

Beprime Seo - User Guide

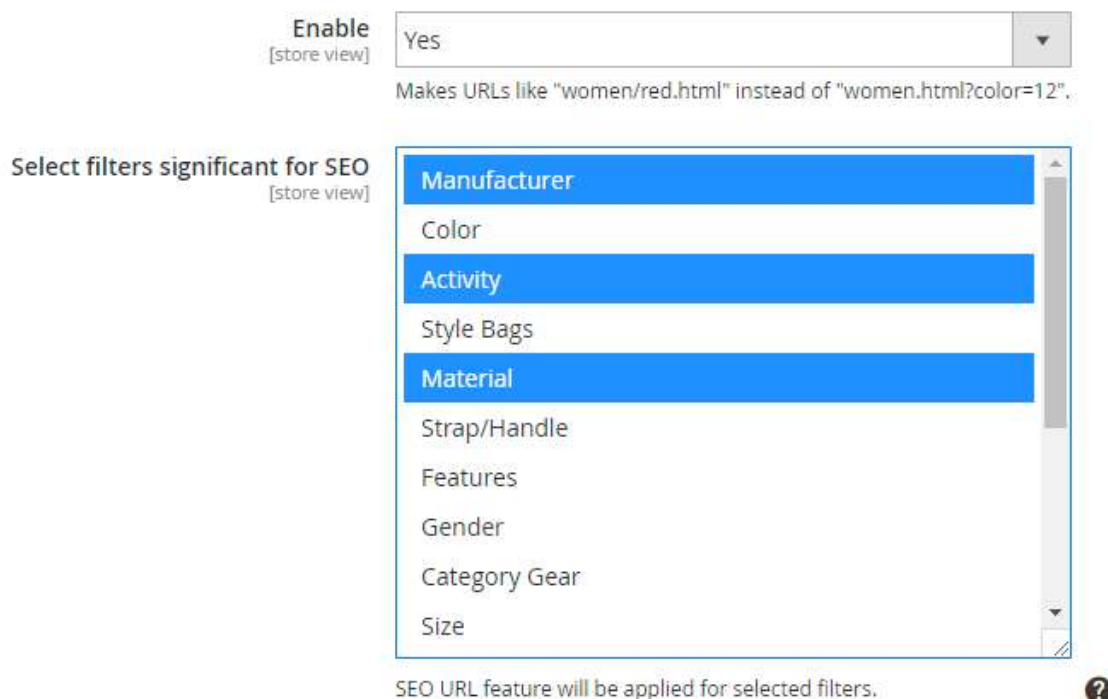
Beprime Seo is complex solution for the stores based on Magento® 2.2 and Magento 2.1 developed to optimize your store for the search engines and make your search ranking higher. This guide explains how to use Beprime Seo module.

Make layered navigation URLs SEO-friendly on the category pages.

If you open a category and filter products by the layered filters, you will see an URL like <http://example.com/category.html?color=58>. This is technically correct, however, let us give more relevant information for the search engines by adding keywords directly into the URL.

Sign in to admin panel of your Magento 2 store, then open **Stores -> Configuration -> Services -> Beprime SEO -> SEO URL**.

SEO URL



The screenshot shows the configuration interface for the Beprime SEO module. It features a dropdown menu labeled "Enable" with the value "Yes" selected. Below this, a text description reads: "Makes URLs like 'women/red.html' instead of 'women.html?color=12'".

Below the dropdown is a section titled "Select filters significant for SEO" with a list of filter categories. The categories are: Manufacturer, Color, Activity, Style Bags, Material, Strap/Handle, Features, Gender, Category Gear, and Size. The "Manufacturer" and "Material" categories are highlighted in blue, indicating they are selected.

At the bottom of the configuration area, a note states: "SEO URL feature will be applied for selected filters." A help icon (question mark) is visible in the bottom right corner.

Set "Enable" to "Yes" and select filters which are significant for SEO in the next field. Please select only filters which options contain relevant words to add into the URL, because selecting many filters will generate many unique URLs.

After this, e.g. URL <http://example.com/category.html?color=58> will look like <http://example.com/category/red.html>. It is especially useful for the brand filter etc.

Restrict crawling by multiple filters

As you know, layered filters produce a lot of similar URLs containing filter parameters. This could increase the delay time of crawling other, more important pages in your store. So you can restrict to crawl some not necessary pages by the settings in section **Stores -> Configuration -> Services -> Beprime SEO -> Robots Tag**.

Robots Tag

Robots tag in case products are filtered <small>[store view]</small>	<input type="text" value="*,nofollow"/>
	<small>** means that the value will be not modified.</small>
Additional Robots tag in case multiple filters applied <small>[store view]</small>	<input type="text" value="noindex,nofollow"/>
	<small>** means that the value will be not modified.</small>

Please review them. We already set optimal default values, but you can change them for your special cases.