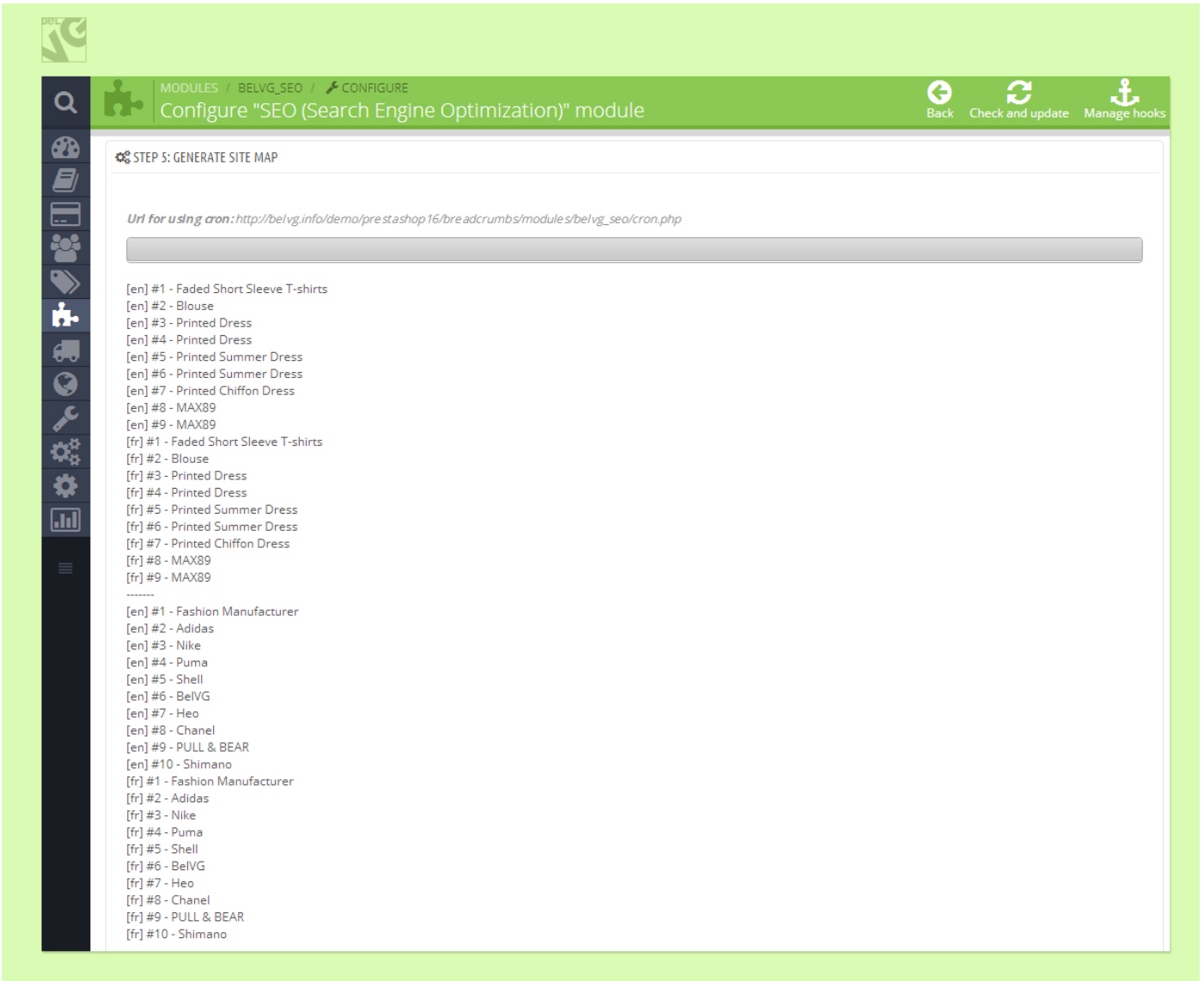
- **Step 4:** click Generate Meta to let the module generate Meta data on the basis of the pattern you created at **Step 3**;



- **Step 5:** this option lets you generate HTML/XML site-map. The HTML site-map will also include the list of products, manufacturers, suppliers and CMS categories;



Site-map generation process:



MODULES / BELVG\_SEO / CONFIGURE

Configure "SEO (Search Engine Optimization)" module

Back Check and update Manage hooks

STEP 5: GENERATE SITE MAP

Url for using cron: [http://belvg.info/demo/prestashop16/breadcrumbs/modules/belvg\\_seo/cron.php](http://belvg.info/demo/prestashop16/breadcrumbs/modules/belvg_seo/cron.php)

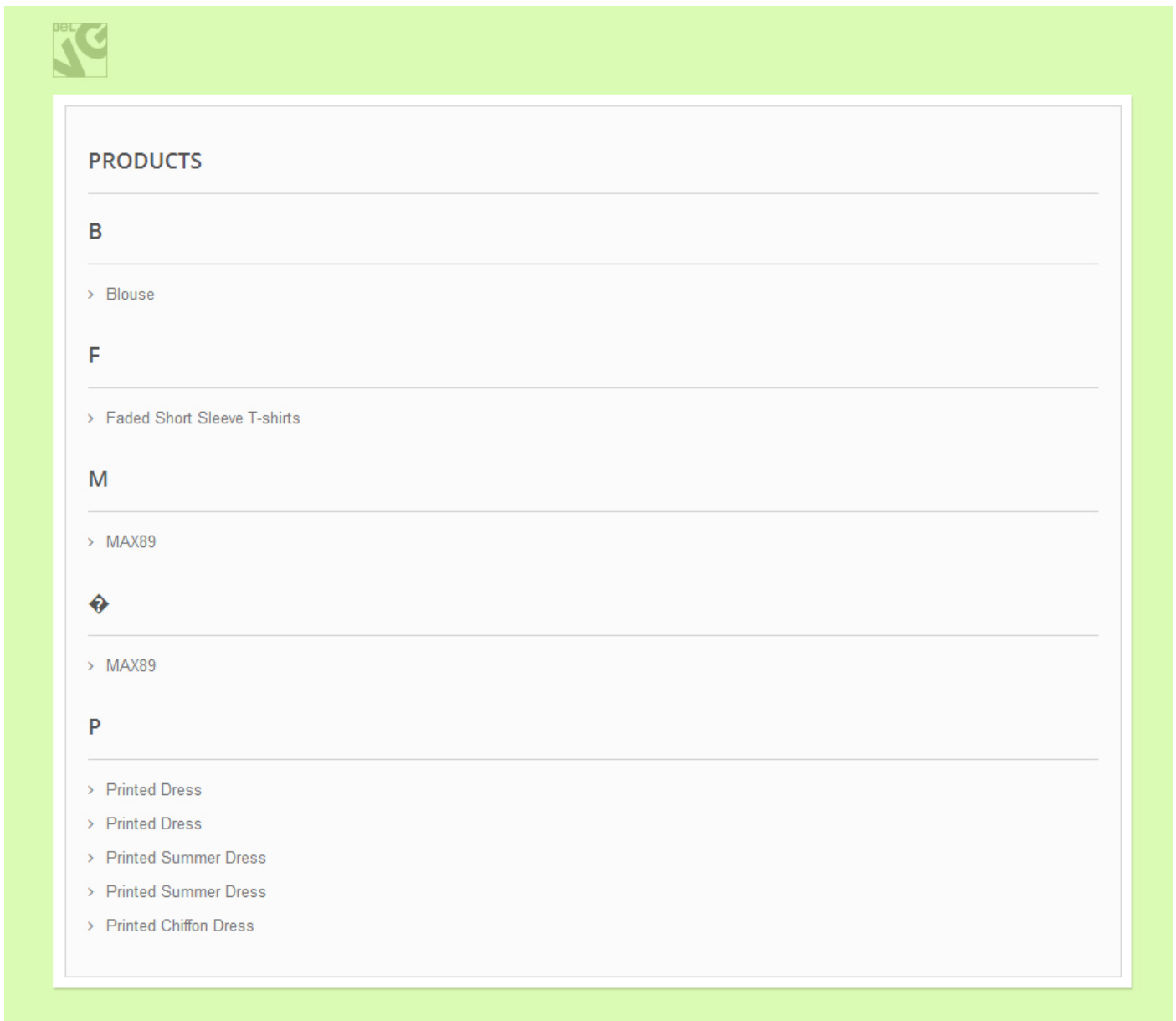
[en] #1 - Faded Short Sleeve T-shirts  
[en] #2 - Blouse  
[en] #3 - Printed Dress  
[en] #4 - Printed Dress  
[en] #5 - Printed Summer Dress  
[en] #6 - Printed Summer Dress  
[en] #7 - Printed Chiffon Dress  
[en] #8 - MAX89  
[en] #9 - MAX89  
[fr] #1 - Faded Short Sleeve T-shirts  
[fr] #2 - Blouse  
[fr] #3 - Printed Dress  
[fr] #4 - Printed Dress  
[fr] #5 - Printed Summer Dress  
[fr] #6 - Printed Summer Dress  
[fr] #7 - Printed Chiffon Dress  
[fr] #8 - MAX89  
[fr] #9 - MAX89  
-----  
[en] #1 - Fashion Manufacturer  
[en] #2 - Adidas  
[en] #3 - Nike  
[en] #4 - Puma  
[en] #5 - Shell  
[en] #6 - BELVG  
[en] #7 - Heo  
[en] #8 - Chanel  
[en] #9 - PULL & BEAR  
[en] #10 - Shimano  
[fr] #1 - Fashion Manufacturer  
[fr] #2 - Adidas  
[fr] #3 - Nike  
[fr] #4 - Puma  
[fr] #5 - Shell  
[fr] #6 - BELVG  
[fr] #7 - Heo  
[fr] #8 - Chanel  
[fr] #9 - PULL & BEAR  
[fr] #10 - Shimano

You can also use cron to make the module generate site-map automatically. Use the following link for cron:

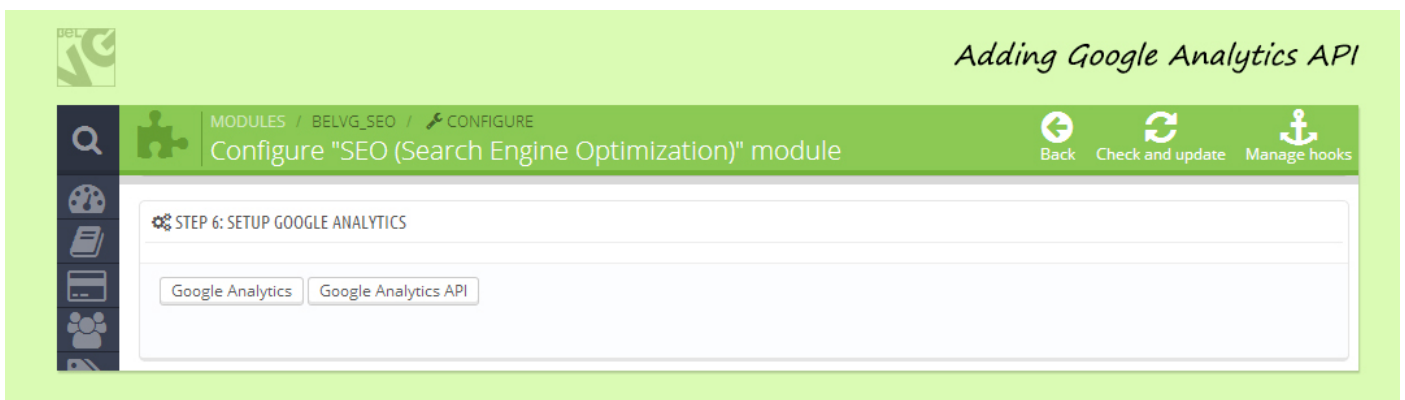
[http://belvg.info/demo/prestashop16/breadcrumbs/modules/belvg\\_seo/cron.php](http://belvg.info/demo/prestashop16/breadcrumbs/modules/belvg_seo/cron.php)

Site-map with the product list on the frontend:

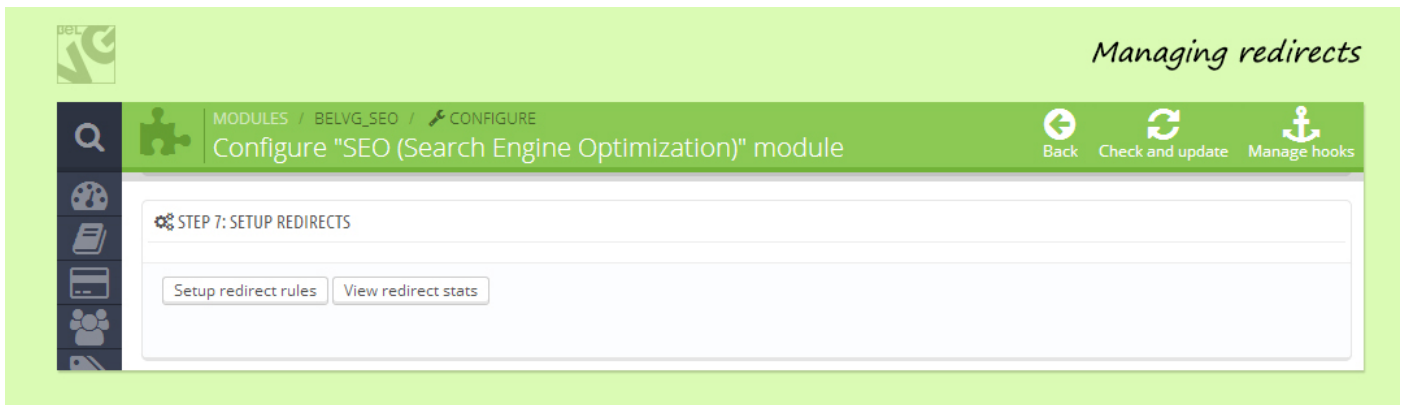




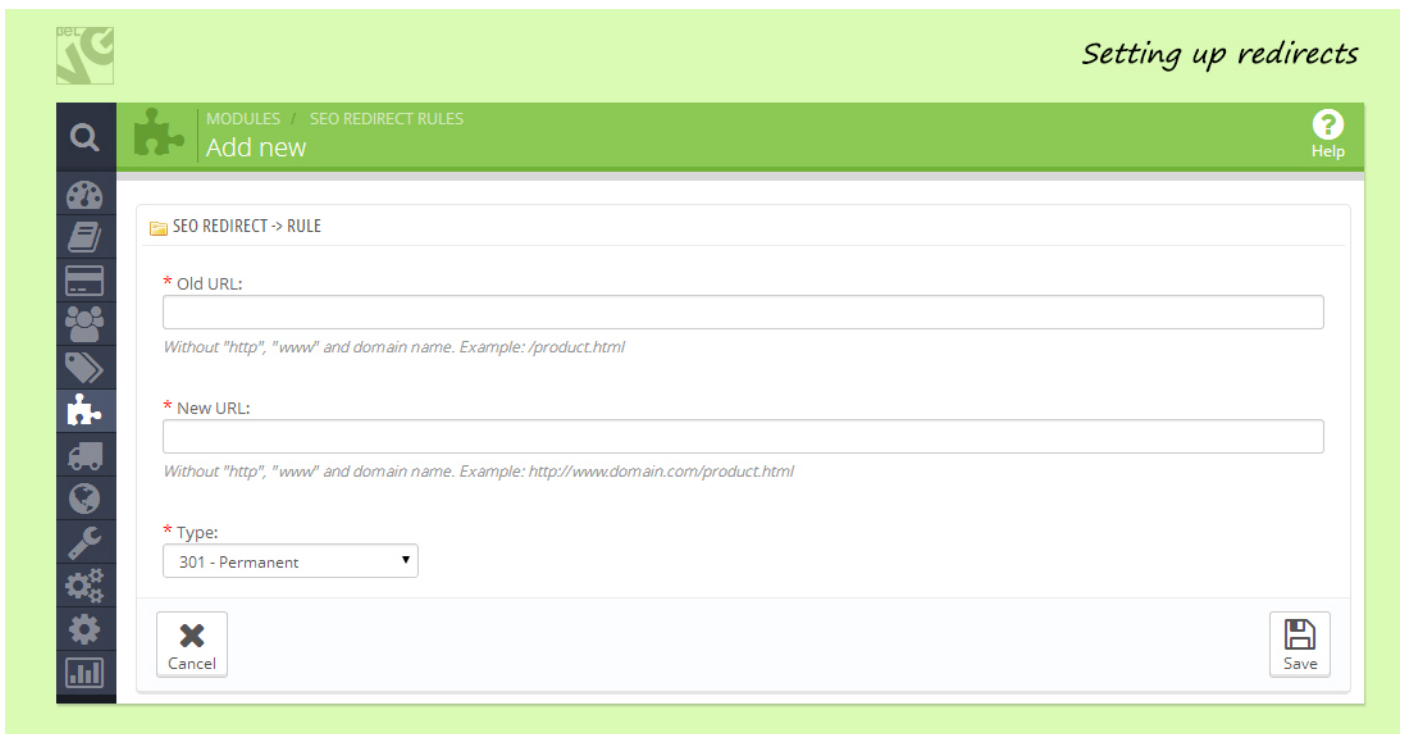
- **Step 6:** this is the default Prestashop option which lets you add Google Analytics API;



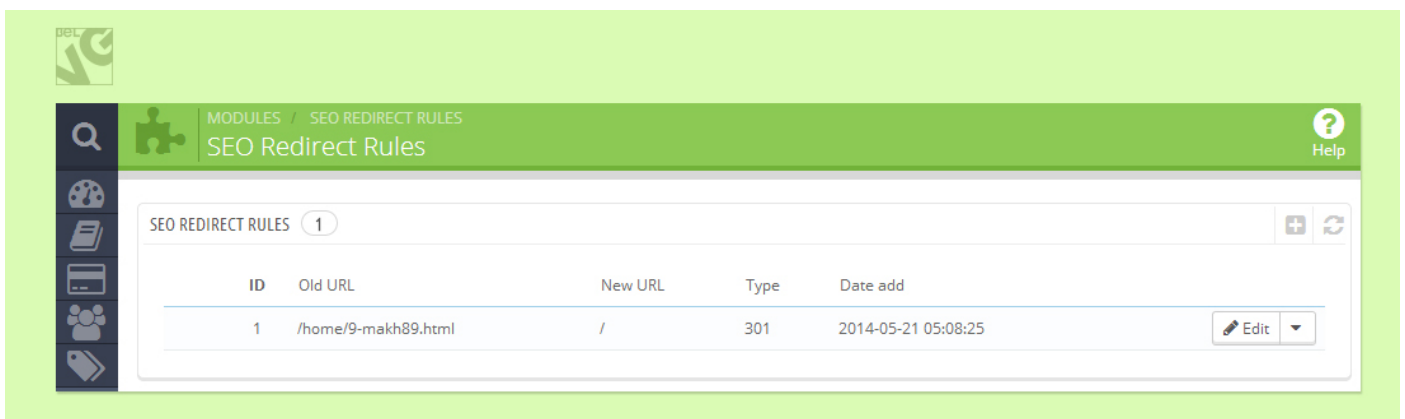
- **Step 7:** this option lets you easily set up page redirects and check for broken links;



Just click *Set Up Redirect Rules* and in the corresponding fields you will need to enter the old and the new URLs and also select the type of redirect.



The list of all your redirects:



To check for broken links click the *View Redirect Stats* and you will see the statistics about existing redirects. The pages marked with red are 404 pages without redirects.

*Stats for redirects*

MODULES / SEO REDIRECT STATS						
SEO Redirect Stats						
ID	Old URL	Is redirected	Redirect Type	New URL	Date add	Counter
1	/demo/prestashop16/breadcrumbs/en/asdasd		0		2014-05-14 08:07:19	1
2	/demo/prestashop16/breadcrumbs/modules/belvg_magicslider/images/f0bb2927a024f304d715607ebcc4d26e.png		0		2014-05-14 11:16:12	3
3	/demo/prestashop16/breadcrumbs/modules/belvg_brands/bg/svg/grad_blue.svg		0		2014-05-16 02:35:17	1
4	/demo/prestashop16/breadcrumbs/modules/belvg_brands/bg/svg/grad_orange.svg		0		2014-05-16 02:35:42	9
14	/demo/prestashop16/breadcrumbs/themes/default-bootstrap/css/autoload/./../img/jquery/uniform/bg-input.png		0		2014-05-16 06:44:36	1
15	/demo/prestashop16/breadcrumbs/1_fr_0_sitemap.xml		0		2014-05-18 11:19:55	1
16	/demo/prestashop16/breadcrumbs/1_en_0_sitemap.xml		0		2014-05-18 11:21:26	1
17	/demo/prestashop16/breadcrumbs/therelsNoWayThat-You-CanBeThere/		0		2014-05-19 01:26:58	2
18	/demo/prestashop16/breadcrumbs/en/therelsNoWayThat-You-CanBeThere		0		2014-05-19 01:27:17	3
19	/demo/prestashop16/breadcrumbs/therelsNoWayThat-You-CanBeThere		0		2014-05-19 01:28:51	2
21	/demo/prestashop16/breadcrumbs/fr/therelsNoWayThat-You-CanBeThere		0		2014-05-19 01:28:58	1
22	/demo/prestashop16/breadcrumbs/opc/therelsNoWayThat-You-CanBeThere		0		2014-05-19 01:29:04	3
25	/demo/prestashop16/breadcrumbs/en/therelsNoWayThat-You-CanBeThere/		0		2014-05-19 01:29:14	3
27	/demo/prestashop16/breadcrumbs/en/home/therelsNoWayThat-You-CanBeThere		0		2014-05-19 01:29:25	1

- **Step 8:** this is also the default Prestashop option which lets you set up your Google Adwords campaign.

*Setting up Adwrods campaign*

MODULES / BELVG_SEO / CONFIGURE	
Configure "SEO (Search Engine Optimization)" module	
<p>STEP 7: SETUP GOOGLE ADWORDS, ETC...</p> <p>Google Conversion Tracking:</p> <p><input type="radio"/> YES <input checked="" type="radio"/> NO</p> <p>Insert Google Code for Sale Conversion Page</p> <p>Add your Google Conversion Tracking ID:</p> <p><input type="text"/></p> <p>You will find this in the e-mail with the JavaScript code sent by Google or directly into Google Adwords Interface. Example: 258925472563874 [google_conversion_id]</p> <p>Add your Google Conversion Tracking Label:</p> <p><input type="text"/></p> <p>You will find this in the e-mail with the JavaScript code sent by Google or directly into the Google Adwords Interface. Example: ghtrertyh8523bger79t&amp;klr [google_conversion_label]</p>	

- **Use language annotations:** this option adds additional language tag to help Google easier target your page to specific language and regions;



### *Enabling language annotations*

Use language annotations:

Help Google serve the correct language or regional URL: rel="alternate" hreflang="x"; More info: <https://support.google.com/webmasters/answer/189077?hl=en>

When all the steps are ready just click Save button to apply the changes.

By default the module also creates **Google Rich Breadcrumbs**, so your pages will be provided on Google search results with breadcrumbs.



### *Breadcrumbs on Google search results*

#### Preview

**MAX89-Make your shopping with PrestaShop - Women max89\_en**

belvg.info › [Home](#) › [Men](#)

\$5.00 - In stock

The excerpt from the page will show up here. The reason we can't show text from your webpage is because the text depends on the query the user types.









Do you have questions about extension configurations?

[Contact us](#) and we will help you in a moment.



**Our Office:** *M.Bogdanovicha 130, Minsk, Belarus*

We look forward to your feedback. Comments, opinions and suggestions are largely appreciated. Read our **blog** and follow us on [Facebook](#), [Twitter](#), [Google+](#) and [LinkedIn](#) to know BelVG latest news, analytics and discount offers. See you online!

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	Facebook page	<a href="http://facebook.com/BelVGcom">http://facebook.com/BelVGcom</a>		In page	<a href="http://linkedin.com/company/belvg">http://linkedin.com/company/belvg</a>
	Twitter page	<a href="http://twitter.com/BelVG_com">http://twitter.com/BelVG_com</a>		Skype	<a href="http://store.belvg">store.belvg</a>
	E-mail	<a href="mailto:store@belvg.com">store@belvg.com</a>		Phone	US: +1 650 924 9963