

# **Documentation Easyseo**

### Compatibilité :

This module is compatible with 1.5 and 1.6 Prestashop versions.

#### Installation :

- 1. Go into yout backoffice then in the « modules » menu.

- Click on « add a modules » then « choose a file »
  Choose the oparteasyseo.zip file that is in your computer.
  Click on « put this module in line »
  Go to « seo » and search the « easy seo for prestashop » module.
  Click on the « install » button.

## **Operating principle :**

The module goal is to help you to win time filling faster the « meta title » and « meta description » tag of your shop

For this, the module use some « words tools ». This words tools are like this : [NAME], [DESCRIPTION], ... Each word tool will be replaced by an information depending on the page.

For example if, for your products, you add in your « meta title » the following words tools :

[MANUFACTURER NAME] [NAME] [PRICE TTC]

On your product page about the last Iphone, you will can see for your « meta title » tag :

Apple Iphone 6 240 €

You can also add normal words between your word tool If you use again our last example, we can add :

[NAME] from [MANUFACTURER\_NAME] at [PRICE\_TTC]

And we will see :

Iphone 6 from Apple at 240 €

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### Explanations of each field :

In most tabs, you will see some common settings, following find an explanation of each field :

**Load settings** : This field offers you to choose a setting that you have already saved. If you select « new » in this field, when you will click on « save settings » a new setting will be saved.

**Setting name** : Add here the name of your setting for retrive it later. If you do not hage selected « new » in the previous field, then this field change the name of the current setting.

**Choose language** : Choose here the language for wich your settings will be applied. With this field you will be abble to apply differents settings depending on the language.

**Catégory** : Click on categories for wich you wan't that your setting applies. You can select severals category pressing the CTRL key. If you do not select category, your setting will apply on all category.

Remember : This field is only available in product and category tabs.

Metat title : Add here the words tools that will be used to fill the « meta title » tag of your pages.

**Meta description** : Specify here the word tool that will be used to fill the « meta description » tag of your pages.

**Override meta that are already filled ?** : If you enable this field, then meta description and meta title wich are already filled will be overrided.

Automatic update is allowed ? : If you check this field then this settings will able to be applied automaticaly if you set up a cron (see the « set up a cron » section of this document)

### Explanation for the word tool of the category tab:

[NAME]	Category name
[DESCRIPTION]	Category description
[PARENT_NAME]	Parent category name
[SHOP_NAME]	Shop name
[FIRST_PRODUCT_NAME]	First product name of the category
[SECOND_PRODUCT_NAME]	Second product name of the category
[THIRD_PRODUCT_NAME]	Third product name of the category

# Explanation for the word tool of the products tab:

[NAME]	Product name
[DESCRIPTION_SHORT]	Product short description
[DESCRIPTION]	Product description
[ID_PRODUCT]	Product Id
[REFERENCE]	Product reference
[PRICE_HT]	Price without taxe
[PRICE_TTC]	Price with taxe
[EAN13]	Product EAN13 code
[MANUFACTURER_NAME]	Manufacturer Name of the product
[SUPPLIER_NAME]	Supllier name
[CATEGORY_NAME]	Name of the default category of the product
[CATEGORY_PARENT_NAME]	Name of the parent category of the default
[SHOP_NAME]	Shop name

# Explanation for the word tool of the suppliers tab:

[NAME]	Supplier name
[DESCRIPTION]	Supplier description
[SHOP_NAME]	Shop name
[FIRST_PRODUCT_NAME]	Name of the supplier first product.
[SECOND_PRODUCT_NAME]	Name of the supplier second product
[THIRD_PRODUCT_NAME]	Name of the supplier third product

# Explanation for the word tool of the cms tab:

[META_TITLE]	CMS page title
[CONTENT]	CMS page content
[SHOP_NAME]	Shop name

# Explanation for the word tool of the manufacturers tab:

[NAME]	Manufacturer name
[DESCRIPTION]	Manufacturer description
[SHORT_DESCRIPTION]	Manufacturer short description
[SHOP_NAME]	Shop name
[FIRST_PRODUCT_NAME]	Name of the manufacturer first product.
[SECOND_PRODUCT_NAME]	Name of the manufacturer second product.
[THIRD_PRODUCT_NAME]	Name of the manufacturer third product.

#### Image tab:

The image tab offer you to fill faster the legend of your images (alt tag). Here, we do not use word tool, because for search engine optimisation you have to add different legend for each image of your website.

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The first part of this tab offer you to define how display your images to faster fill their legends.

**Images by page :** Choose the number of image wich will be displayed in this tab.

Choose a page : This field offer you to choose the page to display.

Empty legend only : Choose here if you wan't to displaty only the images wich have an empty legend or not.

#### How fill the legends ?

Under each image you will see a text field in wich you have to specify the image legend. When you will go to the next field the previous field will save automaticaly.

advice: Use the tab key for go faster to the next field.

#### Others tab :

This tab, containt some information about the search engine optimisation for your shop.

#### Help tab :

This tab contain the link to this documentation and others ressources to help you to use this module.

#### How to set up a cron ?

If you use a dedicated server you can use the crontab fonction. Ask to the personne who handle your server to make the cron using this function.

If you use a shared server, your host has certainly a cron service. Ask him to understand how you can use it.

If neither of this two solution works, you can use a free cron service like : https://www.cron-job.org/en/

The url to use for your cron is located in the help tab of your module.

#### 📽 MISE À JOUR AUTOMATIQUE

Pour créer une mise à jour automatique vous devez configurer un "cron" utilisant cette url:: http://www.ps1614.com.localhost/modules/oparteasyseoforprestashop/oesfp\_cron.php?t=myvTW Si vous ne savez pas ce qu'est un cron, merci de lire la documentation.

When your cron has been setup, each time it will pass, the module will get the setup wich are allowed to works automatically and will applied them, and your meta will updated automatically.

It's yours work to define the pass frequency of your cron in order to update regularly your meta without overload your server. One a day is good for the most website.