MAGEDIA

USER GUIDE

Magedia 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

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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	PHP 8.3 – 8.5	Luma & Hyvä	Magedia Core 1.2
Open Source and Adobe Commerce	Tested on 2.4.9 with PHP 8.4	Server-rendered, no storefront JavaScript	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

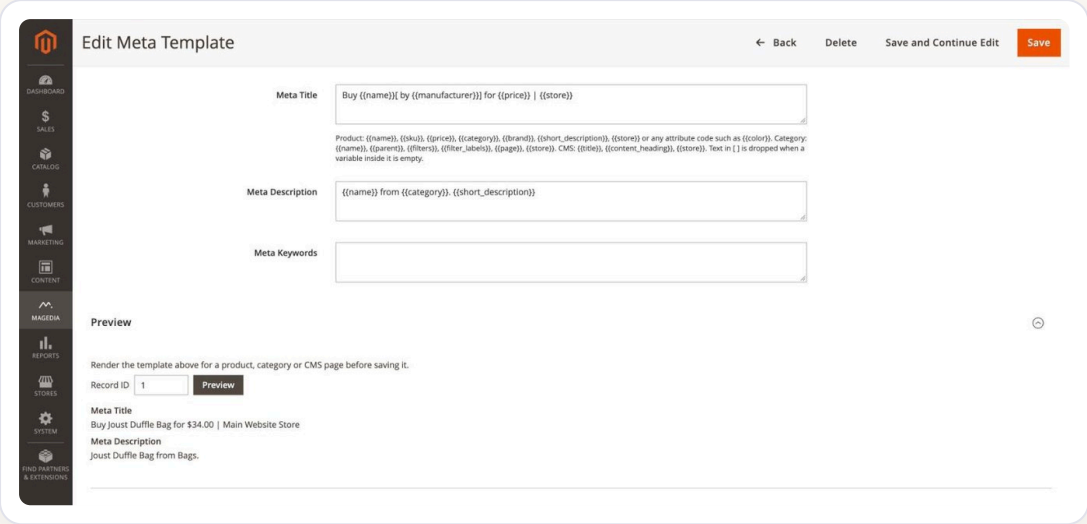
Menu item	Used for
Meta Templates	Titles, descriptions and keywords from variables
Redirects and **404 Log**	Redirect rules and the broken URLs visitors hit
Cross-Links	Keywords linked automatically in content
SEO Audit	Issues and the store view health score
AI Suggestions	Generated meta text waiting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

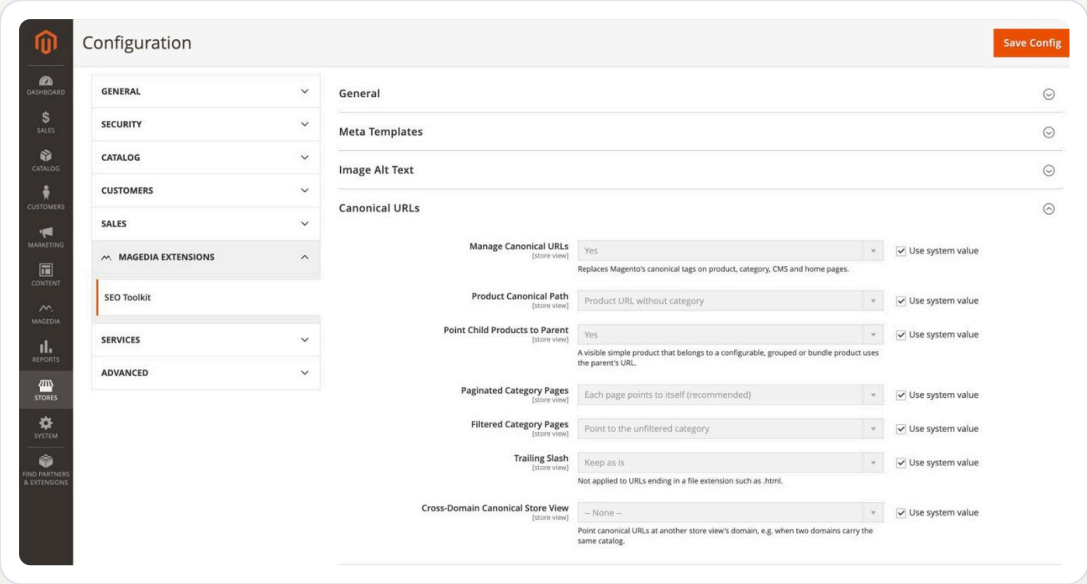
> Wrap optional text in square brackets: `Buy {{name}}[ by {{brand}}] | {{store}}` drops " by …" for products without a brand.

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}}]`.

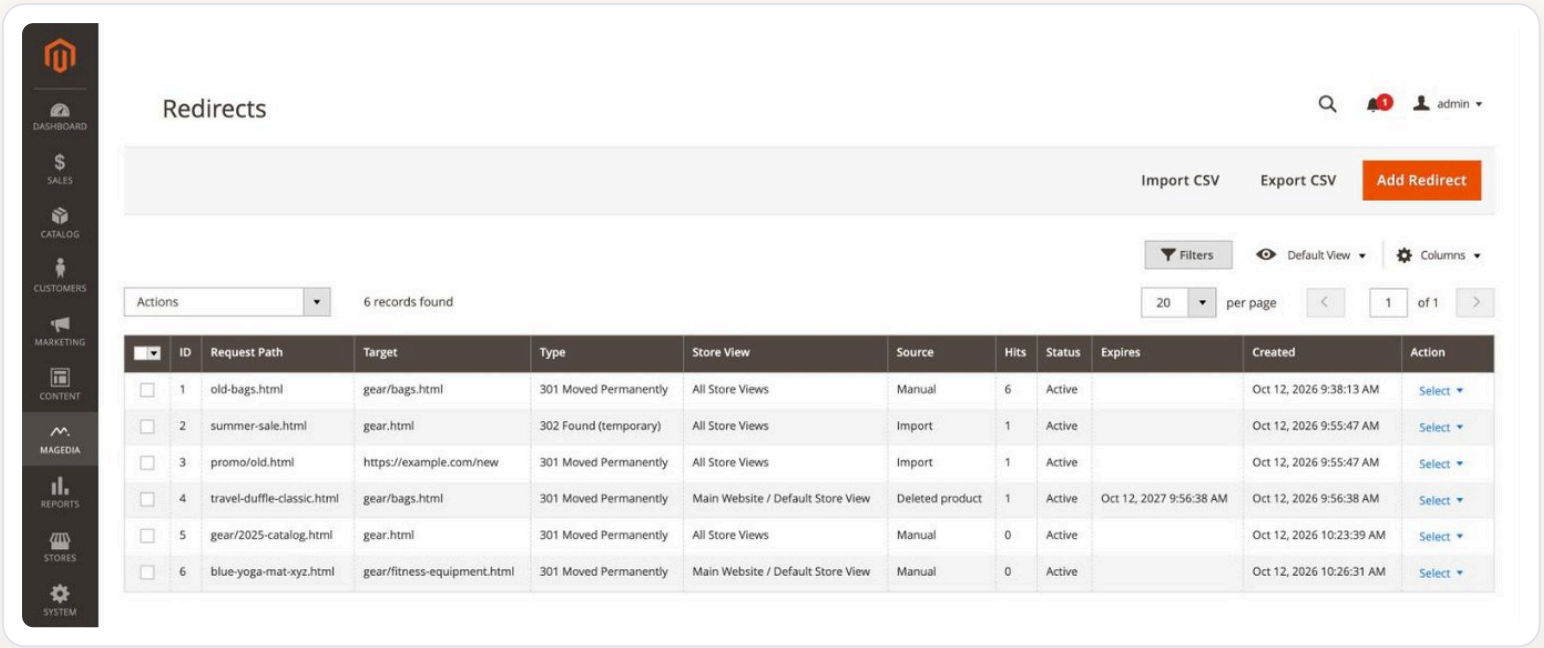
HTML sitemap page
Lists categories, CMS pages and optionally products at `site-map`, with a link in the footer.

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



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.

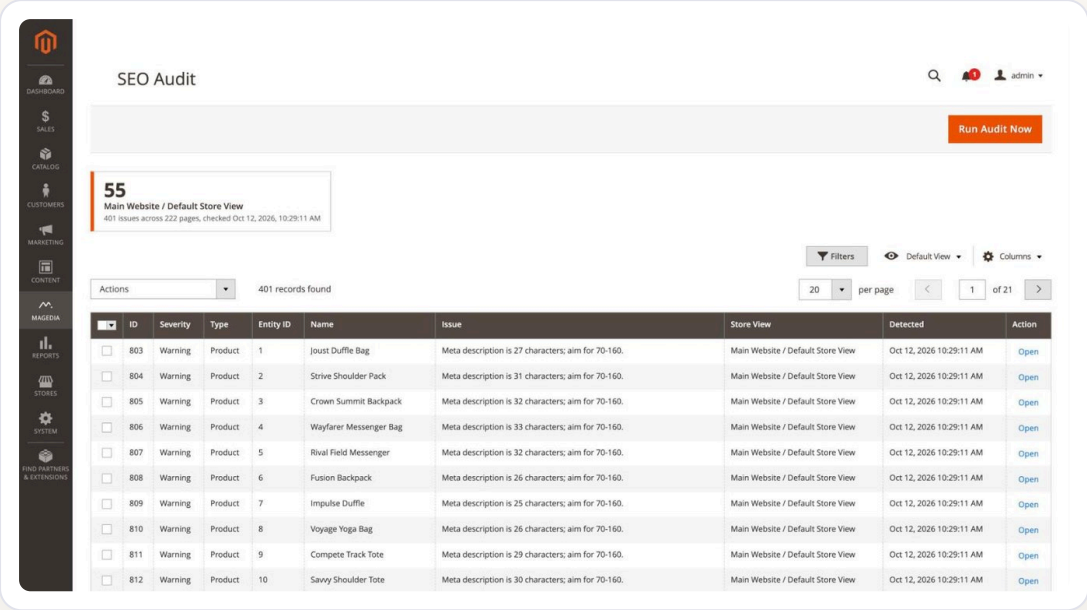
Page Not Found (404) — Show the 404 page, or redirect to the home page or to search results.

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



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

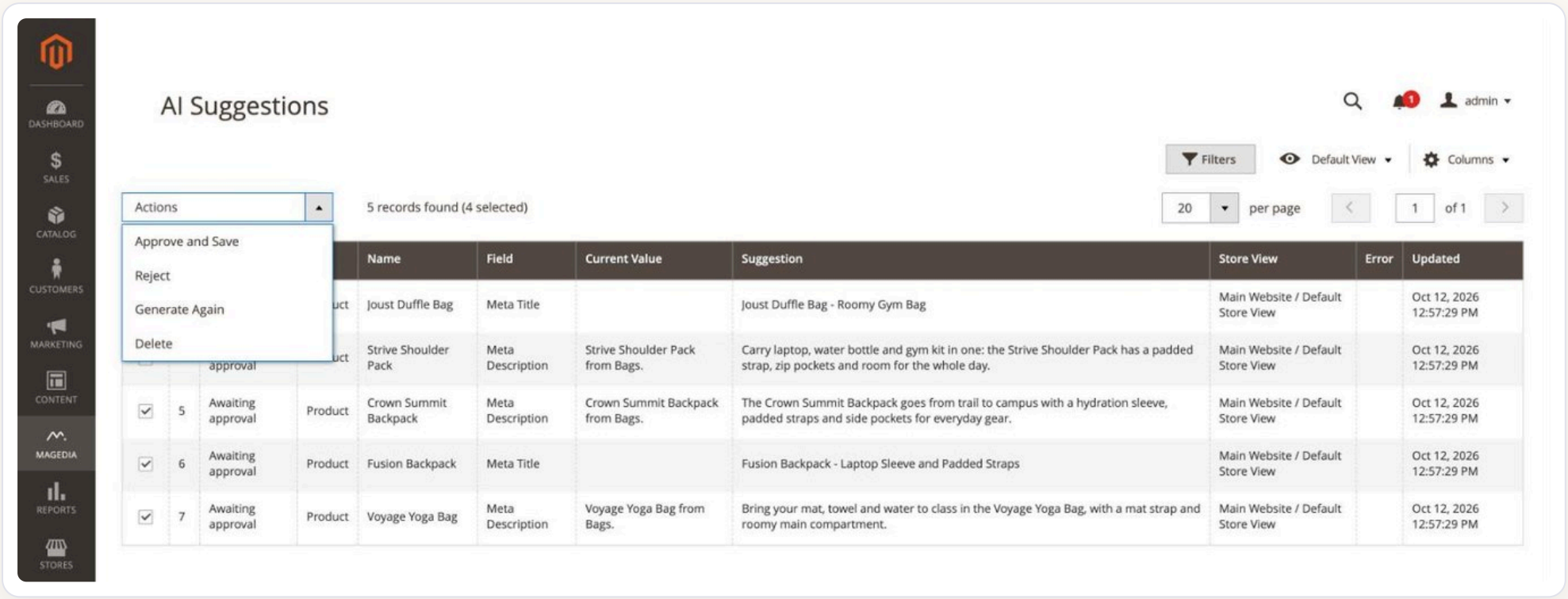
Filter by severity or type and click **Open** to edit a page. Length limits are under SEO Audit in the settings.

> 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



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**

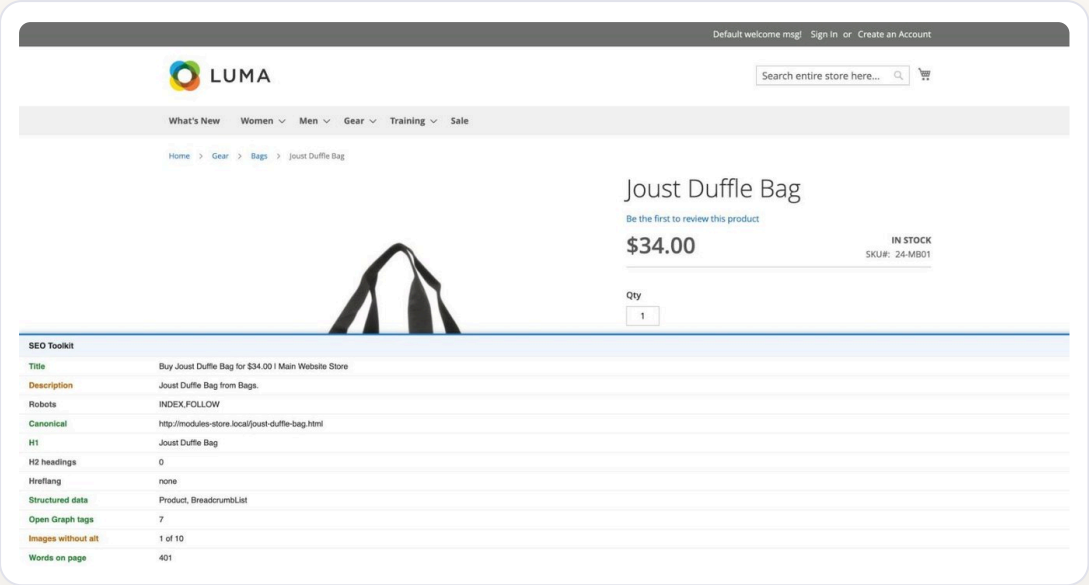
   Add the service account's email as a user of your Search Console property, and enter the Property exactly as Search Console shows it.

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
`magedia:seo:audit`	Run the SEO audit
`magedia:seo:redirects:import`	Import redirects from CSV
`magedia:seo:redirects:export`	Export redirects as CSV
`magedia:seo:sitemap:generate`	Generate every XML sitemap
`magedia:seo:ai:generate`	Generate queued AI suggestions
`magedia:seo:indexnow:submit`	Submit queued IndexNow URLs
`magedia:seo:gsc:import`	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.

13 · SUPPORT

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