

Ultimate SEO Links™

Product Description:

This module allows you create any style of SEO link you desire without the use of an “identifier”. An identifier is something that would prefix or append the product or category code in your links. This module cleans up those links by not requiring the identifier. For example....

Old SEO Style Link:

<http://www.domain.com/p-widget.html>

New SEO Style Link:

<http://www.domain.com/widget.html>

Support:

Support is offered on all Sebenza modules via our online helpdesk. Module support includes, but not limited to, installation issues, compatibility, and module usage.

Requests outside of the modules scope will be addressed on a case by case scenario. In most cases these requests will on a custom development basis at our current hourly rate.

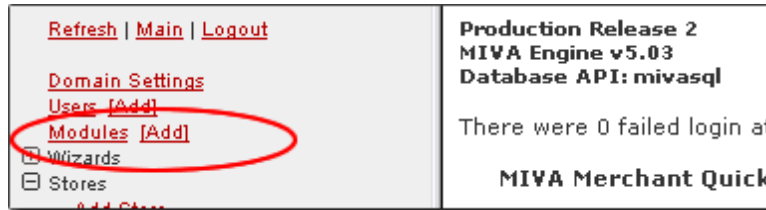
Before contacting support, please refer to not only this document... but also to our online FAQ center.

URL: <http://www.sebenza.com/>

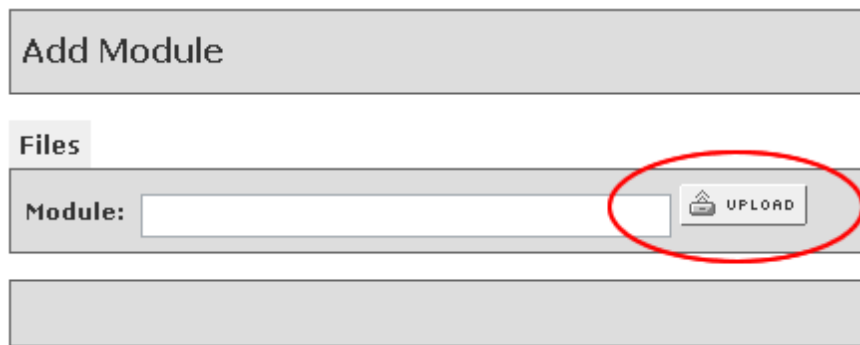
Installation Instructions

Step 1. After purchasing the Miva Merchant module, download it to your computer. If it was supplied as a Zip file, unzip it to a convenient directory.

Step 2. Next, upload your new module to your Miva Merchant administration panel via the “Add” link to the right of the “Modules” link in the left navigation.



Step 3. Click the “Upload” button and select the module to be uploaded and installed. After you select the module click the “Add” button.



Now your module is installed to your Miva Merchant Domain. Next, we will need to assign the module to the store you want to use it with.

Step 4. Click “System Extension Configuration” within the left navigation under your selected store.

Step 5. Find the “Ultimate SEO Links” module, select the checkbox, and hit “Update”.

Step 6. Now that the module is assigned to the store, you will need to enter your license number. Enter your purchased license number and click “Update”.

There are no configuration options in the module itself.

Step 7. Create your .htaccess as outlined on the next page

Page Not Found Redirect URL

This allows you to specify a redirect URL for when the “code” is not a category, product, or page code.

Adding The .htaccess Rewrite Code

*Note - This code has been tested on a reliable MIVA-centric host. If it doesn't work, please contact your host. They should be able to help you.

Note: You can't have any products and categories with the same code. If you already have .html files in your root directory, you will need to create an exclusion list for those in your .htaccess or use the .htm extension.

Step 1. Check to see if your site has an existing .htaccess file located at:

<http://www.yourdomain.com/.htaccess>

*Some hosts hide this file so do not assume it doesn't exist if you don't see it.

*Either ask your host or click the arrow of your ftp program that is pointing from your server to your computer without selecting a file or directory. Your ftp software should prompt you for a file name. Enter .htaccess. Your ftp program should either transfer the file to your computer or alert you that the file doesn't exist. If you are still unsure, contact your host! **This is serious business. You don't want to accidentally overwrite existing .htaccess code.**

Step 2. If you have an existing .htaccess file, open it up in notepad or another text editor like homesite **AFTER** downloading it from your server. It is always a good idea to make a backup **FIRST** before making changes.

*If you don't have an existing .htaccess file, create a new file in your text editor and save it as .htaccess. **That is a period as the first character of the file name. There should be no period at the end of the file name.**

Step 3. If you have an existing .htaccess file, paste the following code below any existing code.

```
RewriteEngine On
RewriteRule ^([A-Za-z0-9_-]+)\.html$ /mm5/merchant.mvc?Screen=USL&Code=$1 [T=application/x-httpd-mv]
```

*If your .htaccess file already contains RewriteEngine On, you do not need to include it again.

*If your Miva Merchant store directory is not /mm5/, change it to the correct name. i.e. /Merchant2/

*If you are creating a new .htaccess file, paste the following code at the top of your file.

```
RewriteEngine On
RewriteRule ^([A-Za-z0-9_-]+)\.html$ /mm5/merchant.mvc?Screen=USL&Code=$1 [T=application/x-httpd-mv]
```

*If you want to include both the product code AND the category code in one url, use the following code

```
RewriteEngine On
RewriteRule ^([A-Za-z0-9_-]+)-p-([^.]+)\.html$ /mm5/merchant.mvc?Screen=PROD&Product_Code=$1&Category_Code=$2
RewriteRule ^([A-Za-z0-9_-]+)\.html$ /mm5/merchant.mvc?Screen=USL&Code=$1 [T=application/x-httpd-mv]
```

*The -p- separates the product and category codes. You could use a different letter than p if you wanted. More advanced users could format this to their desire.

*If you have multiple stores on one domain, use the following code

```
RewriteEngine On
RewriteRule ^1/([A-Za-z0-9_-]+)\.html$ /mm5/merchant.mvc?Screen=USL&Store_Code=1&Code=$1 [L]
```

*Repeat for each store. Change the /1/ to whatever you want but change the Store_Code=1 to the exact store code. If you had a cute animal food store, here is an example:

```
RewriteEngine On
RewriteRule ^pigs/([A-Za-z0-9_-]+)\.html$ /mm5/merchant.mvc?Screen=USL&Store_Code=piggys&Code=$1 [L]
RewriteRule ^rabbits/([A-Za-z0-9_-]+)\.html$ /mm5/merchant.mvc?Screen=USL&Store_Code=wabbits&Code=$1 [L]
```

Note: Watch for text wrapping when cutting and pasting.

Creating Ultimate SEO Links

5. The code to look for in the category tree or anywhere else where category links are found is:

```
<a href="&mvmt:global:sessionurl;Screen=CTGY&Store_Code=&mvta:store:code;&Category_Code=&mvta:category:code;">
```

Change it to: ``

Note that `&mvta:category:code;` may differ from what is actually in the template, but the idea is that you need to figure out what the StorMorph token is in the current url and shorten it. It may also look like `&mvta:global:Category_Code;`

If your using the Category Tree Template module, change it to `` You will need the Category Tree Template module to access the link code within the category tree.

<http://www.sebenza.com/products/SS-CATTREE5.html>

6. The code to look for in the category (CTGY) template or anywhere else where there are product links are found is listed below.

```
<a href="&mvmt:global:sessionurl;Screen=PROD&Store_Code=&mvta:store:code;&Product_Code=&mvta:product:code;&Category_Code=&mvta:category:code;">
```

Change it to either:

```
<a href="/&mvta:product:code;.html">
```

Or if you would like to also passing the category code then use:

```
<a href="/&mvta:product:code;-p-&mvta:category:code;.html">
```

*This is one example. If you find that the code is a little different in another template (i.e. `&mvta:product:code;`), then use that when changing it to Ultimate SEO Link style.

To find this in the CTGY Page template, click on the Category Product List Layout tab. If the tab is currently in point + click mode, you will need to switch it to Advanced mode to view the template.

.htaccess instructions were provided by Jason Henderson of JMH Web Services, the leading expert on SEO and marketing for Miva Merchant
<http://www.jmhonline.net>

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