



USER GUIDE

SEO Toolkit for Magento 2

Meta templates, canonical and hreflang links, structured data, redirects, an SEO audit and AI-written meta text, for Luma and Hyvä.

Version 1.0.1
October 2026

Magento 2.4.x
Open Source & Adobe Commerce

store.magedia.com
docs.magedia.com



INSIDE THIS GUIDE

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01 · INTRODUCTION

Everything search engines read, in one module

SEO Toolkit controls how search engines and AI assistants read your store: meta tags, canonical and hreflang links, structured data, sitemaps, redirects, an SEO audit and AI-written meta text. Everything it adds to the storefront is rendered on the server, without JavaScript.

**Meta templates**

Titles and descriptions from product, category and CMS variables, with a live preview.

**Structured data**

Product, reviews, shipping, returns, breadcrumbs, FAQ and local business, without duplicates.

**SEO audit**

A nightly check of every page with a health score out of 100.

**Canonical, robots and hreflang**

One canonical URL per page, robots rules for filtered pages, and language links between store views.

**Redirects and 404 log**

301 and 302 redirects, automatic redirects for deleted products, CSV import and export.

**AI meta suggestions**

Claude, OpenAI or Gemini with your own key; nothing changes until you approve.

Magento 2.4.x

Open Source and Adobe Commerce

PHP 8.3 – 8.5

Tested on 2.4.9 with PHP 8.4

Luma & Hyvä

Server-rendered, no storefront JavaScript

Magedia Core 1.2

Installed with the module

02 · INSTALLATION

Install in four steps

1 Get your access keys

Sign in at store.magedia.com and open **Account** → **Keys** for the repo.magedia.com username and password.

2 Add the Magedia repository

Register repo.magedia.com in Composer and save the keys in `auth.json`, never in source control.

3 Require and enable

Composer installs SEO Toolkit with Magedia Core. Enable both, upgrade and compile.

4 Check cron

Cron generates AI suggestions, submits IndexNow URLs, runs the nightly audit, imports Search Console data and cleans old redirects and 404 entries.

```
composer config repositories.magedia composer https://repo.magedia.com
composer require magedia/m2-seo-toolkit
```

```
bin/magento module:enable Magedia_Core Magedia_SeoToolkit
bin/magento setup:upgrade
bin/magento setup:di:compile
bin/magento cache:flush
```

Magento's GraphQL and Swatches modules are optional. Without GraphQL, the headless fields are unavailable; without Swatches, SEO-friendly URLs still work on the other filters.

03 · SETTINGS

Settings and menu

Stores → Configuration → Magedia → SEO Toolkit

How the settings work

- **Enable SEO Toolkit** (default Yes) is the master switch. No leaves Magento's own meta tags and adds no SEO Toolkit markup in that scope.
- Each group has its own switch, and most settings can differ per website or store view.
- Save Config, then refresh the page cache so storefront pages show the change.
- Saving, importing or deleting templates, redirects and cross-links marks the page cache invalid: refresh it under **System** → **Cache Management**.

Magedia → SEO Toolkit

Menu item	Used for
Meta Templates	Titles, descriptions and keywords from variables
Redirects and 404 Log	Redirect rules and the broken URLs visitors hit
Cross-Links	Keywords linked automatically in content
SEO Audit	Issues and the store view health score
AI Suggestions	Generated meta text waiting for approval
Search Performance	Google Search Console clicks and positions

Grant access per item under System → Permissions → User Roles → Magedia Extensions → SEO Toolkit.

04 · META TEMPLATES

Write meta templates

Magedia → SEO Toolkit → Meta Templates → Add Template

A product meta template and its preview.

Wrap optional text in square brackets: Buy `{{name}}`[by `{{brand}}`] | `{{store}}` drops " by ..." for products without a brand.

Applies To

Product, category, filtered category or CMS pages.

Store View

One store view or All Store Views; optionally limit to categories.

Apply

Only when the page has no meta value of its own, or Always.

Product variables

`{{name}}` `{{sku}}` `{{price}}`
`{{category}}` `{{brand}}` `{{store}}` or
 any attribute code.

Category variables

`{{name}}` `{{parent}}` `{{filters}}`
`{{filter_labels}}` `{{page}}`
`{{store}}`

CMS variables

`{{title}}` `{{content_heading}}`
`{{store}}`

Priority

The highest wins, then a store-specific template over an all-stores one.

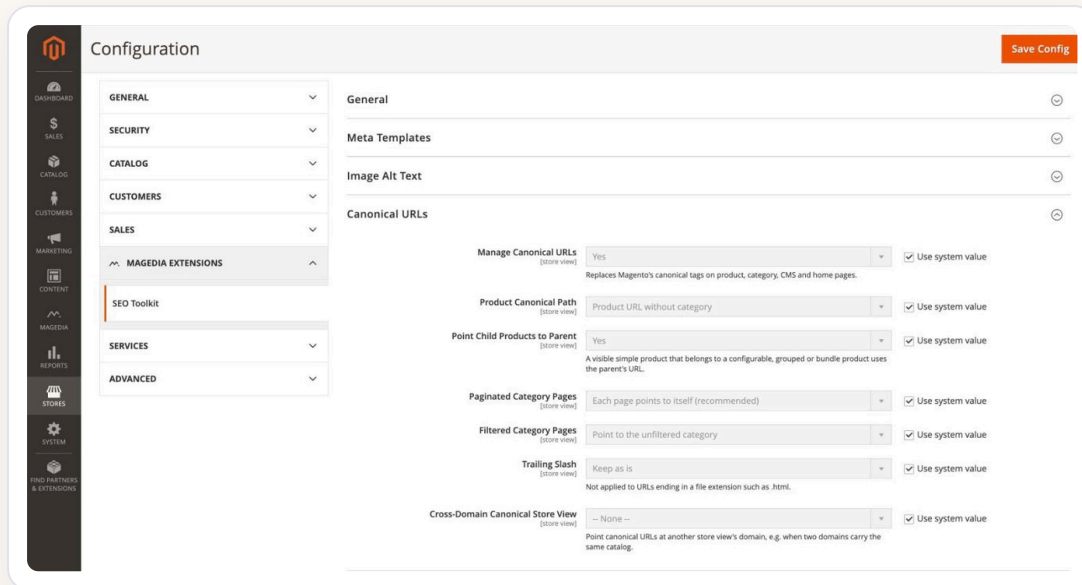
Preview

Enter a product, category or page ID to see the result before saving.

05 · CANONICAL AND ROBOTS

Canonical URLs and meta robots

SEO Toolkit settings → Canonical URLs · Meta Robots



Canonical URL settings.

Product Canonical Path

Without a category (default), or the shortest, longest or primary-category path.

Point Child Products to Parent

A visible simple product in a configurable, grouped or bundle product points to the parent.

Paginated Category Pages

Each page points to itself (recommended by Google) or to page 1.

Filtered Category Pages

Point to the unfiltered category (default), or keep the filter.

Trailing Slash, Cross-Domain

For stores served on several domains.

Meta Robots

Values for filtered, sorted, paginated and search pages. By default filtered, sorted and search pages stay out of the index while their links are followed.

Custom Rules

One URL pattern and value per line, e.g. customer/* NOINDEX,NOFOLLOW.

06 · HREFLANG AND STRUCTURED DATA

Hreflang, structured data and sharing

Hreflang for multilingual stores

Add Hreflang Tags (default Yes) links each product, category, CMS page and home page to the same page in your other store views, within one website or across **All websites**.

The code comes from the store view locale (en_US becomes en-US); override it with **Hreflang Code**. Pick an **x-default Store View**, and match CMS pages by URL key or page ID.

Open Graph and Twitter Cards

Control how shared links look. Set your Twitter/X handle and a default share image for pages without a product or category image.

Structured data (JSON-LD)

- **Product**: price, availability, brand, GTIN and MPN, ratings and reviews; price ranges for configurable, bundle and grouped products.
- **Shipping details** and **Return policy**: rates, countries, transit days and return window.
- **Breadcrumbs**, **Organization** and **WebSite with Search Box**.
- **FAQ** on CMS pages, and **Local Business** with address and opening hours.
- **Remove Theme Microdata** and **Remove Duplicate JSON-LD** (both default Yes) so search engines see each item once.

Test a page with Google's Rich Results Test after changing these settings.

07 · BREADCRUMBS AND SITEMAPS

Breadcrumbs, alt text and sitemaps

**Category path on product pages**

Breadcrumbs follow the product's primary category, so visitors from search see Home › Gear › Bags › product. Choose it by **SEO Priority** on each category, or the deepest or shallowest category.

**XML sitemap additions**

Add links, exclude product and category IDs or CMS pages, and leave out URLs matched by a NOINDEX rule. Generate it under Marketing → SEO & Search → Site Map.

**SEO-friendly filter URLs**

Off by default. Turns `bags.html?activity=8` into `bags/activity-yoga.html`. Leave it off if another module rewrites filter URLs.

**Generate missing alt text**

Fills the alt text of product images without a label from a template such as `{{name}}[ - {{color}}]`.

**HTML sitemap page**

Lists categories, CMS pages and optionally products at `site-map`, with a link in the footer.

**Cross-links and llms.txt**

Link keywords in descriptions and CMS pages automatically, and publish a Markdown summary of your store for AI assistants at `/llms.txt`.

08 · REDIRECTS

Redirects and 404 pages

Magedia → SEO Toolkit → Redirects · 404 Log

- DASHBOARD
- SALES
- CATALOG
- CUSTOMERS
- MARKETING
- CONTENT
- MAGEDIA
- REPORTS
- STORES
- SYSTEM

Redirects

1
admin

[Import CSV](#)
[Export CSV](#)
[Add Redirect](#)

Filters

Default View

Columns

Actions

6 records found

20

per page

<

1

of 1

>

	ID	Request Path	Target	Type	Store View	Source	Hits	Status	Expires	Created	Action
☐	1	old-bags.html	gear/bags.html	301 Moved Permanently	All Store Views	Manual	6	Active		Oct 12, 2026 9:38:13 AM	Select
☐	2	summer-sale.html	gear.html	302 Found (temporary)	All Store Views	Import	1	Active		Oct 12, 2026 9:55:47 AM	Select
☐	3	promo/old.html	https://example.com/new	301 Moved Permanently	All Store Views	Import	1	Active		Oct 12, 2026 9:55:47 AM	Select
☐	4	travel-duffle-classic.html	gear/bags.html	301 Moved Permanently	Main Website / Default Store View	Deleted product	1	Active	Oct 12, 2027 9:56:38 AM	Oct 12, 2026 9:56:38 AM	Select
☐	5	gear/2025-catalog.html	gear.html	301 Moved Permanently	All Store Views	Manual	0	Active		Oct 12, 2026 10:23:39 AM	Select
☐	6	blue-yoga-mat-xyz.html	gear/fitness-equipment.html	301 Moved Permanently	Main Website / Default Store View	Manual	0	Active		Oct 12, 2026 10:26:31 AM	Select

Redirects, including one created for a deleted product.

Request Path, Target

The old path without the domain; a store path or full URL. 301 or 302, with an optional **Expires** date.

Import / Export CSV

Columns
request_path, target_path, redirect_type, store_id, is_active;
only the first two are required.

Redirect Deleted Products

Redirects to the primary category, kept 365 days by default.

Page Not Found (404)

Show the 404 page, or redirect to the home page or to search results.

Log 404 Requests

See broken URLs under 404 Log and click **Create Redirect** to fix one.

09 · SEO AUDIT

Find issues with the SEO audit

Magedia → SEO Toolkit → SEO Audit

The screenshot shows the Magedia SEO Audit interface. At the top, there's a sidebar with navigation links: DASHBOARD, SALES, CATALOG, CUSTOMERS, MARKETING, CONTENT, MAGEDIA, REPORTS, STORES, SYSTEM, and FIND PARTNERS & EXTENSIONS. The main header area displays 'SEO Audit' and a 'Run Audit Now' button. Below this, a summary box shows a health score of 55 for 'Main Website / Default Store View' with 401 issues across 222 pages, checked on Oct 12, 2026, at 10:29:11 AM. A table below lists the issues, with columns for ID, Severity, Type, Entity ID, Name, Issue, Store View, Detected, and Action. The table shows 10 records of 'Warning' severity for 'Product' type, all related to 'Main Website / Default Store View'. Issues include missing or incorrect meta descriptions and broken internal links. Each row has an 'Open' link for further action.

ID	Severity	Type	Entity ID	Name	Issue	Store View	Detected	Action
803	Warning	Product	1	Joust Duffle Bag	Meta description is 27 characters; aim for 70-160.	Main Website / Default Store View	Oct 12, 2026 10:29:11 AM	Open
804	Warning	Product	2	Strive Shoulder Pack	Meta description is 31 characters; aim for 70-160.	Main Website / Default Store View	Oct 12, 2026 10:29:11 AM	Open
805	Warning	Product	3	Crown Summit Backpack	Meta description is 32 characters; aim for 70-160.	Main Website / Default Store View	Oct 12, 2026 10:29:11 AM	Open
806	Warning	Product	4	Wayfarer Messenger Bag	Meta description is 33 characters; aim for 70-160.	Main Website / Default Store View	Oct 12, 2026 10:29:11 AM	Open
807	Warning	Product	5	Rival Field Messenger	Meta description is 32 characters; aim for 70-160.	Main Website / Default Store View	Oct 12, 2026 10:29:11 AM	Open
808	Warning	Product	6	Fusion Backpack	Meta description is 26 characters; aim for 70-160.	Main Website / Default Store View	Oct 12, 2026 10:29:11 AM	Open
809	Warning	Product	7	Impulse Duffle	Meta description is 25 characters; aim for 70-160.	Main Website / Default Store View	Oct 12, 2026 10:29:11 AM	Open
810	Warning	Product	8	Voyage Yoga Bag	Meta description is 26 characters; aim for 70-160.	Main Website / Default Store View	Oct 12, 2026 10:29:11 AM	Open
811	Warning	Product	9	Compete Track Tote	Meta description is 29 characters; aim for 70-160.	Main Website / Default Store View	Oct 12, 2026 10:29:11 AM	Open
812	Warning	Product	10	Savvy Shoulder Tote	Meta description is 30 characters; aim for 70-160.	Main Website / Default Store View	Oct 12, 2026 10:29:11 AM	Open

SEO Audit with the store view health score.

The audit runs every night, or click **Run Audit Now**. It checks every enabled product, category and CMS page and scores each store view out of 100.

- Missing, short, long or duplicate meta titles and descriptions, after templates are applied
- Missing images and thin content
- Broken internal links

Filter by severity or type and click **Open** to edit a page. Length limits are under SEO Audit in the settings.

On catalogs over 3,000 products, Run Audit Now hands the audit to cron. Large catalogs can also run `bin/magento magedia:seo:audit`.

10 · AI SUGGESTIONS

AI meta suggestions

SEO Toolkit settings → AI Meta Generation

- DASHBOARD
- SALES
- CATALOG
- CUSTOMERS
- MARKETING
- CONTENT
- MAGEDIA
- REPORTS
- STORES

AI Suggestions

Actions

Approve and Save
Reject
Generate Again
Delete

5 records found (4 selected)

Filters

Default View

Columns

20

per page

1

of 1

			Name	Field	Current Value	Suggestion	Store View	Error	Updated	
			Joust Duffle Bag	Meta Title		Joust Duffle Bag - Roomy Gym Bag	Main Website / Default Store View		Oct 12, 2026 12:57:29 PM	
			Strive Shoulder Pack	Meta Description	Strive Shoulder Pack from Bags.	Carry laptop, water bottle and gym kit in one: the Strive Shoulder Pack has a padded strap, zip pockets and room for the whole day.	Main Website / Default Store View		Oct 12, 2026 12:57:29 PM	
☒	5	Awaiting approval	Product	Crown Summit Backpack	Meta Description	Crown Summit Backpack from Bags.	The Crown Summit Backpack goes from trail to campus with a hydration sleeve, padded straps and side pockets for everyday gear.	Main Website / Default Store View		Oct 12, 2026 12:57:29 PM
☒	6	Awaiting approval	Product	Fusion Backpack	Meta Title		Fusion Backpack - Laptop Sleeve and Padded Straps	Main Website / Default Store View		Oct 12, 2026 12:57:29 PM
☒	7	Awaiting approval	Product	Voyage Yoga Bag	Meta Description	Voyage Yoga Bag from Bags.	Bring your mat, towel and water to class in the Voyage Yoga Bag, with a mat strap and roomy main compartment.	Main Website / Default Store View		Oct 12, 2026 12:57:29 PM

AI suggestions awaiting approval.

Your provider, your key
 Anthropic Claude, OpenAI or Google Gemini, with optional brand voice instructions.

Generate from the audit
 Select meta issues and choose Generate AI Suggestions; cron writes them within minutes.

Approve before publishing
 Approve and Save, Reject or Generate Again. Only the page's name, description and attributes are sent.

11 · INDEXNOW AND SEARCH CONSOLE

IndexNow and Google Search Console

Notify search engines of changes

IndexNow sends the URLs of products, categories and CMS pages you save to Bing, Yandex and other IndexNow engines, usually within 10 minutes. The key is generated for you and published at `/key.txt`.

Google does not use IndexNow. Use Search Console for Google.

1

Create a service account

In Google Cloud, enable the Search Console API and download the account's JSON key.

2

Paste the key

Enable Import Search Performance and paste it into Service Account JSON Key.

3

Grant access

Add the service account's email as a user of your Search Console property, and enter the Property exactly as Search Console shows it.

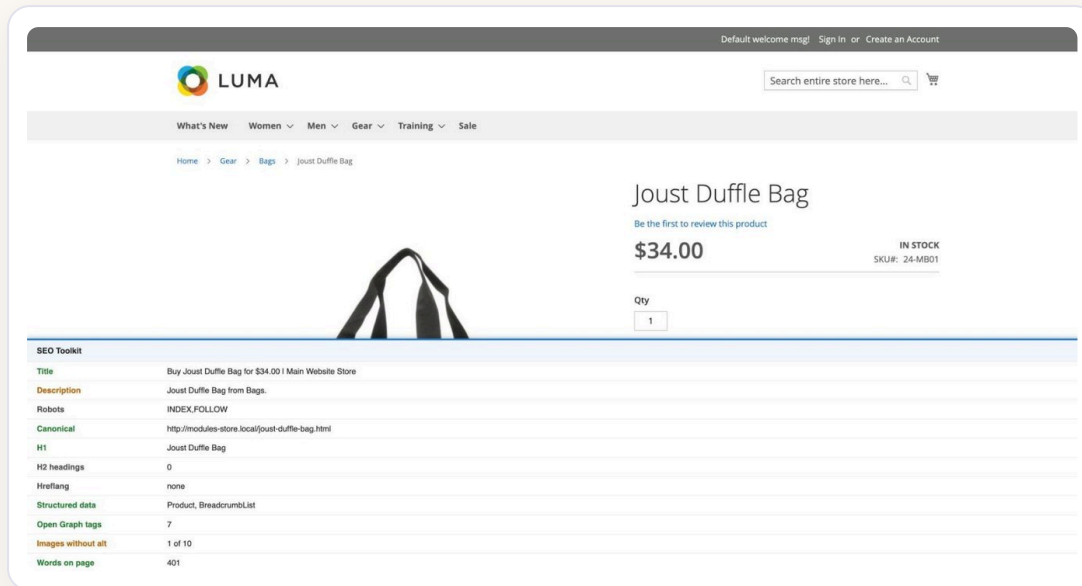
4

Read the results

Clicks, impressions, CTR and position per page appear under Search Performance daily, or after Import Now.

12 · TOOLBAR AND COMMAND LINE

Toolbar, headless stores and CLI



The storefront SEO toolbar on a product page.

Enable the **Storefront SEO Toolbar**, add your IP to Allowed IP Addresses and open any page with `?seo_toolbar=1`. Pages with the toolbar are never cached, and other visitors never see it.

Command	Purpose
<code>magedia:seo:audit</code>	Run the SEO audit
<code>magedia:seo:redirects:import</code>	Import redirects from CSV
<code>magedia:seo:redirects:export</code>	Export redirects as CSV
<code>magedia:seo:sitemap:generate</code>	Generate every XML sitemap
<code>magedia:seo:ai:generate</code>	Generate queued AI suggestions
<code>magedia:seo:indexnow:submit</code>	Submit queued IndexNow URLs
<code>magedia:seo:gsc:import</code>	Import Search Console data

Headless and PWA storefronts read the same values through GraphQL: the `magedia_seo` field on products, categories and CMS pages, and the `magediaSeoRedirect(url)` query.

Have a question? Contact us!

Send your Magento, PHP and theme versions with the steps that show the problem.

Support

Questions, issues and installation
help

contact@magedia.com

Online guide

Always the latest version of this
guide

docs.magedia.com

Live demo

Try the storefront and Admin

[demo-m2.seo-
toolkit.magedia.com](https://demo-m2.seo-toolkit.magedia.com)