Extension Module (XMOD): High Definition SEO

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What is an XMOD?

An XMOD is an extension module developed by Kryptronic for our popular ClickCartPro/EuropaCart e-commerce software.

XMODs are developed to the highest standards to ensure proper and complete functionality using core components and Kryptronic coding techniques to ensure a stable, secure and optimized module.

The XMODs are cool plug-ins the instantly provide exciting new features for you and your customers.

What is High Definition Search Engine Optimization (SEO)?

The High Definition SEO XMOD is a module that provides the ability to morph the Default SEO URLs generated by the software into High Definition (custom) SEO URLs. This module installs directly into ClickCartPro/EuropaCart.

- This module contains a management interface function that allows you to control a list of Default SEO URLs to be morphed into High Definition SEO URLs.

- This module automatically creates high definition URLs when using core display classes. Users simply need to activate the module and create their list of customized URLs. Any SEO URL generated by the system can be morphed into a more meaningful custom URL.

Requirements

This module has the following requirements:

- This module requires the Default SEO system to be enabled. To enable the Default SEO system, in the System menu, under the function:

  System/Component/Search Engine Optimization Settings

  Set 'SEO Status' to 'True (1)'.

- This module must be enabled. To enable the module, in the System menu, under the function:

  System/Component/Settings > Extension Module: HDSEO

  Set 'Activate High Definition SEO Module' to 'True (1)'.

Installation

This module is installed using the Kryptronic Software Installer. Access your installer via a URL similar to:

http://www.yourdomain.com/installer.php

Installation Without Update

In order to install this module without updating any other software, follow these steps:

- Access your installer.php script and login. Submit through steps 1-5 without making changes to your installation configuration information.

- On Step 6 (PEAR Installation), choose 'No, do not reinstall/update PEAR modules'.

- On Step 7 (Core Installation), choose 'Yes,reinstall/update the Core codebase'.

- Submit through steps 8-12 without making changes to your installation configuration information.

- On Step 13 (Database Reload), choose 'Reload with recently changed definition files only'. It is your option whether you choose to auto-submit the steps or confirm each one. If any database definition files have been updated, only those files that have changed will be updated. Do not worry about losing data or the installer overwriting your data during a database reload. The installer is smart enough not to do that to you.

Installation With Update

In order to install this module and update all software at the same time, follow these steps:

- Access your installer.php script and login. Submit through steps 1-5 without making changes to your installation configuration information.

- On Step 6 (PEAR Installation), choose 'Yes, reinstall/update PEAR modules'. Leave the 'Overwrite all files' checkbox EMPTY. It is your option whether you choose to auto-submit the steps or confirm each one. Any PEAR modules that have been updated since your last installer run will be updated.

- On Step 7 (Core Installation), choose 'Yes, reinstall/update the Core codebase'. Leave the 'Overwrite all files' checkbox EMPTY. It is your option whether you choose to auto-submit the steps or confirm each one. Any Core modules that have been updated since your last installer run will be updated.

- Submit through steps 8-11 without making changes to your installation configuration information.

- On Step 12 (Application Installation), choose 'Yes, reinstall/update applications(s)'. Leave the 'Overwrite all files' checkbox EMPTY. Leave the 'Only install new applications and modules' checkbox EMPTY. It is your option whether you choose to auto-submit the steps or confirm each one. Any application modules that have been updated since your last installer run will be updated.

- On Step 13 (Database Reload), choose 'Reload with recently changed definition files only'. It is your option whether you choose to auto-submit the steps or confirm each one. If any database definition files have been updated, only those files that have changed will be updated. Do not worry about losing data or the installer overwriting your data during a database reload. The installer is smart enough not to do that to you.

Getting Started

At its most basic level the HDSEO plug-in will make your web site pages more easily read and understood by search engines. For example:

When you create a new product using ClickCartPro/EuropaCart, the address will usually look something like this:

http://www.yourweb.com/ecom-prodshow/trnwheel.html

Your product is a set of training wheels for a child's bike.   You have abbreviated the id name of the product so that *you* know what it is. When you create a product with ClickCartPro/EuropaCart, that abbreviation becomes the default name of your page. To continue our example, that page happens to be in a category of other children's bicycle parts. That category looks like this:

http://www.yourweb.com/ecom-catshow/kidbikeprts.html

Now, with the help of HDSEO, we're going to change the names of those products so that when the search engines come knocking, they'll see a product page that looks like this:

http://www.yourweb.com/Childrens-Bicycle-Training-Wheels

That new, much easier to search page will reside in the following category:

http://www.yourweb.com/Childrens-Bicyle-Parts

This process is really split into 3 distinct steps:

1. Create a new .htaccess file which tells ClickCartPro/EuropaCart and the search engines the old and new name of the page.
2. Plug this list into ClickCartPro/EuropaCart so that these new names appear on your store's front end
3. Optimize your new .htaccess file once the list is complete.

Creating Your New .htaccess file

This is a simple little text file that lives on your site and directs traffic for you. There may already be an .htaccess file on your site...it would be where everything else lives...if it's there already, download it and save it...using the instructions below. If it's not, you'll be creating a new one using a text editor. If you do have an .htaccess file already living on your site, it will look like this:

Name	Size	Type
.htaccess	31.59 KB	HTACCESS File
sitemap.xml	34.17 KB	XML Document
config.php	333 bytes	PHP File
integrityfilesscanningcdshell.jpg	25.97 KB	JPEG Image
integritypad_file.xml	10.88 KB	XML Document
DCSEVEN.jpg	166.96 KB	JPEG Image
dcsevenpad_file.xml	11.18 KB	XML Document
mentorpad_file.xml	10.99 KB	XML Document

Important Note:

If you are not seeing this file, check your FTP browser or FTP browser's help file and search for Hidden Files. Not all FTP browsers automatically show hidden files, but they're there.

Once you've copied this to your hard drive, make a copy of this file using Notepad's Save As feature and save it. If the changes you make have mistakes and you have to recover quickly, you can always return your site to normal by copying his file back onto your web site.

Your standard Windows Notepad text editor or any simple text editor is the best way to edit or create these files...they do the job and don't add any extra fun stuff to confuse things.

Now let's create our first 2 lines of text using our previous example with the Children's Training Wheels.

First, we want to type the following: (In Red)

Options +FollowSymLinks   (note the space between Options and the + sign)
RewriteEngine on

Those two commands basically tells the system that we're going to be rewriting the URL they thought they knew to something else. Once we've turned the Rewrite Engine on, we're going to tell it what we want to rewrite. All of these commands are context sensitive, so if you mess up one letter, things will not work, the sky will fall, cats and dogs will be living together...complete confusion.

First rule will tell the system that we want to change the category from /ecom-catshow/kidbikeprts.html to simply/Children's-Bicycle-Parts.

It will look exactly like this:

RewriteRule ^ecom-catshow/kidbikeprts\.html$ http://www.yourweb.com/Childrens-Bicycle-Parts [L,R=permanent]

<u>Important Note:</u>

There are a couple of funky things here…your ecom-catshow/kidbikeprts.html simply has had a "\" added before the dot. Then immediately, a dollar sign is added to tell the system that you are now showing them the new address name you prefer using the full URL.

So far, you're text editor screen should look like this:

```
.htaccess - Notepad
File  Edit  Format  View  Help

Options +FollowSymLinks
RewriteEngine on
RewriteRule ^ecom-catshow/kidbikeprts\.html$ http://www.tracertek.com/Childrens-Bicycle-Parts [L,R=permanent]
|
```

Now, we're going to added a second line of code to the category to tell the exact same story in reverse:

RewriteRule ^Children's-Bicycle-Parts$ /ecom-catshow/kidbikeprts.html

Now your .htaccess file should look like this:

```
.htaccess - Notepad
File  Edit  Format  View  Help

Options +FollowSymLinks
RewriteEngine on
RewriteRule ^ecom-catshow/kidbikeprts\.html$ http://www.tracertek.com/Childrens-Bicycle-Parts [L,R=permanent]
RewriteRule ^Childrens-Bicycle-Parts$ /ecom-catshow/kidbikeprts.html
```

From here, we'll fill in all of your products and categories paired as you see above. For products, the default address would start with /ecom-prodshow/etc…but other than that, the rules remain the same. You can use this for products, categories, and any other pages that ClickCartPro/EuropaCart generates where you desire a little more clarity.

After you've filled in all of the other page links, we'll cap this off with the following final line:

RewriteRule ^(.*)-(.*)/(.*)\.html /index.php?app=$1&ns=$2&ref=$3 [L,PT]

This just spells out the rewrite rule you've just used in *computerspeak*. It should be the final entry in your .htaccess file and the whole window should look like this when you're finished:

```
.htaccess - Notepad                                                    _□×
File  Edit  Format  View  Help
Options +FollowSymLinks
RewriteEngine on
RewriteRule ^ecom-catshow/kidbikeprts\.html$ http://www.tracertek.com/Childrens-Bicycle-Parts [L,R=permanent]
RewriteRule ^Childrens-Bicycle-Parts$ /ecom-catshow/kidbikeprts.html
RewriteRule ^(.*)-(.*)/(.*)\.html /index.php?app=$1&ns=$2&ref=$3 [L,PT]
```

Configuring Your URL List

To manage a list of Default SEO URLs to be morphed into high definition SEO URLs, in the Core menu, under the function:

System/HDSEO URL Manager

You can choose to add and update URLs using this function. The two input fields are:

Default SEO URL: Enter the Default SEO URL that will be morphed into a High Definition SEO URL. Default SEO URLs are built in the format of: '/app-namespace/reference.html' and contain a preceding slash ('/'). For URLs without a reference (those that just target an application with a namespace), the Default SEO URL will contain 'COREseo' as a reference.

High Definition SEO URL: Enter the high definition SEO URL that will used in place of the Default SEO URL. All URLs will be relative to the public installation directory for this software. This URL is typically in the format of: '/' to simulate a root directory, '/DirectoryName' to simulate a sub directory, '/PageName.html' to simulate an HTML page, or a custom hierarchy like '/content/mypages/page.html' to simulate a complex URL schema. All entries are preceded with a slash ('/').

Example entries:

Default SEO URL	High Definition SEO URL
/ecom-login/KHXCseo.html	/Login
/ecom-cat/PROD-ID-1.html	/Prod1
/ecom-cat/PROD-ID-2.html	/Prod2.html
/ecom-cat/ PROD-ID-3.html	/products/Prod3.html
/ecom-cat/CAT-ID-1.html	/categories/Cat1.html

Please note: It is best practice to use letters (A-Z, a-z), numbers (0-9), the slash (/), underscore (_) and dash (-) characters only in URLs. Refrain from using spaces or other special characters.

Configuring Your Webserver to Rewrite URLs

Part of setting up the Default SEO requires configuring URL rewrite rules on your webserver. The instructions below are for Apache webserver with mod_rewrite enabled. Assuming you have activated the Default SEO system as instructed in the requirements section above, we'll begin by implementing the Default SEO system's rules. Create a plain text file named *.htaccess* (note the leading period (.) which is required) and put the following into the file:

```
Options +FollowSymLinks
RewriteEngine on
RewriteRule ^core/(.*)-(.*)/(.*)\.html core/index.php?app=$1&ns=$2&ref=$3 [L,PT]
```

The rules shown above assume you have installed the core in a directory named 'core' below your root web directory (ie: http://www.yourdomain.com/core) and you have not changed the default front-end script name (index.php). If you have installed the core in the root directory (ie: http://www.yourdomain.com/) and have not changed the default front-end script name (index.php) your rules need to look like this:

```
Options +FollowSymLinks
RewriteEngine on
RewriteRule ^(.*)-(.*)/(.*)\.html index.php?app=$1&ns=$2&ref=$3 [L,PT]
```

If you have changed the front-end script name to something like 'zzz.php' and the installation directory to 'xxx', your rewrite rules would look like this instead:

```
Options +FollowSymLinks
RewriteEngine on
RewriteRule ^xxx/(.*)-(.*)/(.*)\.html xxx/zzz.php?app=$1&ns=$2&ref=$3 [L,PT]
```

Now that the Default SEO system's rules have been set up, we can add specialized High Definition SEO rules for the software. We're going illustrate using rules showing the software installed in the root web directory and using the default script name 'index.php':

```
Options +FollowSymLinks
RewriteEngine on
RewriteRule ^(.*)-(.*)/(.*)\.html index.php?app=$1&ns=$2&ref=$3 [L,PT]
```

The illustration is based on the example entries above. To account for the High Definition SEO entries, the .htaccess file would change to:

```
Options +FollowSymLinks
RewriteEngine on

RewriteRule ^Login$ ecom-login/KHXCseo.html
RewriteRule ^Product1$ ecom-prodshow/PRODUCT-ID-1.html
RewriteRule ^Product2\.html$ ecom-prodshow/PRODUCT-ID-2.html
RewriteRule ^products/Prod3\.html$ ecom-prodshow/PRODUCT-ID-3.html
RewriteRule ^/categories/Cat1\.html $ ecom-catshow/CAT-ID-1.html

RewriteRule ^(.*)-(.*)/(.*)\.html index.php?app=$1&ns=$2&ref=$3 [L,PT]
```

Please note that any periods (.) in the first part of the rules need to be escaped with a backslash (\). Also notice that our High Definition SEO URL rules are between the opening two rules (which turn on rewrites) and the Default SEO system's single rule - which still handles all SEO URLs that are not morphed into High Definition SEO URLs.

If you have been using the software prior to installing this module, you'll want to consider adding redirect rules to your .htaccess file for a few weeks to alert crawlers and search engine robots that your URLs have changed. This will instruct crawlers and robots to update their indexes. Do add temporaty redirect rules based on our illustration above, we would modify the .htaccess file as follows:

```
Options +FollowSymLinks
RewriteEngine on

RewriteRule ^ecom-login/KHXCseo\.html $ http://www.yourdomain.com/Login [L,R=permanent]
RewriteRule ^ecom-prodshow/PROD-ID-1\.html$ http://www.yourdomain.com/Prod1 [L,R=permanent]
RewriteRule ^ecom-prodshow/PROD-ID-2\.html$ http://www.yourdomain.com/Prod2.html [L,R=permanent]
RewriteRule ^ecom-prodshow/PROD-ID-3\.html$ http://www.yourdomain.com/products/Prod3.html [L,R=permanent]
RewriteRule ^ecom-catshow/CAT-ID-1\.html$ http://www.yourdomain.com/categories/Cat1.html [L,R=permanent]

RewriteRule ^Login$ ecom-login/COREseo.html
RewriteRule ^Product1$ ecom-prodshow/PRODUCT-ID-1.html
RewriteRule ^Product2\.html$ ecom-prodshow/PRODUCT-ID-2.html
RewriteRule ^products/Prod3\.html$ ecom-prodshow/PRODUCT-ID-3.html
RewriteRule ^/categories/Cat1\.html$ ecom-catshow/CAT-ID-1.html

RewriteRule ^(.*)-(.*)/(.*)\.html index.php?app=$1&ns=$2&ref=$3 [L,PT]
```

Notice: The rewrite rules are entered directly after the two opening rules and prior to the High Definition SEO rules and Default SEO rule.

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Module Development

This module was developed by Nick Hendler, of Kryptronic, Inc.

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