SEO URL Rule Maintenance

This feature creates SEO URL rules for online maintenance of categories, products and articles.

Overview

An SEO-friendly URL means it is optimised for search engines and users. Tthe URL string should describe the page's content in an accurate, meaningful and unique way using relevant keywords, and adhere to standards established to make a URL more search engine friendly. For ecommerce sites, having SEO-optimised URLs for pages users are likely to search for is very important. You want to entice them to click on the link!

If your site generates and maintains SEO URLs online in the CMS instead of integrating them from the ERP, the rules used to create such URLs have to be specified. The SEO URL Rule Maintenance page is where you create rules for category, product and article URLs and decide when they apply. Note that there are default rules for category and product detail pages. These can be changed. A rule can also be manually overriden for an individual page.

This guide explains how to create the rules and the parts that are used to make them.

ⓘ **IMPORTANT**

To apply new or changed rules to your website, click **Save and Generate All**. Changes will be applied at the next scheduled update. This schedule is set in SEO URL Generation Maintenance. For an immediate change, reconfigure the scheduled task.
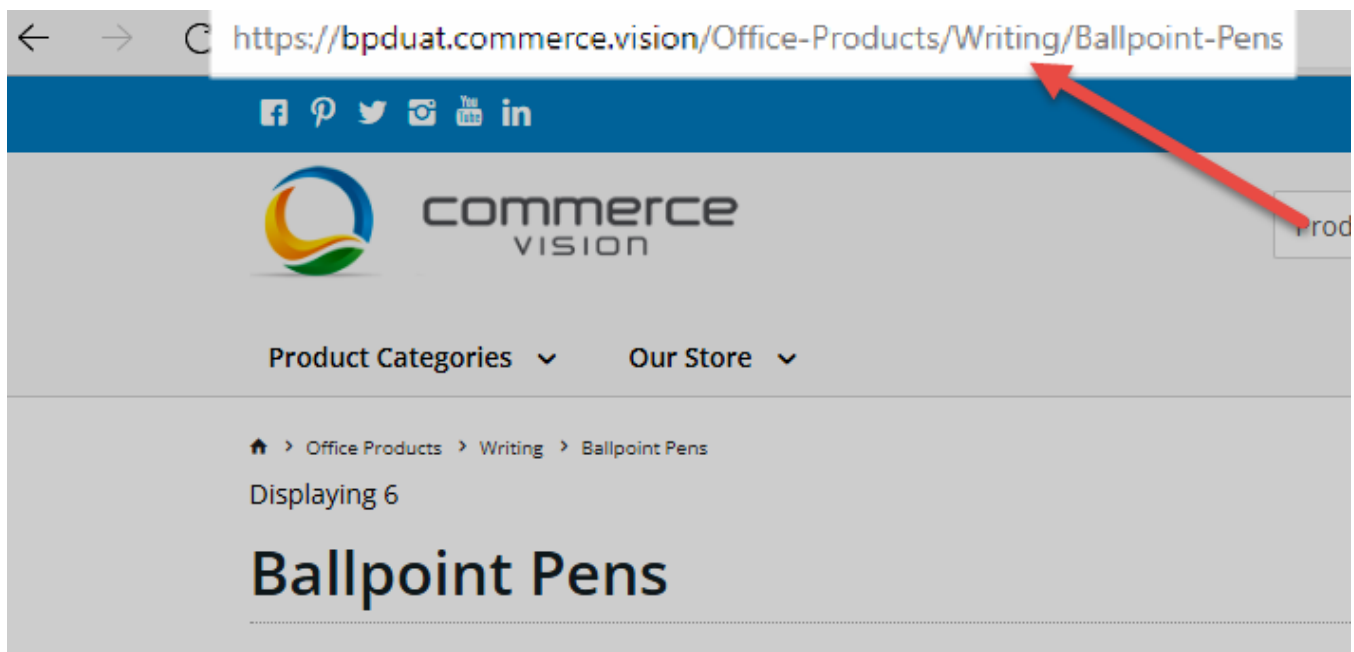

Example

We'll use a category page to explain how a rule is created and the various parts used to make up a rule.

Categories are usually nested, with one or more sub-categories (up to 4), to further sort products. In our example, the Top Level (Level 1) 'Office Products' has two other levels, Level 2 and Level 3 subcategories. 'Writing' is a Level 2 subcategory. It has subcategories as well, which would make it Level 3. One example is 'Ballpoint Pens'.

Now, look at the URL of the Level 3 subcategory 'Ballpoint Pens' page. We are only interested in what comes after the domain name. Here, this is the string: /Office-Products/Writing/Ballpoint-Pens

Notice the category structure: Level 1/Level 2/Level 3

This SEO URL string and related surrounding text are generated from the default URL rule for category. You can change this rule to something else if you wish. Here, we will use it to explain rule creation.
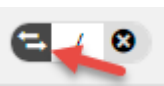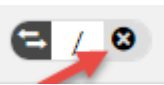
When you access the Rule Maintenance page, for each rule, you will see a bunch of symbols like this. Each pill-shaped item is a rule part.
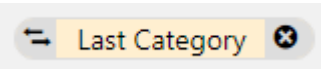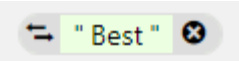

Rules and rule parts

> ⓘ **Important**
>
> - An Internet address text is case sensitive after the domain name. This means that search engines will not recognise 'https://bpduat.commerce.vision/Office-Products/Writing/Ballpoint-Pens' and 'https://bpduat.commerce.vision/office-products/writing/ballpoint-pens' as the same URL. So you should keep your SEO URL text consistent in letters being upper or lower case.
> - The string should not have spaces between words. Use a hyphen instead. Example: '/Office-Products', not '/Office Products'. **TIP -** This system automatically adds a hyphen when a space is detected.

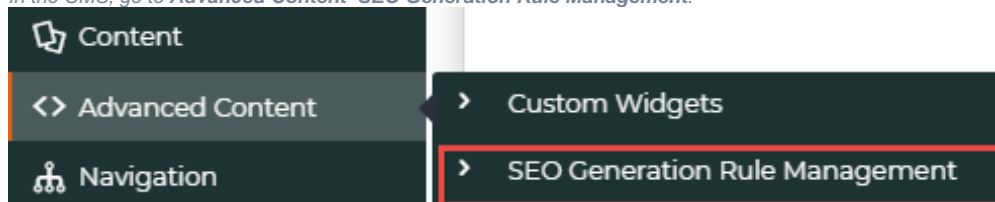| Part	Use	Comment
	Create new rule part	Click for the Rule Part window.
	Indicates incomplete rule part	Click to edit.
	Move part in rule	Click to drag and drop in new location.
	Delete rule part	Click to delete rule part.

Rule parts are one of the following: page type (Category, Product or Article), separator (forward slash), text part: company name, a specific table field or user-entered text.

Part type	Use	Comment
Category	Used to define category struture First Category - Top Level (Level 1) category Last Category - Final subcategory that contains a product	Order to create category structure.
Separator	Inserts a forward slash '/' between each sub-part of the URL	Example: Office-Product/Writing/Ball point-Pens
Text part		
Table Field	Used to add a relevant field from the Product, Category or Article table.	Allows you to customise a rule to suit. NOTE: Only relevant tables and fields are displayed.
Text	Any text you add to a rule part.	For example, you can add a word to a rule part to make the URL unique or stand out.
Company Name	Used to insert your business name	

Access SEO URL Rule Maintenance

To access SEO URL Rule Maintenance:

*In the CMS, go to **Advanced Content SEO Generation Rule Management**.*

Category URL Rules

Category URL

Default is the default rule used to generate a SEO-friendly URL for a category page.
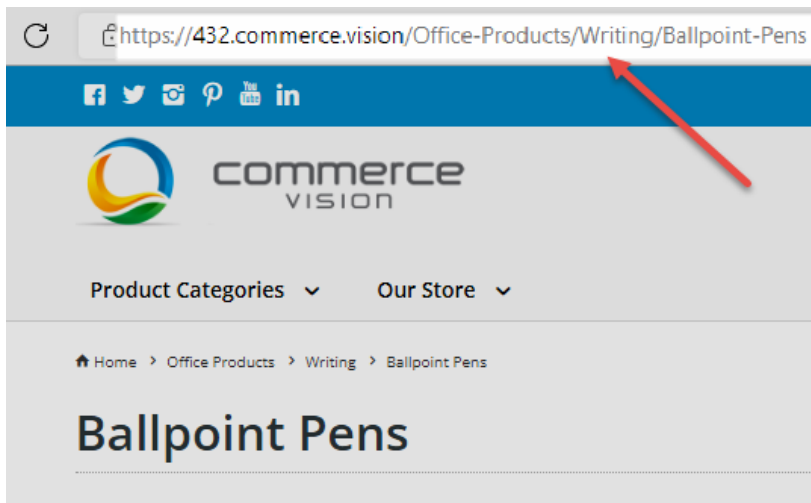
Remember we want to create a rule that displays an URL string with the following categories: Office Products/Writing/Ballpoint Pens, Office Products/Writing and Office Products/

Category names default from the category/subcategory's 'Description' field. The system will automatically add hyphens for any blank spaces between words.

The Default category URL shows the last category (before products) and any others preceding that one.

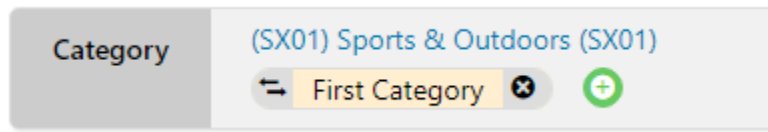For our example, the rule would translate to 'writing/ballpoint-pens'.

Level1: Level 1 or the top category.

Level2: the next category (or sub-cateogory) after Level 1.

You can define up to four levels.

Add Rule for individual category

You can use a unique rule for a specific category. Click the **Add** button.

Category Title

The Category Title is displayed as the heading for the URL in search results.

Different rules can be defined for each level.

Category Meta Tag

Meta tags are small snippets of HTML code. They contain important information read by search engines to understand content. You can add rules to generate meta tags. The standard default rule creates a meta tag from the last subcategory's description.

Product

Product URL

A typical product URL is usually quite long, and includes all category levels. This is not ideal as an SEO-friendly URL as it contains details that are not directly relevant to the product and cannot be processed quickly by the user.

You may want to shorten it to contain only the last category, product description and product code, for instance.

Product Title

The product title is displayed as the heading for the URL in search results.

Product Meta Tag

Meta tags are small snippets of HTML code. They contain important information read by search engines to understand content. Rules can also be added so that they are generated automatically. The standard default generates a meta tag from the product's description.

Article

Your site articles and blogs can be used to market your business and the products you sell. Adding relevant keywords and meta tags will improve visibility in search results and convince users to click on the link.

Article URL

You can add the article's description and/or Article ID, company name and user-defined text to the URL.

Article URL
Generation rules for Article URL

| Default | ⇄ Article : Description ✕   ⇄ " - " ✕   ⇄ Article : ArticleId ✕   ⊕ | 🗑Clear |

Article Title

You can add the article's description and/or Article ID, company name and user-defined text to the title. This is used by search engines to understand content.

Article Title
Generation rules for Article Title

| Default | ⇄ Article : Description ✕   ⊕ | 🗑Clear |

Article Meta Tag

Meta tags are small snippets of HTML code. They contain important information read by search engines to understand content. Rules can also be added so that they are generated automatically. There is no standard default. Meta tags can be the article's title, ID or any user-defined text.

Article Meta Tag
Generation rules for Article Meta Tag

| Default | ⇄ Article : Description ✕   ⇄ " office stationery " ✕   ⊕ | 🗑Clear |

Category Restrictions

If any categories are added here, only these categories will be processed when the scheduled generation task is run. If left blank, all categories will be included.

⊕ Category Restrictions
If any categories are specified then only those categories
will be processed

> ℹ If there are any categories specified below we will only process those categories. If there are no categories below we will process all categories. In either case any category that is going to be processed may be excluded by being in the Category Exclusions section.

[▼]

Add

Category Exclusions

If any categories are added here, these categories will NOT be included when the scheduled generation task is run. If left blank, all categories will be excluded.

⊖ Category Exclusions
If any categories are specified then we will not process
thoe categories

> ℹ Any category that is in the list below will not be processed.

[▼]

Add

Apply Rules to Website

Once you have created SEO URL rules and want them to apply to your site, click **Save and Generate All**. The changes will be applied at the next scheduled update. This schedule is set in SEO URL Generation Maintenance.

Additional Information

Minimum Version Requirements	4.31.06
Prerequisites	
Self Configurable	Yes
Business Function	Marketing
BPD Only?	Yes
B2B/B2C/Both	Both
Third Party Costs	n/a

Related help

- SEO URL Generation Maintenance

- Maintain Product Category in Category Maintenance
- Edit Products from a top-level Category in Category Maintenance
- CMS Category Maintenance
- CMS Category Maintenance Settings
- Assign Products in Category Maintenance

Content by label

There is no content with the specified labels

- Create and publish Articles - the basics