

# SEO ASSISTANT MODULE

THE WORLD'S MOST COMPLETE SEO/SMO SOLUTION FOR PRESTASHOP

**V3**  
A REVOLUTION IN  
PRESTASHOP SEO

+  ARTIFICIAL  
INTELLIGENCE

IMPROVE YOUR SEO RANKING IN LESS THAN 5 MINUTES!



## iPresta SEO/SMO Assistant Module

Dear buyer,

Thanks for choosing this module. Here you can find installation and user guide. If you're satisfied with our module, please leave a comment and rate our module 😊

Thanks for your support.

# Installation guide

After purchasing this module and downloading it from your account, you'll have a ZIP file. All you need to do is to:

- Login to your back-office
- Go to the "**Modules and Services**" menu
- Click on "**Add a new module**"
- Upload the ZIP file you've downloaded and click on "**Upload this module**" button
- Click on "**Install**" button
- Click on "**Configure**" button

That's it. Now you are able to monitor, improve, and optimize your SEO rankings!

## How does it work?

This module has different parts:

- **Dashboard Analytics:** You can check your General SEO Report, Products SEO Report, and SEO Progress Analytics on your admin dashboard as well!
- **Configuration page:**
  1. **Static Tabs:** There are 5 static tab inside module's configuration page which are designed to show you some information. They are: "Introduction, Documentation, Report Center, Product SEO Report, and Support" tabs. The most important tabs are "**Report Center**" and "**Product SEO Report**" tab which we'll describe in-details.
  2. **Dynamic tabs:** There are 9 dynamic tabs inside module's configuration page which are designed for you to fill your information data. They are: "General, Open Graphs, Facebook, Twitter, Google, Dublin Core, Pinterest, Products, and Advanced" tabs. We'll describe each tab later.
- **Catalog features:** We've implemented awesome features inside Product Catalog page. Not only this module improve your shop SEO rankings, but it also consult you how to **improve your product ranking one by one!** You'll find these feature while adding a new product or editing an existing one. We'll go deep into details later.

In general, module will add some meta tags to your shop so search engines can recognize you better, recognize your product features, social medias show your shop shared link in a better shape, and you'll have more chance to improve your conversion rate.

Also module provides you a list of "**SEO Un-Friendly Products**" and the reason they are listed so you'll never miss any product SEO fields again. After this list, you can **check your Products SEO one by one.** Check if your product title and short description are SEO friendly or not, and check your **words weights**

(It calculates how many times each word is repeated in your product's short and full description) and receive keywords suggestion based on your product name for each language divided into 3 levels.

## All these features are multilingual!

```
16 * Do not edit or add to this file if you wish to upgrade PrestaShop to newer
17 * versions in the future. If you wish to customize PrestaShop for your
18 * needs please refer to http://www.prestashop.com for more information.
19 *
20 * @author PrestaShop SA <contact@prestashop.com>
21 * @copyright 2007-2017 PrestaShop SA
22 * @license http://opensource.org/licenses/afl-3.0.php Academic Free License (AFL 3.0)
23 * International Registered Trademark & Property of PrestaShop SA
24 *}
25 <!DOCTYPE HTML>
26 <!--[if lt IE 7]> <html class="no-js lt-ie9 lt-ie8 lt-ie7"(if isset($language_code) && $language_code) lang="{ $language_code|escape:'html':'UTF-8' }" />
27 <!--[if IE 7]><html class="no-js lt-ie9 lt-ie8 ie7"(if isset($language_code) && $language_code) lang="{ $language_code|escape:'html':'UTF-8' }" />
28 <!--[if IE 8]><html class="no-js lt-ie9 ie8"(if isset($language_code) && $language_code) lang="{ $language_code|escape:'html':'UTF-8' }" />
29 <!--[if gt IE 8]> <html class="no-js ie9"(if isset($language_code) && $language_code) lang="{ $language_code|escape:'html':'UTF-8' }" />
30 <html{if isset($language_code) && $language_code} lang="{ $language_code|escape:'html':'UTF-8' }" /> { $iseostart }
31 <head>
32 <meta charset="utf-8" />
33 <title>{ $meta_title|escape:'html':'UTF-8' }</title>
34 {if isset($meta_description) AND $meta_description}
35 <meta name="description" content="{ $meta_description|escape:'html':'UTF-8' }" />
36 {/if}
37 {if isset($meta_keywords) AND $meta_keywords}
38 <meta name="keywords" content="{ $meta_keywords|escape:'html':'UTF-8' }" />
39 {/if}
40 <meta name="generator" content="PrestaShop" />
```

### Before we start – Integrate recognition tag to your theme

In this step, you need to add `{ $iseostart }` tag “PS1.6” / `{ $iseostart nofilter }` tag “PS1.7” to your theme `<html>` element so it would look like this: `<html { $iseostart }>` “PS1.6” / `<html { $iseostart nofilter }>` “PS1.7”.

On **PS1.6** you will find `<html>` tag in directory: **themes/yourtheme/header.tpl**. You should edit the **header.tpl** file.

On **PS1.7** you will find `<html>` tag in directory: **themes/yourtheme/templates/layouts/layout-both-columns.tpl**. You should edit **layout-both-columns.tpl** file.

**Note:** If your `<html>` tag has some other contents in it, please **DO NOT** remove them. Just insert a space and then add the `{ $iseostart }` tag after them. For instance if your html tag looks like this: `<html{if isset($language_code) && $language_code} lang="{ $language_code|escape:'html':'UTF-8' }" />` then you should modify it this way: `<html{if isset($language_code) && $language_code} lang="{ $language_code|escape:'html':'UTF-8' }" /> { $iseostart }>`.

If you need assistance, please contact the module support so our experts will add this tag for you.

**P.S:** You need to clear PrestaShop cache after adding this tag. You can do it from menu: **"Advanced Parameters -> Performance"** and click on **"Clear Cache"** button.

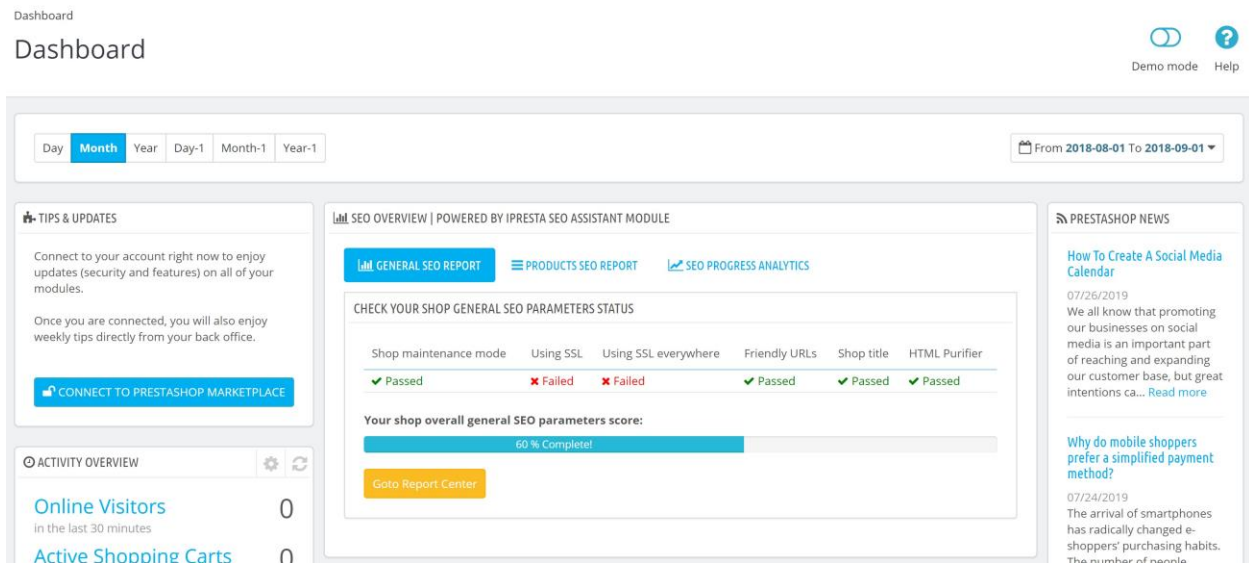
# Let's Start!

## Part One – Dashboard Analytics

Overview your SEO status on your admin panel dashboard easily. This part contains three tabs called “General SEO Report”, “Products SEO Report”, and “SEO Progress Analytics”.

### General SEO Report

Inside this tab, you can control your shop SEO-related parameters and check if they are set all right or not including a progress bar, which shows how much you are done with your shop SEO parameters and calculates your overall score.



**Score calculation:** You will get point if your shop:

- Is not on maintenance mode
- Is using SSL
- Is using the SSL on every page
- Friendly URLs are on
- Title is standard
- Is using HTML Purifier.

The overall score is calculated from 0 to 100%.

## Products SEO Report

This is the most exciting tab! It will list all your **SEO Un-Friendly products** separately for each language. When a product is listed here, it means one or more of these fields are left empty: **“Friendly URL, Meta Title, and/or Meta Description”**. Therefore, you will never ever miss any product SEO again! Always check this tab to know how SEO friendly are your products.

The screenshot shows the PrestaShop dashboard with the 'PRODUCTS SEO REPORT' tab selected. The report is titled 'CHECK YOUR SHOP SEO UN-FRIENDLY PRODUCTS STATUS' and displays a table of products with their language IDs and SEO status for Friendly URL, Meta Title, and Meta Description.

ID	Language ID	Name	Friendly URL	Meta Title	Meta Description
1	en	Hummingbird printed t-shirt	✓	✗	✓
1	fa	تیشرت چاپ پرورد	✓	✓	✗
2	en	Hummingbird printed sweater	✓	✗	✗
2	fa	Hummingbird printed sweater	✓	✗	✗
3	en	'The best is yet to come' Framed poster	✓	✗	✗
3	fa	'The best is yet to come' Framed poster	✓	✗	✗
4	en	The adventure begins Framed poster	✓	✗	✗
4	fa	The adventure begins Framed poster	✓	✗	✗
5	en	Today is a good day Framed poster	✓	✗	✗
5	fa	Today is a good day Framed poster	✓	✗	✗

## SEO Progress Analytics

This tab is not activated yet. Soon, you can check charts of your SEO progress here...

The screenshot shows the PrestaShop dashboard with the 'SEO PROGRESS ANALYTICS' tab selected. The chart area is currently blank, indicating that the analytics feature is not yet activated.

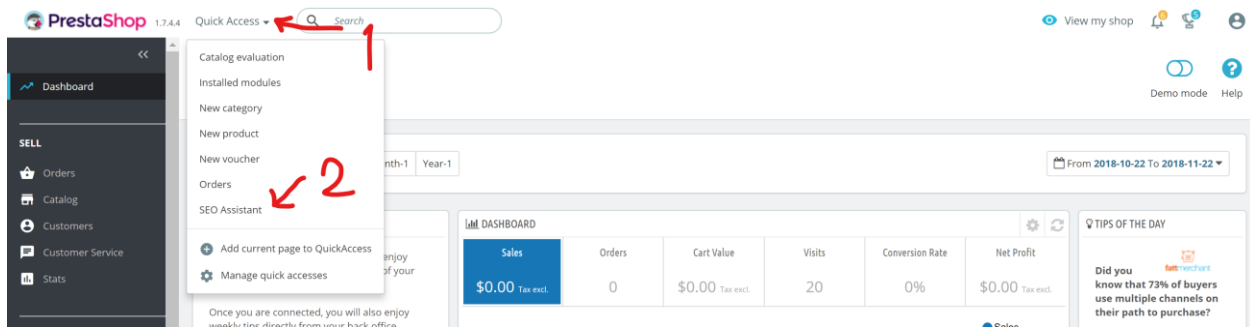
## Part Two – Module’s configuration

Configure SEO parameters, check your SEO status

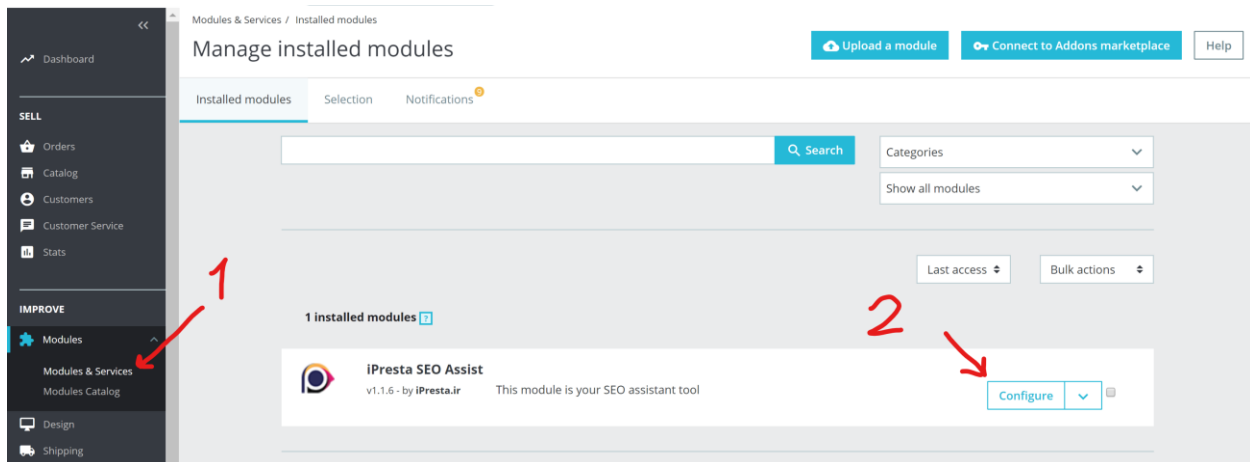
### How to configure?

There are 2 ways to get to the configuration page:

1. You can easily go to the configuration page using the BackOffice toolbar. Just click on “**Quick Access**” menu and then click on “**SEO Assistant**”.



2. Or you can go to this page through modules list. To do so: go to “Modules -> Modules and Services” menu on BackOffice, find “iPresta SEO Assistant” module, and click on “Configure”.



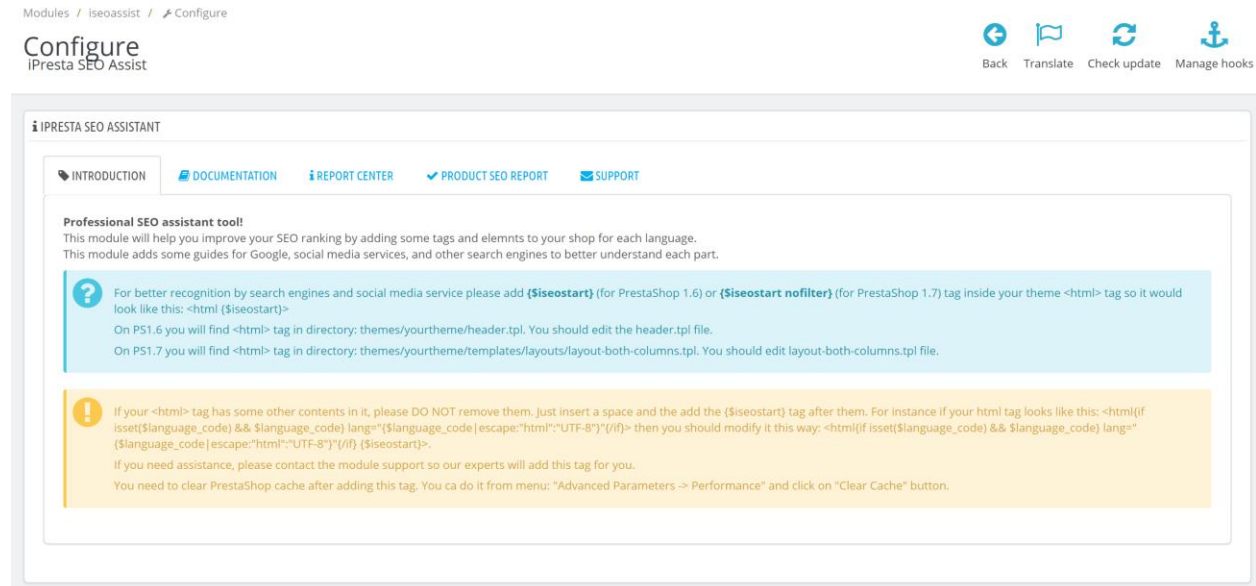
Module’s configuration page is made of 2 parts: **Static** and **dynamic** tabs.

### Static Tabs

Static tabs are designed to show you some information and guides about module and your SEO status, thus they’re not configurable. There are 5 static tabs called “Introduction, Documentation, Report Center, Product SEO Report, and Support”. The most important ones are “**Report Center**” and “**Product SEO Report**” tabs.

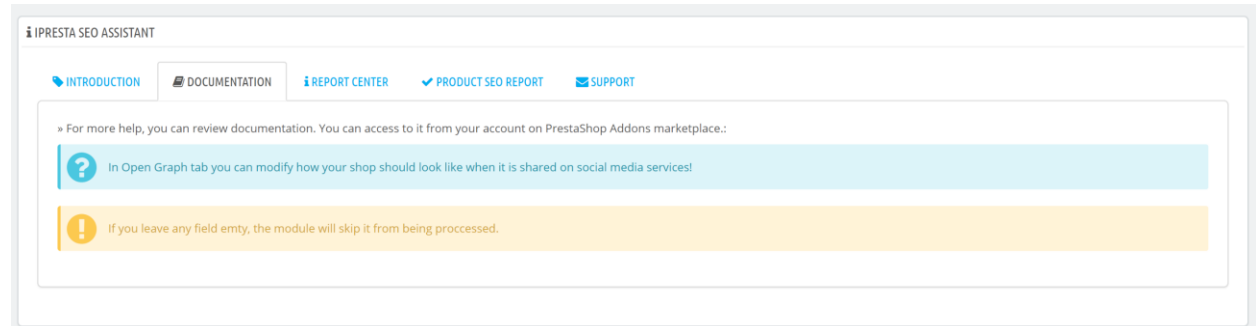
## Introduction Tab

Inside the introduction tab, as its name says, we are introducing the module and also we've put a guide on how to get started by implementing a necessary tag into your theme (you can refer to Page 3 of document for more information)



## Documentation Tab

In this tab, we've put some guide on how to reach the documentation and also it mentions that if you don't need any specific field, you can just leave it empty.



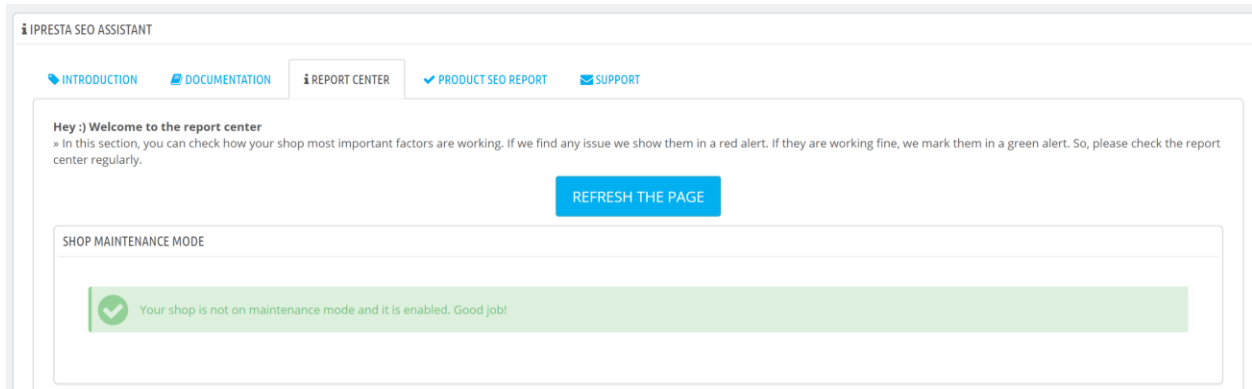


## Report Center Tab

This is one of the most useful features. This tab is the heart of your shop. Here you can see the most important SEO related parameters and how they're set and working. If module finds any issue, it'll show you a red alert within the solution to solve. If not it shows you a green bar which means you're all set! Sometimes you may see an orange warning which means your preferences are set correctly but you can optimize them.

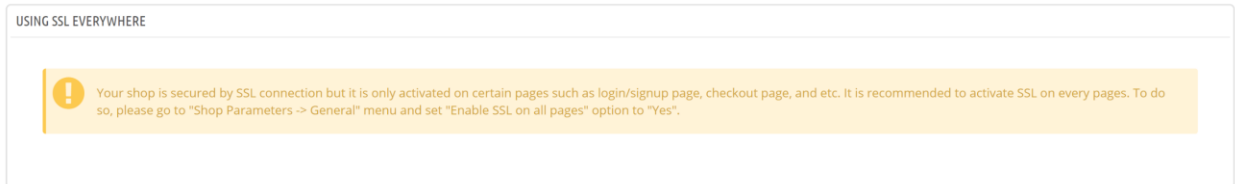
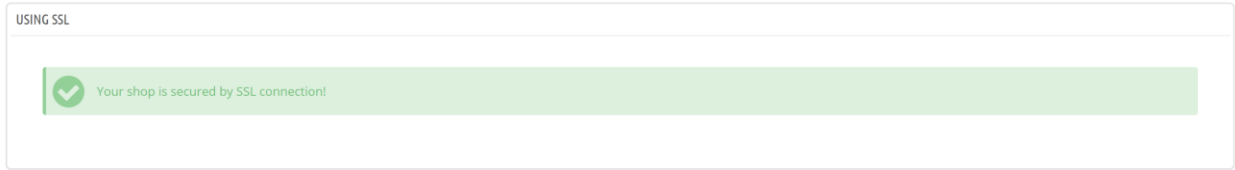
Module will check:

- **Shop maintenance mode status.** If you're shop is on maintenance mode, it'll alert you to how to disable it.

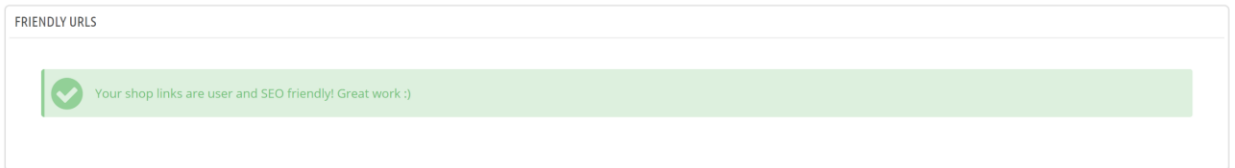




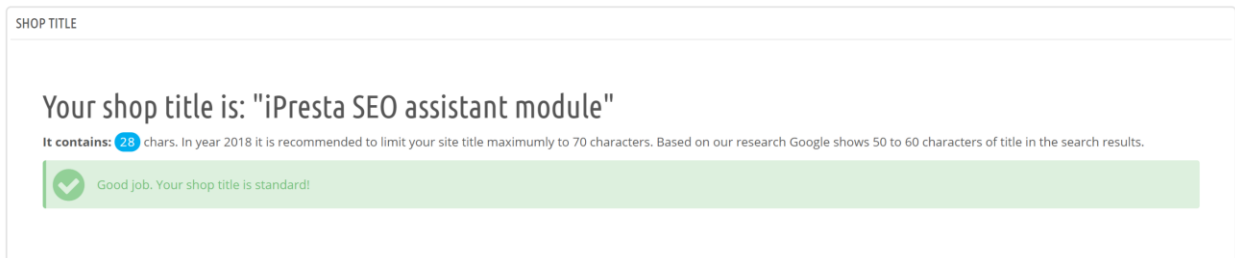
- **SSL status.** It checks if your shop is protected by SSL protocol or not. Also it checks if your SSL is activated for every pages or not.



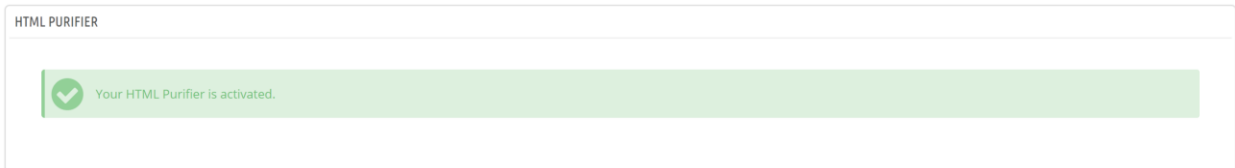
- **Friendly URLs.** It checks if your shop URLs are friendly or not. If no, it guides you how to solve it!



- **Shop title status.** It will show you if your shop title is SEO friendly or not and how to optimize it.



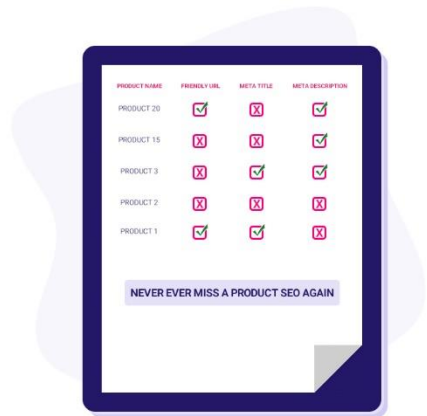
- **HTML Purifier.** It checks if your using HTML Purifier or not and how to enable it.



***We highly recommend you to check “Report Center” tab regularly to see how you’re doing. We’ll add new features to this tab in next updates.***

# SEO UN-FRIENDLY PRODUCTS

CHECK THE LIST OF SEO UN-FRIENDLY PRODUCTS FOR EACH LANGUAGE



## Product SEO Report Tab

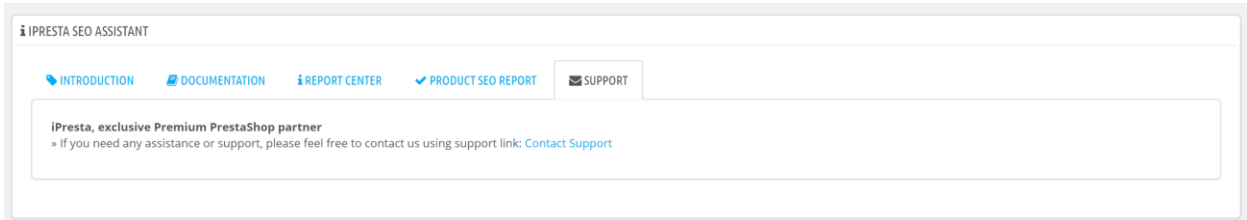
This is the most exciting tab! It will list all your **SEO Un-Friendly products** separately for each language. When a product is listed here it means one or more of these fields are left empty: “**Friendly URL, Meta Title, and/or Meta Description**”. So, you’ll never ever miss any product SEO again! Always check this tab to know how SEO friendly are your products.

Help: This list is generated for you to know which products do not have friendly URL, meta title, or meta description. You may see the same product listed more than one which means you have not set the values for more than one language.

ID	Language ID	Name	Friendly URL	Meta Title	Meta Description
1	en	Hummingbird printed t-shirt	✓	✗	✓
1	fa	تیشرت چاپ شده پرند	✓	✓	✗
2	en	Hummingbird printed sweater	✓	✗	✗
2	fa	Hummingbird printed sweater	✓	✗	✗
3	en	'The best is yet to come' Framed poster	✓	✗	✗
3	fa	'The best is yet to come' Framed poster	✓	✗	✗
4	en	'The adventure begins' Framed poster	✓	✗	✗
4	fa	'The adventure begins' Framed poster	✓	✗	✗
5	en	'Today is a good day' Framed poster	✓	✗	✗
5	fa	'Today is a good day' Framed poster	✓	✗	✗

## Support Tab

Well, if you need any support or assistant using and configuring your module you can always contact us using module's dedicated support form: [https://addons.prestashop.com/contact-form.php?id\\_product=40888](https://addons.prestashop.com/contact-form.php?id_product=40888)




## Dynamic Tabs

These tabs are designed for you to collect some information. Then module will implement them in a way that search engines such as Google can understand. There are 9 dynamic tab called "General, Open Graphs, Facebook, Twitter, Google, Dublin Core, Pinterest, Products, and Advanced" tabs. After fulfilling these information module will add "Structured Data Schemas (Products Price, Corporation Info, Shop Logo, and Social Media Accounts), Language Alternative Links, Viewport Meta tag, Open Graph Meta Tags, Facebook Cards, Twitter Cards, Pinterest Verification Code, and Google Webmaster Verification Code".

Please note that input fields have a "language selection" aside them:

Use json/LD (recommended)  YES  NO  
*Use json/LD format instead of HTML Markup*

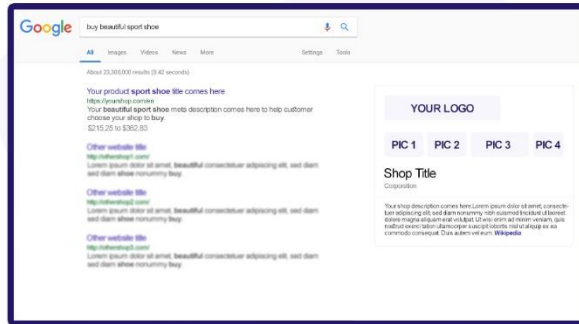
Shop name     
*Enter your shop name*

Shop legal name    
*Enter your shop legal name*

You can change language and full the field for each languages separately!

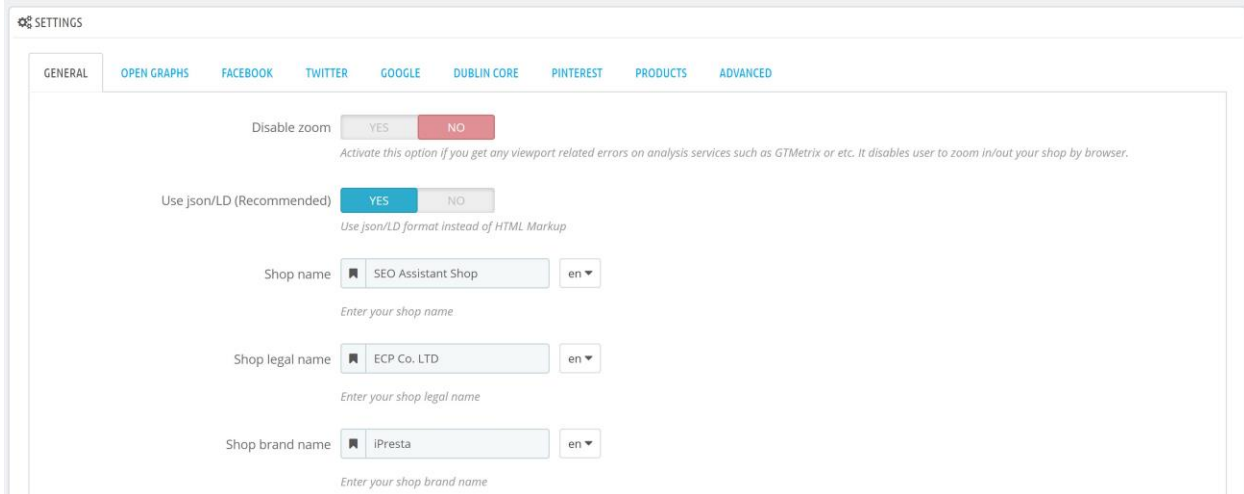
# STRUCTURED DATA

ADD CORPORATION SCHEMA AND PRODUCT DETAILS STRUCTURED DATA



## General tab

In this tab you will fill general information about your shop like shop name, brand, etc. They are used to generate Corporation structured data which will appear next to your search result on search engines.



Inside this tab you can modify these fields:

**Disable Zoom:** If you enable this option it will add “**viewport**” meta tag to your shop header. It is useful if you get any viewport related error on analysis websites such as GTMetrix or Google Webmaster. There’s also an easier way to find out if you need to enable this option or not. Go to your shop FrontOffice and try to zoom the screen (use “Ctrl+Middle Scroll” on windows or use “2 fingers” to zoom). If you could zoom in/out then you need to enable this option.

**Use json/LD:** If you're not familiar with technical things, just set this option to "Yes". If you want to know, this option will use `<script type="application/ld+json">` instead of raw HTML markup to implement structured data into your shop which is recommended by Google.

#### *Corporation Data*

**Shop name:** Enter your shop name like "iPresta Addons".

**Shop Legal Name:** If you've registered a legal name for your shop fill this field like "Pars e-Commerce Co. LTD".

**Shop Brand Name:** If you've registered a brand name for your shop you can fill this field like "iPresta".

**Shop Description:** Fill this form with a short description (between 250 to 500 characters) about who you are, what you sell and etc. Write something eye-grabber which also describes you well. We highly recommend you to write a complete introduction on Wikipedia website about your brand.

**Shop Sales Phone Number:** If you have "Sales Department" enter its phone here. Please note that you should fill it including "+" at the first, country code, and area code like this: +985138834189.

**Shop Customer Support Phone Number:** If you have "Customer Support Department" enter its phone here. Please note that you should fill it including "+" at the first, country code, and area code like this: +985138834189.

**Shop Technical Support Phone Number:** If you have "Technical Support Department" enter its phone here. Please note that you should fill it including "+" at the first, country code, and area code like this: +985138834189.

**Shop Package Tracking Phone Number:** If you have "Package Tracking Department" enter its phone here. Please note that you should fill it including "+" at the first, country code, and area code like this: +985138834189.

**Shop Street Address:** Enter your shop street address. DO NOT mention country or city here.

**Shop Postal Code:** Enter you shop postal code here.

**Shop Country:** Enter the name of country that your shop is located on.

**Shop City:** Enter the name of city that your shop is located on.

**Instagram Account Link:** If your shop has an Instagram page, then you can enter its link here. Please note that you should fill it with full link address like: <https://www.instagram.com/ipresta/>.

**Facebook Account Link:** If your shop has a Facebook page, then you can enter its link here. Please note that you should fill it with full link address like: <https://www.facebook.com/persianpresta>.

**Twitter Account Link:** If your shop has a Twitter account, then you can enter its link here. Please note that you should fill it with full link address like: <https://twitter.com/prestashopiran>.

**LinkedIn Account Link:** If your shop has a LinkedIn page, then you can enter its link here. Please note that you should fill it with full link address like: <https://www.linkedin.com/company/ipresta/>.

**Telegram Channel Link:** If your shop has a Telegram channel, then you can enter its link here. Please note that you should fill it with full link address like: <https://t.me/ipresta>.

**Wikipedia Page Link:** If your shop has a Wikipedia page, then you can enter its link here. Please note that you should fill it with full link address like: <https://fa.wikipedia.org/wiki/ipresta>.

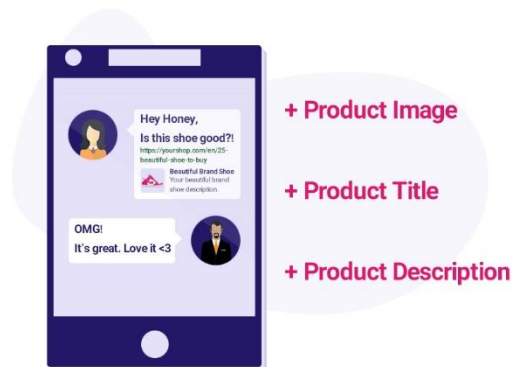
**Crunchbase Page Link:** If your shop has a Crunchbase page, then you can enter its link here. Please note that you should fill it with full link address like: <https://www.crunchbase.com/organization/ipresta>.

**Aparat Channel Link:** If your shop has an Aparat channel, then you can enter its link here. Please note that you should fill it with full link address like: <https://www.aparat.com/ipresta>.

**Youtube Channel Link:** If your shop has a Youtube channel, then you can enter its link here. Please note that you should fill it with full link address like: <https://www.youtube.com/channel/UCmwuJjo2b0Ggg>.

## OPEN GRAPH META TAGS

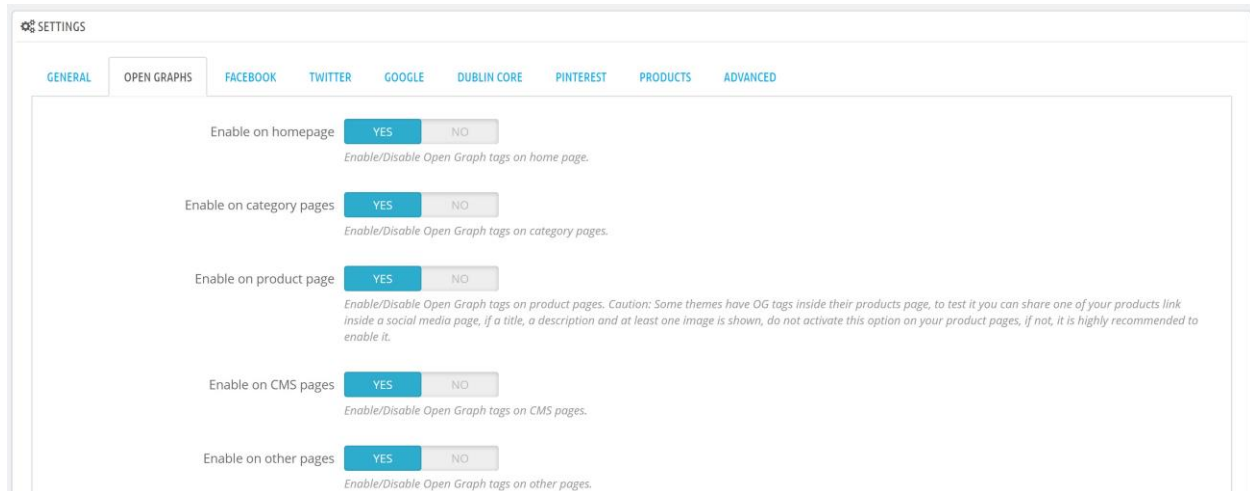
CONTROL HOW YOUR SHOP LOOKS LIKE WHEN ITS LINK IS SHARED ON SOCIAL MEDIAS



### Open Graphs Tab

You'll definitely have seen that when some site links are shared on a social media it show an image, a title and a description but on other sites it only shows the link without any extra information. Now think if one of your product links are shared on a social media, how effective can it be if an image including extra information is show beside it? This tab will help you to achieve this.

**Important Note:** to implement open graph tags correctly, you should follow the instruction on “**Page 3**” first.



**Enable On Homepage:** Enable or disable open graph meta tags on homepage.

**Enable On Category Pages:** Enable or disable open graph meta tags on category pages.

**Enable On Product Pages:** Enable or disable open graph meta tags on products pages.

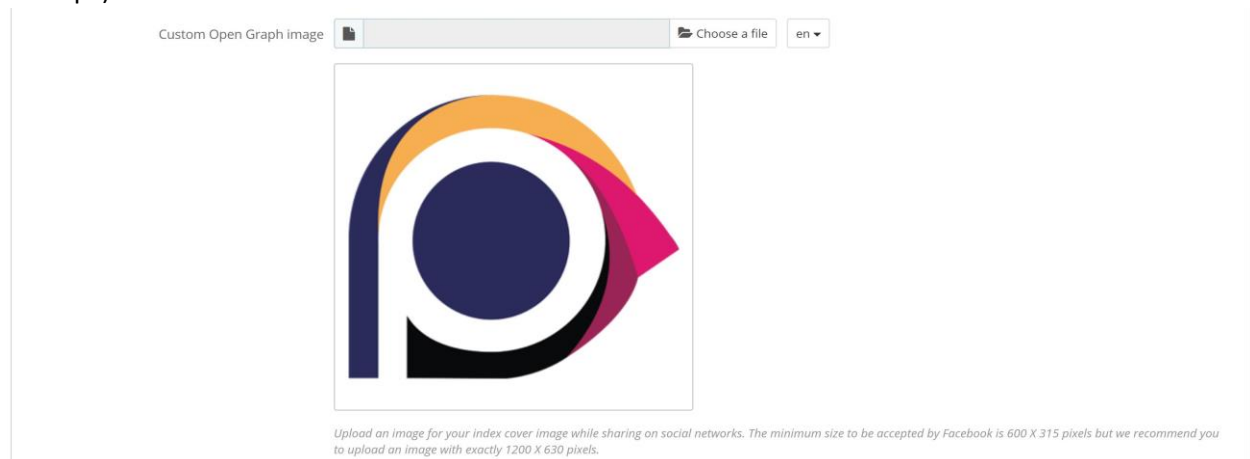
**Enable On CMS Pages:** Enable or disable open graph meta tags on CMS pages.

**Enable On Other Pages:** Enable or disable open graph meta tags on other pages rather than previous ones.

**Shop Name:** Enter your shop name that you want to be appeared when your shop link is shared on social medias. Eg: iPresta Addons.

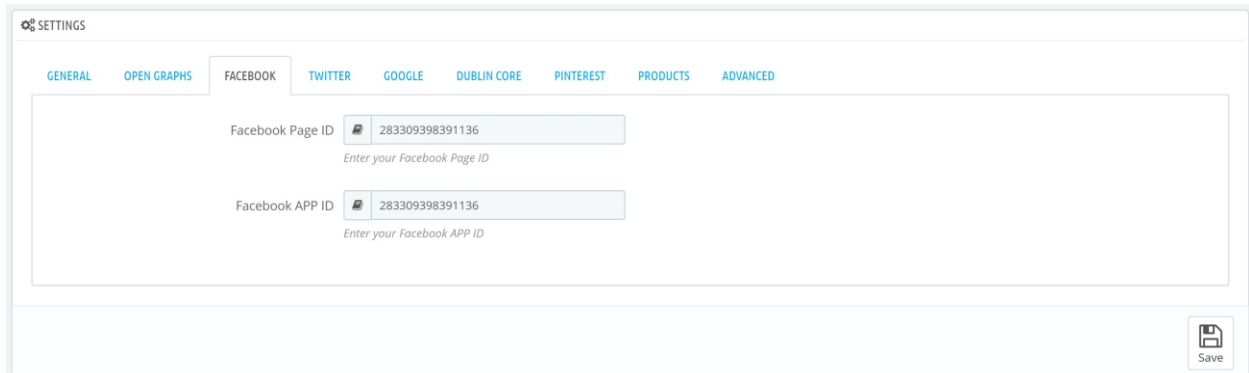
**Shop Homepage Title:** Enter your shop homepage title that you want to be appeared when your shop index page is shared on social medias. Eg: Premium PrestaShop themes, modules, and services.

**Custom Open Graph Image:** Here you can upload a custom image for your shop index (home) page so when you share your shop index page on social medias, it'll show this image. If you don't upload any image, it will use your shop logo image instead (**Recommended size:** 1200 X 630px – **Minimum size:** 600 X 315px).



## Facebook Tab

In this tab, you can implement Facebook meta cards into your shop by filling Facebook APP ID and Facebook Page ID.



SETTINGS

GENERAL OPEN GRAPHS **FACEBOOK** TWITTER GOOGLE DUBLIN CORE PINTEREST PRODUCTS ADVANCED

Facebook Page ID   
Enter your Facebook Page ID

Facebook APP ID   
Enter your Facebook APP ID

Save

### To find your FB Page ID:

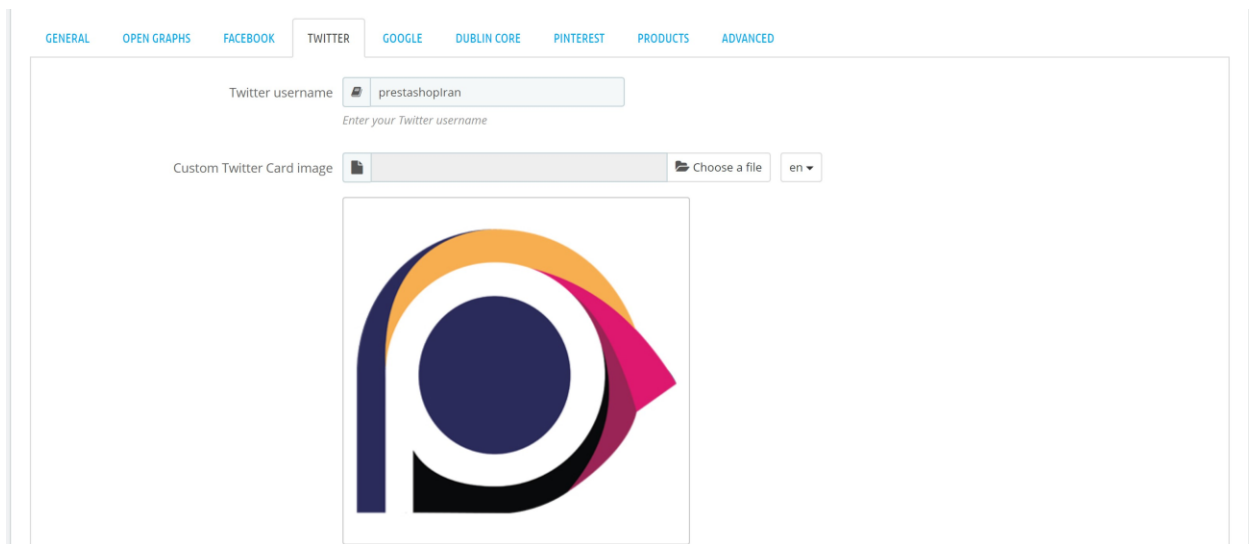
3. Open your Facebook page.
4. Click the About tab.
5. Scroll down to the bottom of the Page Info section.
6. Next to Facebook Page ID, you can find your page ID.

### To find your FB APP ID:

1. Go to your Facebook developer account.
2. It is under Account -> Application Settings, click on your application's profile, then go to Edit Application.

## Twitter Tab


This part will add Twitter meta cards which are very useful for SMO (Social Media Optimization).



GENERAL OPEN GRAPHS FACEBOOK **TWITTER** GOOGLE DUBLIN CORE PINTEREST PRODUCTS ADVANCED

Twitter username   
Enter your Twitter username

Custom Twitter Card image  en



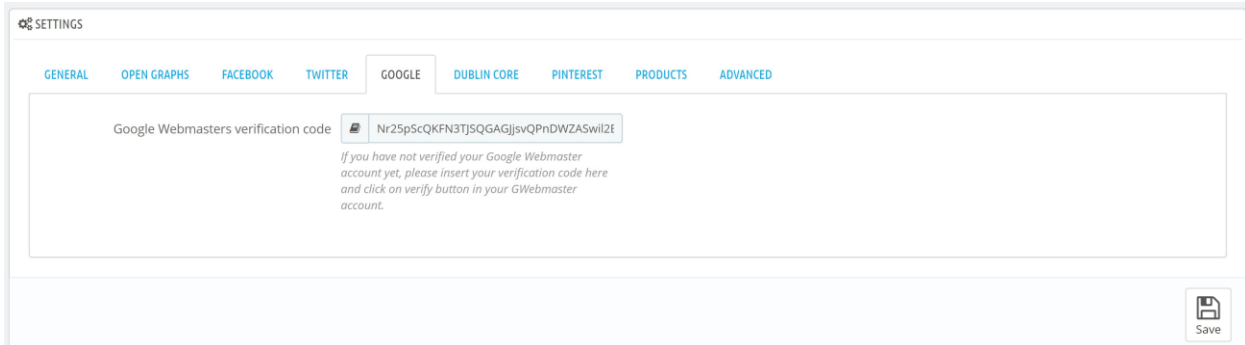


**Twitter Username:** Enter your twitter account user name like “prestashoPiran” so module can generate Twitter meta cards based on your username.

**Custom Twitter Card Image:** Here you can upload a custom image for your shop index (home) page so when you share your shop index page on Twitter, it’ll show this image. If you don’t upload any image, it will use your shop logo image instead (**Recommended size:** 1200 X 675px – **Minimum size:** 600 X 355px).

## Google Tab

This tab will add Google Webmaster Verification Code to your shop.

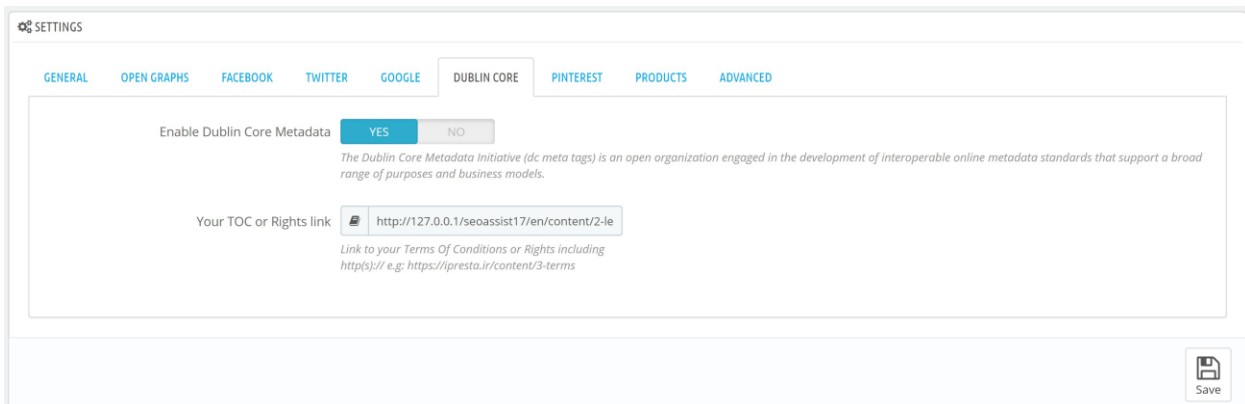


The screenshot shows the 'GOOGLE' tab in the settings interface. It features a text input field for the 'Google Webmasters verification code' containing the value 'Nr25pScQKFN3TJSQGAGjjsvQPnDWZASwil2E'. Below the input field is a small icon of a document with a checkmark and a text box containing the code. A note below the code reads: 'If you have not verified your Google Webmaster account yet, please insert your verification code here and click on verify button in your GWebmaster account.' At the bottom right of the tab, there is a 'Save' button with a floppy disk icon.

**Google Webmaster Verification Code:** If you’ve recently added your shop to Google Webmaster and you’ve not validated your shop, you can enter your Google Webmaster verification code and then click on “verify” inside your Google Webmaster account.

## Dublin Core Tab

The Dublin Core tabs is designed to implement Dublin Core Metadata tags inside your shop. The Dublin Core Metadata Initiative (DC Meta Tags) is an open organization engaged in the development of interoperable online metadata standards that support a broad range of purposes and business models.



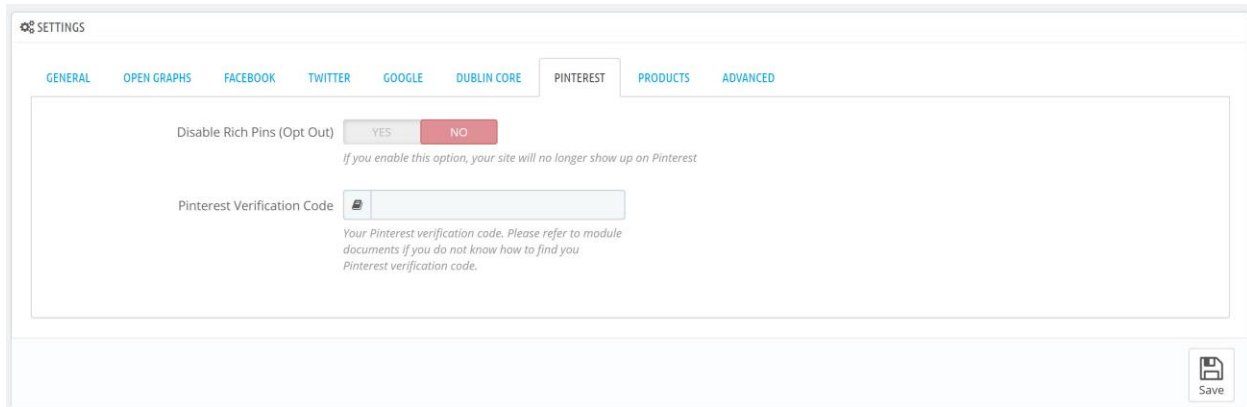
The screenshot shows the 'DUBLIN CORE' tab in the settings interface. It features a toggle switch for 'Enable Dublin Core Metadata' which is currently set to 'YES'. Below the toggle is a note: 'The Dublin Core Metadata Initiative (dc meta tags) is an open organization engaged in the development of interoperable online metadata standards that support a broad range of purposes and business models.' Below this is a text input field for 'Your TOC or Rights link' containing the value 'http://127.0.0.1/seoassist17/en/content/2-le'. A note below the input field reads: 'Link to your Terms Of Conditions or Rights including http(s):// e.g: https://ipresta.ir/content/3-terms'. At the bottom right of the tab, there is a 'Save' button with a floppy disk icon.

**Enable Dublin Core Metadata:** By default it’s set to “Yes”. If you don’t want to implement these tags to your shop, set it to “No” (not recommended).

**Your TOC or Rights link:** Insert the link to your Term Of Service or Rights or any other legal or rights note or content of your shop here including http(s):// e.g: <https://ipresta.ir/content/3-terms>.


## Pinterest Tab

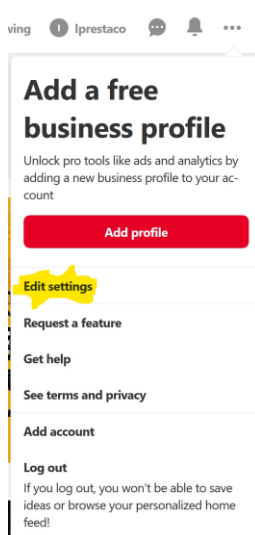
Inside Pinterest tab, you can activate/deactivate Pinterest Rich Pins and verify your Pinterest account (claim your website).



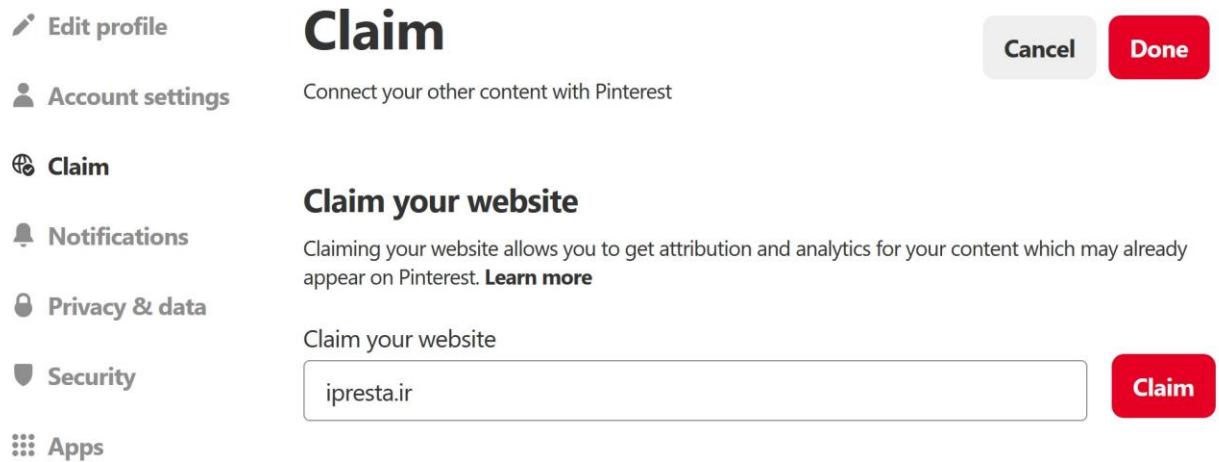
**Disable Rich Pins (Opt Out):** By default, this option is set to “No”. If you don’t want your shop products to appear on Pinterest website, you can set it to “Yes”.

**Pinterest Verification Code:** If you want to add your products to Pinterest, you should first “Claim” your website. To do so, please follow the steps bellow.

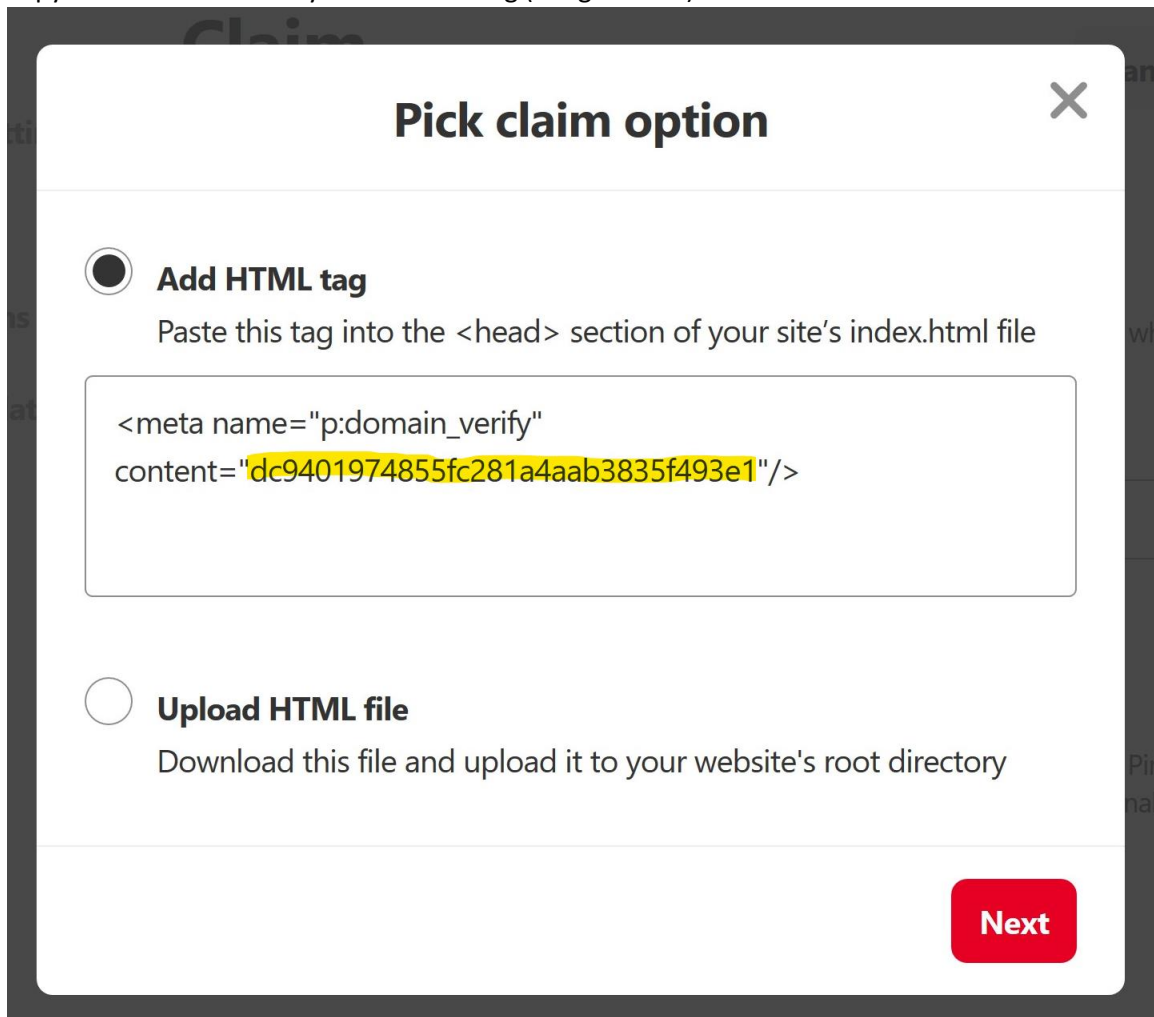
1. Log into your Pinterest account on [pinterest.com](https://pinterest.com) or create a new account.
2. Click on  button on top right corner of the page.
3. Click on “Edit Settings” menu.



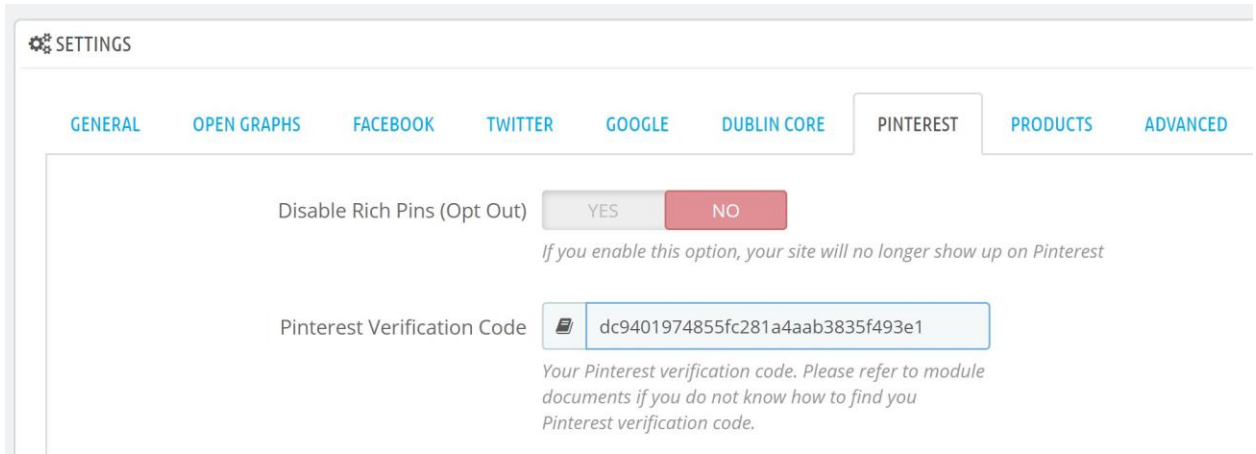
4. Click on **“Claim”** menu from left sidebar. Inside the **“Claim your website”** input, type your shop URL without http(s):// or WWW. E.g: ipresta.ir then click on **“Claim”** red button.



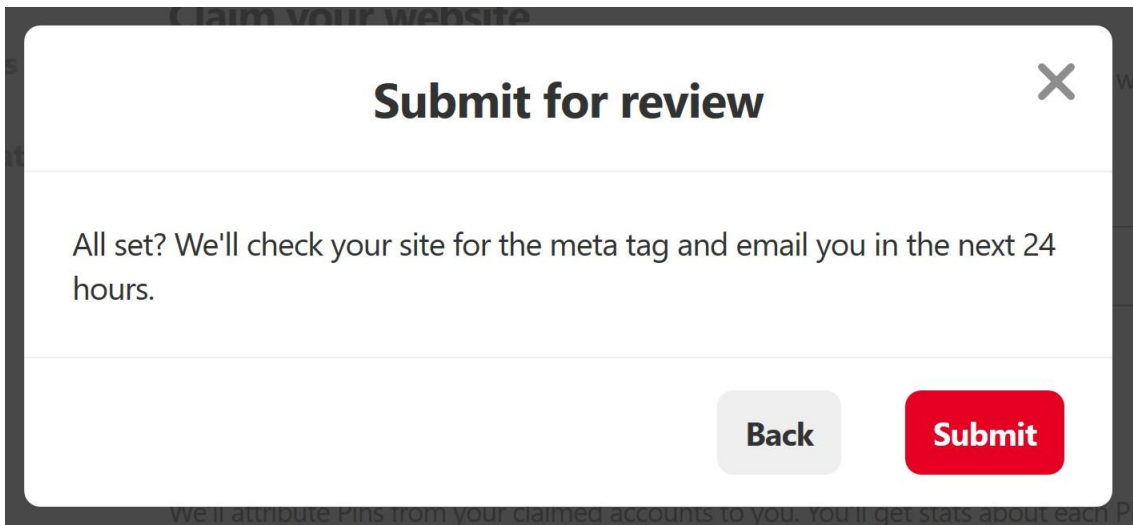
5. When you click on **“Claim”** red button, a popup window appears. Choose **“Add HTML Tag”** and copy the **“content”** code you see in the tag (image below).



- Paste this code into the **“Pinterest Verification Code”** inside module’s configuration page on **“Pinterest”** tab.



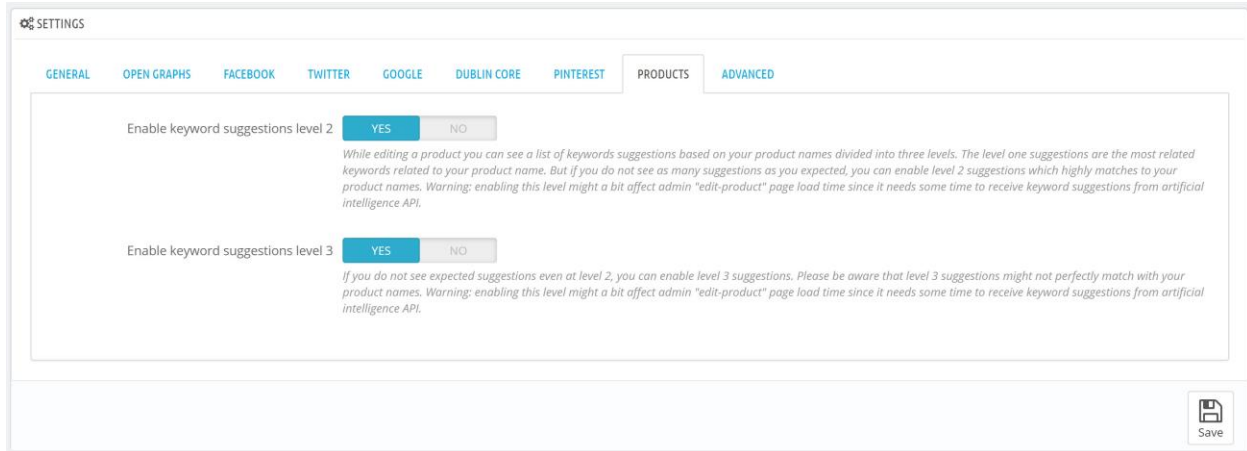
- Click on **“Next”** red button inside the Pinterest popup window.
- Click on **“Submit”** red button inside Pinterest popup window and wait (~ 5mins – 24Hrs) to Pinterest claim your website. You will receive a confirmation email when Pinterest reviews your website and it’s claimed.



## Products Tab

From version 3 of iPresta SEO Assistant module, we have divided the products keywords suggestions into three level. By default, you will receive suggestions at level 1 that are the most relative suggestions based on your product name.

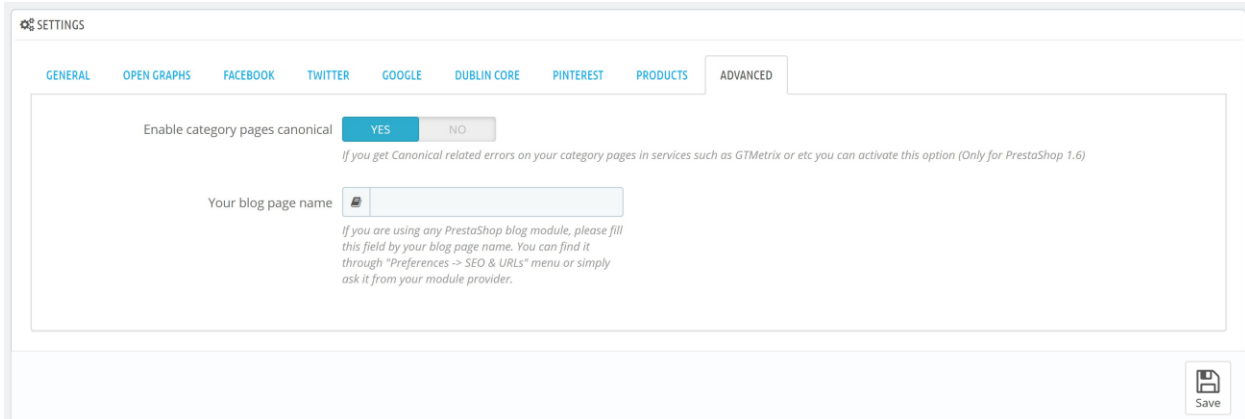
However, sometimes you may not receive as many suggestions as you expected so, you can enable level 2 and/or level 3 suggestions. These suggestions appear on product edit page which we will explain on [“Part Three – Catalog Features”](#) later.



**Important Notice:** Please only enable the level 2 and/or level 3 suggestions if it is necessary for you. They may affect the load time of “edit product” page a bit since it will take time to receive suggestions for level 2 and level 3 from keyword suggestion artificial intelligence API.

## Advanced Tab

Advanced tab is designed for advanced needs! If you're using "Block Layered" module and your PrestaShop version is below 1.7.5 then your category pages that has pagination will be detected as "Duplicated Content" in Google Webmaster. To solve this problem, you just need to enable this option! Module will add canonical "next" and "prev" link to these category pages to solve this issue. Also if you're using a blog module that has a dedicated blog page, you can insert its name so module will add structured data into your blog page too!



SETTINGS

GENERAL OPEN GRAPHS FACEBOOK TWITTER GOOGLE DUBLIN CORE PINTEREST PRODUCTS ADVANCED

Enable category pages canonical  YES  NO

*If you get Canonical related errors on your category pages in services such as GTMetrix or etc you can activate this option (Only for PrestaShop 1.6)*

Your blog page name

*If you are using any PrestaShop blog module, please fill this field by your blog page name. You can find it through "Preferences -> SEO & URLs" menu or simply ask it from your module provider.*

Save

**Enable Category Pages Canonical:** Set to "Yes" if you get "Duplicate Content" error on Google Webmaster for your category pages.

**Your Blog Page Name:** If you're using a blog module, you can find its page name from:

- PS1.6: Preferences -> SEO & URLs menu
- PS1.7: Shop Parameters -> Traffic & SEO menu

Find your blog page and copy its name here (blog page name is usually "**module-blog**").

## Part Three – Catalog Features

The next part of module is its catalog features which are designed to provide you SEO report for each product one by one and for each language separately. You can check if your product name and short description are SEO friendly or not and also check the words weights. Words weights tells you how many times did you use each word in your short description and full description!

### How to use this features?

You can easily go to “**Catalog -> Products**” menu in your shop BackOffice and add/edit a product. Module will add a new tab to the product.

- On PrestaShop 1.6 version it's called “**iPresta SEO Assist**” tab:

Information

Prices

SEO

Associations

Shipping

Combinations

Quantities

Images

Features

Customization

Attachments

Suppliers

**iPresta SEO Assist**

CHECK YOUR SEO STATUS

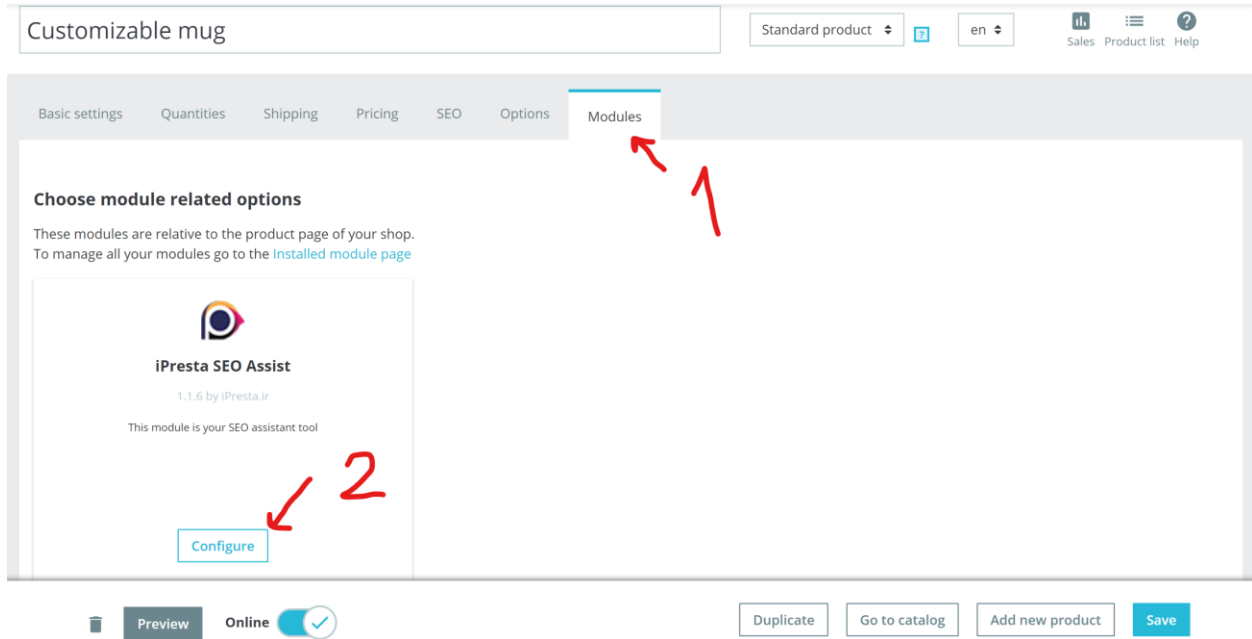
Here you will find 3 tabs: Name SEO, Short Description SEO, and Full Description SEO. By clicking on each tab, the module will show you how SEO friendly are they and also you will know what words you used in your product description the most.

NAME SEO   SHORT DESCRIPTION SEO   FULL DESCRIPTION SEO

Here we check your product name for each language. You product name should not be more than 70 characters.

Lang ID	Name	Length	SEO Friendly?	Suggestions
				<b>Level 1 Suggestions</b> (best matches with your product name) faded short sleeves t-shirt
				<b>Level 2 Suggestions</b> (probably good matches with your product name)

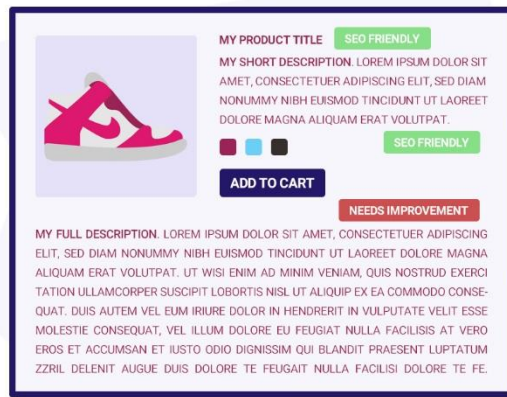
- On PrestaShop 1.7 you can find it inside “Module” tab. Then you should click on “iPresta SEO Assistant” module “Configure” button:



There are 3 tabs inside module called “Name SEO, Short Description SEO, and Full Description SEO”.

## PRODUCT SEO CHECKUP

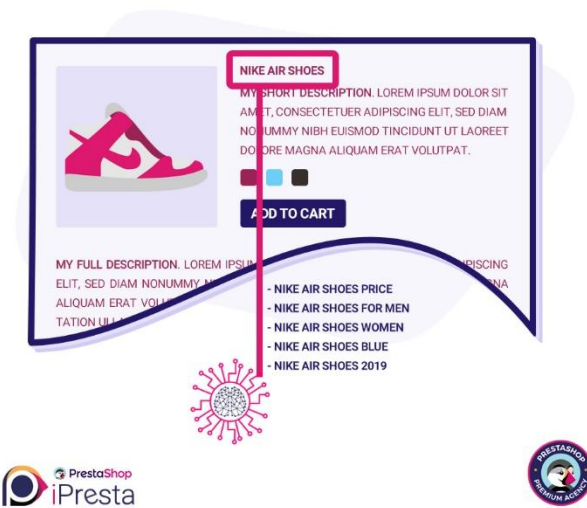
SINGLE PRODUCT TITLE, SHORT DESCRIPTION AND FULL DESCRIPTION SEO CHECKUP





# SMART WORD SUGGESTION

GET WORD SUGGESTIONS BASED ON YOUR PRODUCT TITLE FOR EACH LANGUAGE



## Name SEO

This tab will show you how SEO friendly is your product name. It gets product name length for each language and it tells you if it's standard or not.

Also it suggests you some words based on your product titles divided into 3 levels for each language.

Lang ID	Name	Length	SEO Friendly?	Suggestions
en	mugs	4	OK	<p><b>Level 1 Suggestions</b> (best matches with your product name)</p> <p>mugshot   mugs   mugshot meaning   mug shop   mugsy jeans   mugshot search   mugs pizza   mugshots menu   mugs and jugs   mugshots texas</p> <p><b>Level 2 Suggestions</b> (probably good matches with your product name)</p> <p>The level 2 keyword suggestions are disabled. You can enable them from <a href="#">Module configuration -&gt; Product tab</a> and refresh this page..</p> <p><b>Level 3 Suggestions</b> (might not match completely with your product name)</p> <p>The level 3 keyword suggestions are disabled. You can enable them from <a href="#">Module configuration -&gt; Product tab</a> and refresh this page..</p>
fa	مگ	3	OK	<p><b>Level 1 Suggestions</b> (best matches with your product name)</p> <p>مگ   مگ چوست   مگوانا   مگ حرارتي   مگ   مگت   مگستان   مگپورگ   مگ حر داي   مگدان</p> <p><b>Level 2 Suggestions</b> (probably good matches with your product name)</p> <p>The level 2 keyword suggestions are disabled. You can enable them from <a href="#">Module configuration -&gt; Product tab</a> and refresh this page..</p>

**Lang ID:** It separates your product name for each active language you're using.

**Name:** Shows you the name of your product for each language.

**Length:** Shows your product name length for each language.

**SEO Friendly?:** Tells you if your product name is SEO friendly or not. If no, then it'll tell you how to make it SEO friendly easily!

**Suggestions:** These are the words that are searched the most containing your product name. By using the related suggested words inside your product description, you can make sure you'll have all the searched words inside your product!

By default, you will receive suggestions at level 1 that are the best matches suggestions based on your product name. If you would like to enable level 2 and/or level 3 suggestions, please refer to "[Module's Configuration page -> Products Tab](#)".

## Short Description SEO

This tab will show you how much standard is your product short description. It also shows you the words weight of your short description.

Lang ID	Short Description Length	SEO Friendly?	Used word
en	104	OK	ceramic (1 time) white (1 time)
fa	104	OK	ml (1 time) mug (1 time) ceramic (1 time) white (1 time)

**Lang ID:** It separates your product short description for each active language you're using.

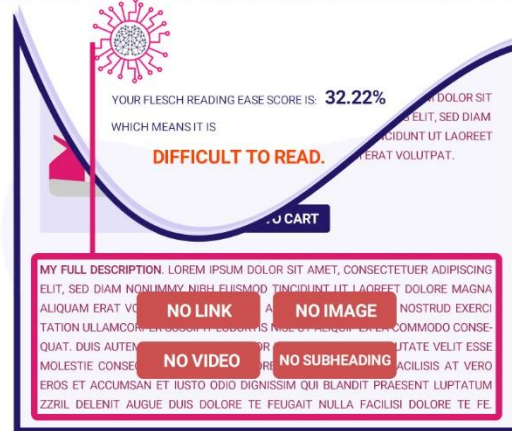
**Short Description Length:** Shows you the length of your product short description. If it's under 800 characters then it's standard.

**SEO Friendly?:** Tells you if your short description is SEO friendly or not. If no, it'll tell you how to make it SEO friendly!

**Used Word:** Counts how many times each word is repeated inside your product short description. Are you using related words to your product more than others? If not, you should better re-modify your short description to get better SEO results. It doesn't show you the "Stop Words".

## SMART DESCRIPTION ANALYSIS

GET RECOMMENDATIONS TO IMPROVE YOUR PRODUCT DESCRIPTION + FLESCH SCORE



THE FLESCH READING EASE SCORE WILL BE SHOWN FOR ENGLISH DESCRIPTION ONLY



## Full Description SEO

This tab will show you the words weight of your product full description.

Name SEO Short Description SEO **Full Description SEO**

Check which words you have used the most for your product full description. You should use related words to your product more than others. Please check the list and if you are not using appropriate word, we suggest you to modify your full description for better SEO results.

Lang ID	Used word	Flesch Reading Ease Score (English)	Recommendations
en	<div style="display: flex; flex-wrap: wrap; gap: 5px;"> <div style="border: 1px solid #ccc; padding: 2px;">mood (1 time)</div> <div style="border: 1px solid #ccc; padding: 2px;">diameter (1 time)</div> <div style="border: 1px solid #ccc; padding: 2px;">height (1 time)</div> <div style="border: 1px solid #ccc; padding: 2px;">dishwasher-proof (1 time)</div> <div style="border: 1px solid #ccc; padding: 2px;">day (1 time)</div> <div style="border: 1px solid #ccc; padding: 2px;">start (1 time)</div> <div style="border: 1px solid #ccc; padding: 2px;">optimistic (1 time)</div> <div style="border: 1px solid #ccc; padding: 2px;">touch (1 time)</div> <div style="border: 1px solid #ccc; padding: 2px;">morning (1 time)</div> <div style="border: 1px solid #ccc; padding: 2px;">coffee (1 time)</div> <div style="border: 1px solid #ccc; padding: 2px;">add (1 time)</div> </div>	<p>Your Flesch reading ease score is: <b>93.58%</b> which means it is <b>Very easy to read. Easily understood by an average 11-year-old student.</b></p>	<p>Link(s)? <span style="color: red;">✘</span> (Very important for SEO and link building)</p> <p>Image(s)? <span style="color: red;">✘</span> (Very important for SEO)</p> <p>Video(s)? <span style="color: red;">✘</span> (Helpful for SEO)</p> <p>Subheading(s)? <span style="color: red;">✘</span> (Very important for SEO and increase readability ease)</p>

**Lang ID:** It separates your product full description for each active language you're using.

**Used Word:** Counts how many times each word is repeated inside your product full description. Are you using related words to your product more than others? If not, you should better re-modify your full description to get better SEO results. The "Stop Words" won't be listed here.

**Flesch Reading Ease Score (English):** The Flesch Reading Ease score is a tool for calculating the approximate reading level of English-language content, relying on the structure of the English language to provide an accurate result. Sentence length and the length of the words within the sentence are both taken into consideration when calculating the Flesch readability score. This module will calculate the Flesch Reading Ease Score automatically for your product's English description.

How to improve your Flesch score? We'll explain it after the next part.

**Recommendations:** This section will check your product description to see if you've used necessary elements for readability and SEO inside it. It'll check for link(s) which is/are very important for internal and external link building and your SEO, check for image(s) which is/are very important for you SEO, check for video(s) which is helpful for SEO and we recommend you to use video inside the description if it's available, and finally it will check for sub-heading(s) which is/are very important for improving the readability and also the SEO. You won't need to use the "H1" tag inside your product description since the product title is inside this tag, but you should always use "H2 – H6" headings inside your description.

### How to increase readability score? (Based on [Verblio](#) guides)

Your target readability score will depend on your intended audience and on the content that you're delivering. For example, if you're providing information geared toward elementary school children, you'll want to keep your content at a lower reading level. On the other hand, if you're writing a university-level piece that involves complicated research and a deep understanding of a particular content area, you can allow your readability score to decrease substantially.

In general, you'll want to keep web content at a score of between 60-70 to ensure that you'll be able to reach and engage the biggest possible audience. Scoring above that number may indicate that your content is too simple, which will put readers off. If you're consistently scoring below a 60, read on for several tricks you can employ to bring your score back up and make your content easier to read.

### KEEP YOUR PARAGRAPHS SHORT

The average paragraph should contain around five sentences, but there are exceptions to that rule. Highly technical or specific content will have longer paragraphs, while simpler content may be broken up into smaller paragraphs that are easier to follow. While they may not have a substantial impact on your Flesch score, headings and subheadings will also contribute to breaking up walls of text, making it easier for readers to skim.

### CHOOSE YOUR WORDS CAREFULLY

Action words are critical. Keep your reader engaged by avoiding passive language, while designing your words with a specific impact in mind will help produce the effect you're looking for. Pack as much meaning as possible into as few words as possible.

You'll be surprised by how much more readable an article becomes when you remove unnecessary words.

### SHORTEN YOUR SENTENCES

You can babble on endlessly, cramming as much information as possible into a sentence like this one that seems to go on forever and ever, but that's a perfect way to scare off your readers. (See how painful that was?)

Sticking to a 20-25-word maximum per sentence is a better rule of thumb. Short sentences give readers room to form their own opinions and actually absorb the information you're presenting.

### KEEP IT SIMPLE

Too many writers fall into the trap of becoming overly impressed by their own vocabularies. While mixing up your words is great, you don't have to use a complicated word when a simple one serves the same purpose. Try using small instead of minuscule, or idea instead of concept. Small changes to your writing vocabulary can help keep your reader's attention—not to mention help you avoid sounding pretentious.

### BREAK IT UP

You're always looking for new blog ideas, and they certainly don't come out of thin air. Instead of cramming several concepts into a single post, try breaking them up into multiple posts. You can always publish more frequently, or better yet, create a series that spans several posts and keeps your readers coming back for more. Limiting your posts to one simple topic will keep your readers more engaged in what you're offering, while also providing you with lots of content ideas: win-win!

### WRITE FOR YOUR AUDIENCE, NOT FOR YOUR SCORE

Here's the thing about all the rules: they're never absolute. You aren't writing for SEO. You're writing for real people who are going to read the things you've written. When you write meaningful content that adds value to your industry, people are going to read it. Keep your audience in mind with every piece you write.

If that means breaking the rules—using longer paragraphs, including more complicated words, and writing longer sentences—then go for it! Ultimately, your readers should determine the direction of your content strategy, not an algorithm. Look at the Flesch Reading Ease Score as a useful tool, rather than an oppressive rule.

When you write with your readability score in mind, you'll discover that you produce much more crisp content that is naturally more interesting to your readers. The average internet browser reads and comprehends best at approximately a seventh-grade level. Most readers can understand more complicated content, but they just prefer to read something a bit more simple. When you deliver that content, you enhance the experience of your readers and bring them back to see what else you have to offer. Many online content writers have mastered this art.

### Thanks Giving!

That's it 😊 Thank you for purchasing this module. We, at iPresta team, hope it can help you improve your SEO/SMO ranking as much as possible! Please don't forget, if you've any question/suggestion or if you need any support you can always keep in touch with us using module's dedicated support page:

[https://addons.prestashop.com/contact-form.php?id\\_product=40888](https://addons.prestashop.com/contact-form.php?id_product=40888)

Regards,

iPresta, exclusive Premium PrestaShop Partner