



Search Friendly Links for Miva Merchant™

*A Search Engine
Optimization Tool*

Product Manual



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Module Description

The Search Friendly Links module replaces the links in the category tree and category pages of Miva Merchant with “short links” that are more search engine friendly. Because Miva Merchant only creates long links (with 4 variables), many search engines will not follow these Merchant-generated links. Search engines prefer short links with fewer variables and this module turns those long links into short links.

Key Benefits

- Generates short links in the category tree and category pages in Miva Merchant
- Pitfalls of long links
 - Word Wrap: Long links are more susceptible to word-wrap in email systems causing links not to work.
 - Multiple Variables: Search engine spiders frequently will not read multiple variables in a link. Miva Merchant produces at least four variables in each link.
 - Click depth: Search engine spiders frequently will not follow links that include multiple clicks within a website. Miva Merchant produces at least three clicks to get to a product.
- Benefits of short links
 - Word Wrap: Short links are less likely to word-wrap causing fewer complications with email systems and making the link easier to post or use in advertising
 - Multiple Variables: Short links have only one variable
 - Click depth: With the help of the Search Friendly Store Map module, the click depth is limited to one click.
- Short links are always interpreted and understood by your store when the module is installed and turned on. All short links can be copied and used in search engine listings, advertisements, postings etc. to link back to your store.
- Long links are always interpreted and understood by your store when the module is installed and turned on. Previous search engine listings and links used in advertising or email posts work normally
- The “display” of the short links in your store can be disabled, and the store will continue to interpret the short links used in advertising, search engine listings, etc.
- A typical Miva Merchant link such as:

http://www.yourstore.com/pathto/merchant.mv?Store_Code=ST&Screen=SFNT&Category_Code=CTGY1&Product_Code=PRD1

is shortened to:

<http://www.yourstore.com/pathto/merchant.mv?page=ST/SFNT/CTGY1/PRD1>

The Search Friendly Links module produces best results when used with its companion product, Search Friendly Store Map. The store map module generates a static HTML page containing



Search Friendly Links to every product and category in your store! When used together, these two products help enhance your search engine positioning.

***NOTE: In order to generate the short links with only one variable, each of the included variables are separated with a forward-slash ("/") character. Thus, no category or product should have this character in the category or product code.

Example Usage

A storefront owner that sells cakes and jelly beans online wants to improve the search engine positioning of the store. He has an attractive storefront and has made it very customer friendly (yep, you guessed it – he’s using the Copernicus Customer Service Suite) but the only shoppers who come to his site are repeat customers who originally heard about his site through “word of mouth.” He knows that if he could just get listed in the major search engines he could increase his sales, but he can’t understand why his site has not been “spidered” by the search engines. He’s not ready to “pay per click” with search engines like Overture, he just wants to get listed.

As a result of his frustration about his search engine placement (or actually, lack thereof), the storefront owner stumbled across www.jmhonline.net and has been learning a lot about search engine optimization (SEO). He has learned that the reason his website has no placement on the search engines is because Miva Merchant produces dynamic pages with links that are not read by the spiders and robots sent out by search engines to find websites. The links are too long (those spiders are so impatient!) and spiders disqualify them due to having too many variables. Of course, he knows that it’s also very important that his pages are full of good content that can be easily logged by the search engines.

The Solution: The Search Friendly Links module will quickly solve the long links problem that this storefront is having. The Search Friendly Links module turns the long links for each category and product page into “short links” that are easily read by those spiders and robots. Further, he likes to make posts to the “Dessert-lovers” email forum; but every time he posts a link to one of his products, the links are so long they “word-wrap” and become un-clickable! So he installs the Search Friendly Links module, and starts posting short links to his products. Now his links look better in his store **and** his email, and the spiders are happier too!



Theory of Operation

General Theory

The details of many “search engine positioning” algorithms are proprietary and confidential. On top of that, they vary from engine to engine and even change over time. However, there are several general principles that many of the engines follow. Although a detailed discussion of search engine theory is well beyond the scope of this document, we provide some of the principles here to give you a better understanding of this module, why it can be important, and how it can help your search engine rankings.

There are many facets to a strong search engine positioning campaign. Hiring a professional “Search Engine Optimization” (SEO) firm or expert can lead to excellent results. However, for those who do not want to invest a significant amount of time or money, our SEO product line can be of great assistance.

Search Engines

Search engines “crawl” the web looking for web pages and content to catalog for the search engine visitors. The web pages are read (by a computer) and categorized by content and possibly the meta tags provided by the web page developer. Search engines generally look for major content keywords, and rank a web page based on the number of times a keyword appears in the document, where they appear, and what formatting is applied to the words.

Directories

Web directories are slightly different from search engines, in that site owners generally register their sites in specific classifications prior to being listed. Directories usually provide hierarchical categories based on any number of criteria such as geographical location, line of business, etc.

Spiders

Both search engines and directories use spiders to catalog web pages on a web site. These spiders generally find your site through an external link, domain name registration or by request (search engine or directory submission). The spiders will read the contents of the page, and selectively follow links on the page to retrieve further pages from within your site. Links to pages external to your site and sites may also be recorded by the spider and “remembered” in order for the spider to initiate a “crawl” of the external site. Whether or not a spider follows links within your site is determined by a complex set of rules that will vary from engine to engine. One consideration that engines all have in common - they must make sure they don’t get “stuck in a loop” bouncing back and forth between two pages on your site that refer to one another!



The Problem with Dynamic Pages

Dynamic content pages, such as those generated by Miva Merchant pose a particularly difficult problem for search engines. Since the URLs are very similar to one another and the content is dynamic, it is sometimes impossible for a spider to “know” if it has started to loop or if the links and content are “endless”. For instance, a page that shows a calendar with links from the current month to the next month as well as a link to every day of the month is particularly troublesome for the spider. If he’s not careful, he’ll spider through your (very possibly empty) calendar well into the year 3000! (Both figuratively- and literally- or at least until someone tells him to stop!)

Since the spider doesn’t truly understand the content of your dynamic Miva Merchant site, it has no way of knowing if your category tree is “endless” (like a calendar) or not. Therefore it has to make some arbitrary decision as to whether or not to follow the link based on the link itself. While the actual method varies by spider, one common method is to limit the depth of “clicks” from the home page the spider will travel into the site; though this has it’s limitations as well. Taking the calendar example, if you have a link to the yearly calendar, then every day of every month in one year is just three clicks deep!

Another common method is to limit the number of variables allowed within a link. Each variable present in a link could represent another click-depth that is traveled in just one click; for example, consider the case where the link contains variables for the day, month and year. Once again, the amount of time spent spidering an empty calendar could be endless!

Note: Strictly speaking, having just one variable could create an infinite number of pages, since the variable could be any number through infinity. Though, since most web pages are designed by humans for humans, the “variable space” of any specific variable tends to be much more finite in nature. For instance, the number for “Screen” codes in Miva Merchant is just slightly more than a dozen.



Module Theory

The theory of operation of this module is simple. It creates a shortened link that is much simpler for spiders to digest as compared to the normal Miva Merchant links. This module attacks the “infinite spidering” problem by reducing the number of variables in the Miva Merchant links from four all the way down to one. Therefore, spiders that “disqualify” links with too many variables will not disqualify the short links produced by this module. As a result, the spiders will traverse your category and product links.

This module does not address the “click-depth” issue presented above. However, the companion module *Search Friendly Store Map* provides a single store map page with direct links to all of the products and categories in your store. That product helps resolve the “depth” issue, particularly if you have a significant number of categories (or category levels) in your store.

Short Link Format Specification

The Search Friendly Links module can rewrite and understand links in the following formats.

Short Link Classic Format

Links in the store are **generated** in the following format where StoreCode, ScreenCode, CatCode and ProdCode are replaced with appropriate values automatically.

<http://www.yoursite.com/pathto/merchant.mv?page=StoreCode/ScreenCode/CatCode/ProdCode>

***Note 1:** Previous versions of this module created short links with a “double slash” when no category code was used. This caused some isolated confusion, so the module was updated to remove the double-slash. However, the module is backwards compatible with any links that contain the double-slash.*

***Note 2:** Normally, Miva Merchant does not always include a category code when linking to a product. However, this module will insert the first category code that the customer has permissions to see (ie: limited by availability groups) in the links in order to provide compatibility with other vendors’ modules. This addition of the category code in the links will not cause any side effects.*

Links are **interpreted** based on the following rules:

1. When a particular screen (ie: SFNT, CTGY, PROD, etc) doesn’t require a category code or a product code, the CatCode and/or ProdCode can be omitted.
2. When the ScreenCode is PROD, the CatCode **and** the extra “slash” **can** be omitted.
3. When the ScreenCode is PROD, the CatCode **can** be included in order to work with other vendors’ modules.



For example, the following links are equivalent and will work when this module is installed:

Standard Miva Merchant Link:

http://www.copernicusllc.com/Merchant2/merchant.mvc?Store_Code=CDC&Screen=PROD&Product_Code=CBS-ODBWIZ2

Short Link Classic Format (deprecated):

<http://www.copernicusllc.com/Merchant2/merchant.mvc?page=CDC/PROD//CBS-ODBWIZ2>

Short Link Classic Format with Category Code inserted (new standard short-link):

<http://www.copernicusllc.com/Merchant2/merchant.mvc?page=CDC/PROD/DB/CBS-ODBWIZ2>

Short Link Classic Format with "extra slash" removed (when no category is available):

<http://www.copernicusllc.com/Merchant2/merchant.mvc?page=CDC/PROD/CBS-ODBWIZ2>

Directory Style "static HTML" Format with URL Rewriting

All links will be "static HTML directory" style links. Search engines will interpret these links as if they point to a static HTML page (index.html) within the named directory. *This should provide optimal search engine optimization performance*, since the engines will consider all links to be links to static html pages. Links are generated in the following format:

Directory/Static HTML Short Link

<http://www.yourstore.com/page/StoreCode/ScreenCode/CatCode/ProdCode>

Link for the prior examples:

<http://www.copernicusllc.com/page/CDC/PROD/DB/CBS-ODBWIZ2>

Directory Style "static HTML" Format with URL Rewriting & Session ID Included

All links will be "static HTML directory" style links and the session ID variable will be included in all links. This allows the links to continue to work when users without cookies enabled visit your store:

Directory/Static HTML Short Link With Session ID

[http://www.yourstore.com/page/StoreCode/ScreenCode/CatCode/ProdCode/session_id/\[sessionid\]](http://www.yourstore.com/page/StoreCode/ScreenCode/CatCode/ProdCode/session_id/[sessionid])

Link for the prior examples:

http://www.copernicusllc.com/page/CDC/PROD/DB/CBS-ODBWIZ2/session_id/6061fe5925d38a0993ce1564de20

*Note: When appending the session ID to the short links, you **must** be using the SFL-HELPER configuration file described in the installation instructions.*

In order to use any directory style link, the following lines must be added to a file called ".htaccess" in the root web (HTML) directory of your web site. This rewrite rule will take the "directory" link and rewrite the request to meet the Search Friendly Link style on-the-fly as requests come in. Search engines will only see the static link, not the rewritten link as this process is handled within your web server.

```
RewriteEngine On
RewriteCond %{REQUEST_URI} !-s
RewriteRule ^page/(.*) /Merchant2/merchant.mv?page=$1
```



Note 1: If you are using Miva Merchant 4.14 or above (compiled Miva Merchant) you should change the `.mv` in the third line to `.mvc`. Also, if your Miva Merchant installation is in a different directory (ie: not `/Merchant2/`) you may need to modify the path in the third line to match that of your Miva Merchant installation.

Note 2: Please consult your hosting provider to determine if URL rewriting is available to you. The “`apache-style mod_rewrite`” must be supported by your hosting provider in order to use this link format.

Note 3: Some hosting configurations may require an additional configuration setting in the `.htaccess` file to enable following symbolic links. Please consult your hosting provider to determine if this is necessary for you.

Using Additional Variables in Directory Style Short Links

The Search Friendly Links module allows you to append variable names and variable values to the directory style links by following a simple convention; simply add variable names and variable values to the URL with a slash (/) between the name and value. Additional variables are separated again with the slash character. An example use of this feature would be to append an affiliate code in an external link to your store:

Directory/Static HTML Short Link With Additional Variables
`http://www.yourstore.com/page/StoreCode/ScreenCode/CatCode/ProdCode/var1/val1/var2/val2...`

Links for the prior examples:

<http://www.copernicusllc.com/page/CDC/PROD/DB/CBS-ODBWIZ2/AFFIL/CBS>
<http://www.copernicusllc.com/page/CDC/PROD/CBS-ODBWIZ2/AFFIL/CBS>

Note: Do not place a trailing slash in the link, as this may cause the link parser to misinterpret your links.



OpenUI Tokens

This module can be used by storeowners who also use the OpenUI SuperMod templates, Dynamic Templates for MMUI, or other third-party modules that affect the display of the storefront URLs (such as Viking Coders Product/Category Templates modules). That is because this module can display the chosen style of short links (see discussion above) via the built-in module display or via OpenUI Tokens. If you are using another third-party module that also affects the display of the storefront URLs, you will want to read on about the OpenUI Tokens that are available to you.

This module provides the following OpenUI compatible tokens. Please see the OpenUI SuperMod product documentation for a full discussion of the use of OpenUI Tokens and templates: <http://www.copernicusllc.com/pdf/CBS-SUPOPENUI.pdf>

Following module installation in your store, the tokens should be installed automatically and immediately be available to your OpenUI or DynamicTemplate Engine installation. Please consult the OpenUI documentation or DynamicTemplate documentation regarding enabling and installing third party tokens in the event the tokens are not enabled automatically. The DynamicTemplate manual is found at: <http://www.copernicusllc.com/pdf/CBS-DYNTMPL.pdf>

Settings Based Tokens:

The following tokens display links and URLs based on the current module configuration.

%module|CBSSFL|prodLink% - Settings based Product Link

Displays a live link to the current product using the format specified in the product configuration screen.

%module|CBSSFL|ctgyLink% - Settings based Category Link

Displays a live link to the current category using the format specified in the product configuration screen.

%module|CBSSFL|prodURL% - Settings based Product URL

Displays the URL to the current product using the format specified in the product configuration screen.

%module|CBSSFL|ctgyURL% - Settings based Category URL

Displays the URL to the current category using the format specified in the product configuration screen.



Direct Tokens:

The following tokens display a particular type of link or URL when used.

%module|CBSSFL|prod_URL_s% - Product Short Link URL Only

Displays the URL of the current product using the classic style short link. This token displays the URL **only**, not a live link.

Ex: <http://www.copernicusllc.com/Merchant2/merchant.mvc?page=CDC/PROD/DB/CBS-ODBWIZ2>

%module|CBSSFL|prod_URL_d% - Product Directory Link URL Only

Displays the URL of the current product using directory style short link. This token displays the URL **only**, not a live link.

Ex: <http://www.copernicusllc.com/page/CDC/PROD/DB/CBS-ODBWIZ2>

%module|CBSSFL|ctgy_URL_s% - Category Short Link URL Only

Displays the URL of the current category using the classic style short link. This token displays the URL **only**, not a live link.

Ex: <http://www.copernicusllc.com/Merchant2/merchant.mvc?page=CDC/CTGY/DB>

%module|CBSSFL|ctgy_URL_d% - Category Directory Link URL Only

Displays the URL of the current category using directory style short link. This token displays the URL **only**, not a live link.

Ex: <http://www.copernicusllc.com/page/CDC/CTGY/DB>

%module|CBSSFL|prod_URL_sl% - Product Short Link

Displays a live link to a product using the classic style short link with the product name within the link tag.

Ex: [OpenDB Version 2](http://www.copernicusllc.com/Merchant2/merchant.mvc?page=CDC/PROD/DB/CBS-ODBWIZ2)

%module|CBSSFL|prod_URL_dl% - Product Directory Link

Displays a live link to a product using the directory style short link with the product name within the link tag.

Ex: [OpenDB Version 2](http://www.copernicusllc.com/page/CDC/PROD/DB/CBS-ODBWIZ2)

%module|CBSSFL|ctgy_URL_sl% - Category Short Link

Displays a live link to a category using the classic style short link with the category name within the link tag.

Ex: [Database Products](http://www.copernicusllc.com/Merchant2/merchant.mvc?page=CDC/CTGY/DB)

%module|CBSSFL|ctgy_URL_dl% - Category Directory Link

Displays a live link to a category using the directory style short link with the category name within the link tag.

Ex: [Database Products](http://www.copernicusllc.com/page/CDC/CTGY/DB)



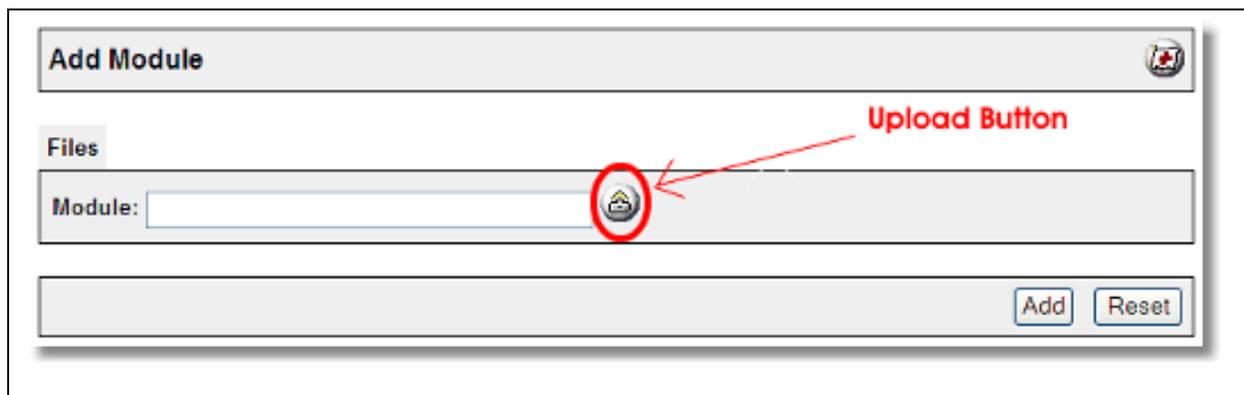
Module Installation and Upgrading

Domain Installation of Module

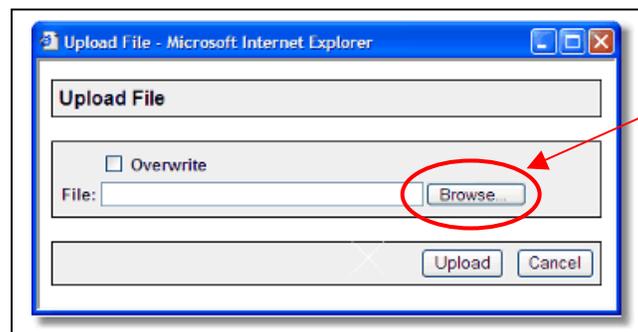
You must first install the module in your Miva Merchant domain. After that you will need to follow the steps for installing the module in the store for which you have purchased the license. **You must have either the DynamicTemplate Engine for MMUI (compiled Miva Merchant only) or OpenUI installed in your store to take advantage of the benefits of the Search Friendly Links.**

Module Domain Installation

1. Go into the Miva admin (*admin.mv*)
2. Open the **Modules** branch
3. Click on the **Add Module** link and the screen pictured below will appear
4. Click the **Upload** button



5. A Pop-Up window, like the one pictured below, appears and allows you to either **Browse** to find the module on your local drive or enter the filename of the module (*shortlnk.mv*).
6. Press the **Upload** button





7. Once you press the Upload button, the Upload File PopUp box disappears and the Add Module box is again visible. Press the **Add** button

Add Module

Files

Module: 

Add **Reset**

6. This is the Upload button

7. This is the Add button

8. Now the module has been installed in the domain. Next you need to install the module in the store



Mall Store AND Session ID Directory Link Additional Installation Steps

If you are using this module in a Domain that has multiple stores OR if you are using the directory style link with the Session ID option, you will also need to complete the following installation steps. There are different instructions for compiled and uncompiled Miva Merchant; therefore, be sure to follow the correct instructions. *If you are not using a Mall Store with multiple stores in the Mall or if you are not using the Directory Style Link with Session ID, you do not need to follow these steps and you **do not need to do anything** with the supplied configuration files found in the module distribution zip.*

Uncompiled Miva Merchant (v4.00 – 4.13)

In order to allow the Search Friendly Links module to interpret the proper store code and/or Session ID for the store in which you will use Search Friendly Links, you will need to add the lines of Miva Script Code from the file “config-uncompiled” into your config.mv file. The small script in the file should be added to the **very beginning** of your Miva Merchant config.mv file and will only need to be installed **once**. It will work for all stores in your mall that use Search Friendly links.

In order to add this code into your config.mv file, follow these steps:

1. Your config.mv file is typically found here: httpdocs/Merchant2/4.xx/lib/config.mv. This path may vary depending on how your hosting provider set up Miva Merchant. Replace 4.xx with your current version number for Miva Merchant (ie: 4.13)
2. Make a copy of your config.mv file and rename the copy config.mv.bak to create a backup copy of this file.
3. Copy the config.mv file (not the config.mv.bak) to your local computer
4. Open the file in Notepad or another similar application
5. Add the code from the config-uncompiled file above the first line of your config.mv file
6. Save the config.mv file (do not change the file name)
7. FTP this file back to the lib directory and replace the current config.mv file with this new one.



Compiled Miva Merchant

In order to allow the Search Friendly Links module to interpret the proper store code and/or Session ID for the store in which you will use Search Friendly Links, you will need to overwrite your existing config.mvc file with the one provided in the module distribution zip file. **If you are using OpenXB for Miva Merchant, please see the following section as you must use a different config.mvc**

For compiled versions of Miva Merchant, you cannot directly edit the config.mvc file. Therefore, we have provided a pre-modified version of this file for your use. You must replace your existing config.mvc with the supplied config-4.xx-SFL-HELPER.mvc. The configuration files for Miva Merchant 4.14+ through 4.22 (as of the time of publication of this document) are in the file ouisfl-config.zip. If a config file for your version of Miva Merchant is not found in the product distribution, please check the Copernicus website for updates:

<http://www.copernicusllc.com/support/downloads>

In order to add the new config.mvc file to your Miva Merchant directory, follow these steps:

1. Your config.mvc file is typically found here: httpdocs/Merchant2/4.16/lib/config.mvc. This path may vary depending on how your hosting provider set up Miva Merchant.
2. Make a copy of your config.mvc file and rename the copy config.mvc.bak to create a backup copy of this file.
3. You will find a config.mvc file in the module distribution zipfile name config-4.16-SFL-HELPER.mvc. FTP this file to the folder where your current config.mvc file is located. You will replace the existing config.mvc file with the Copernicus config.mvc file. Rename the Copernicus supplied file to config.mvc to overwrite your existing config.mvc.

Note: If you are already using a modified version of config.mvc, please contact the developer that created the modifications for you in order to merge these with the SFL-HELPER changes.

Compiled Miva Merchant With OpenXB

A second set of configuration files is provided in the module distribution for users of the Copernicus OpenXB product. Since OpenXB also utilizes a modified config.mvc, we have merged the two sets of changes together for your convenience. The OpenXB/SFL config files are found in the file ouisfl-openxb-config.zip.



Store Installation of Module

1. Go to the Miva admin (*admin.mv*)
 2. Open the **Stores** branch
 3. Click on the arrow next to the store name
 4. Click on **System Extension Configuration**
 5. Check the checkbox next to the module name. (For this module it is *CBS - Search Friendly Links*)
 6. Press the **Update** button at the bottom of the screen.
- 5. Click the checkbox next to the module name**

System Extension Configuration

Modules	CBS - Payment SuperMod™	CBS - Upload File Attribute	CBS - Category Tree RollOver Images	CBS - OpenUI Enumerator
CBS - MetaTag Generator	CBS - Expand Category Tree	CBS - OpenUI SuperMod™	CBS - Search Friendly Links	

Assigned Module

<input checked="" type="checkbox"/>	CBS - Upload File Attribute
<input checked="" type="checkbox"/>	CBS - Payment SuperMod™
<input checked="" type="checkbox"/>	CBS - OpenUI Enumerator
<input checked="" type="checkbox"/>	CBS - MetaTag Generator
<input checked="" type="checkbox"/>	CBS - Expand Category Tree
<input checked="" type="checkbox"/>	CBS - CheckOut SuperMod™ (Deactivated)
<input checked="" type="checkbox"/>	CBS - Cascading Menu Advanced (Deactivated)
<input checked="" type="checkbox"/>	CBS - OpenUI SuperMod™
<input checked="" type="checkbox"/>	CBS - Search Friendly Links

7. A PopUp box appears that looks like the picture below. Enter the *Search Friendly Links* license key you got when you purchased the module license.
8. Read the *License Agreement*
9. Check the box next to **I ACCEPT THE TERMS AND CONDITIONS OF THE LICENSE AGREEMENT**
10. Press the **Update** button. Now you have successfully installed the module in the storefront and you are ready to use it!



7. Enter the license key here

9. Accept the license agreement here

10. Press the Update button to save



Module Upgrading

Copernicus published updates to its modules when there are significant feature enhancements. Copernicus also published upgrades to its modules for clients who are moving from uncompiled Miva Merchant to compiled Miva Merchant. Both updated and upgrades are added to the storefront in the same way. Once you have saved the update or upgrade to your local hard drive, please follow these instructions to add them to your storefront.

Domain Module Upgrading

1. Go to the Miva admin. (*admin.mv*)
2. Open the **Modules** branch
3. Click on **CBS - Search Friendly Links** module
4. Click on the **Files** link in the content area of the screen

4. Click on the Files link

Edit Module: CBS - Search Friendly Links

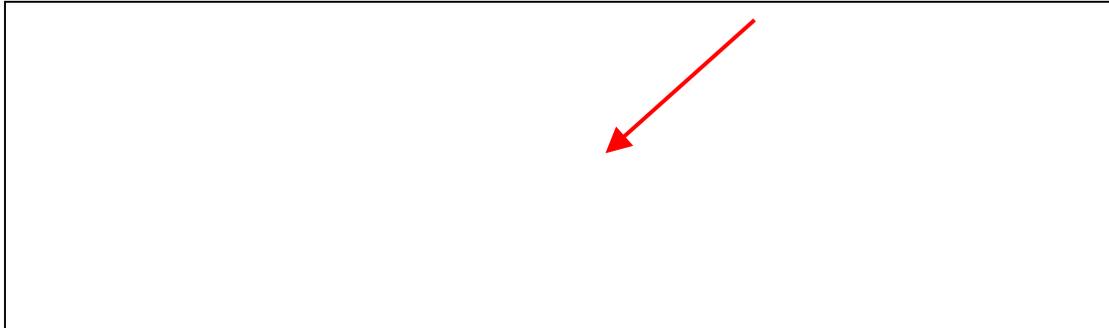
Information [Files](#)

Type of Module:	System Extension
Code:	CBS-OUISFL
Name:	CBS - Search Friendly Links
Provider:	Copernicus Business Systems, LLC -- http://www.cbstech.com/
Version:	4.00
Usage Count (Number of Stores):	1
	<input checked="" type="checkbox"/> Active



5. Click the **Upload** graphic button

5. Click on the **Upload** button



6. The Upload file PopUp box will appear. Check the **Overwrite** box so that the updated module will overwrite the old version.

6. Check the **Overwrite** checkbox

7. Click the **Browse** button to find the file.

8. Press the **Upload** button

7. Enter the filename of the module on your local drive or use **Browse** to find the file.
8. Press the **Upload** button this will take you back to the “Files” screen.
9. Press the **Update** button and you are finished!

9. Press the **Update** button

9. Press the **Update** button



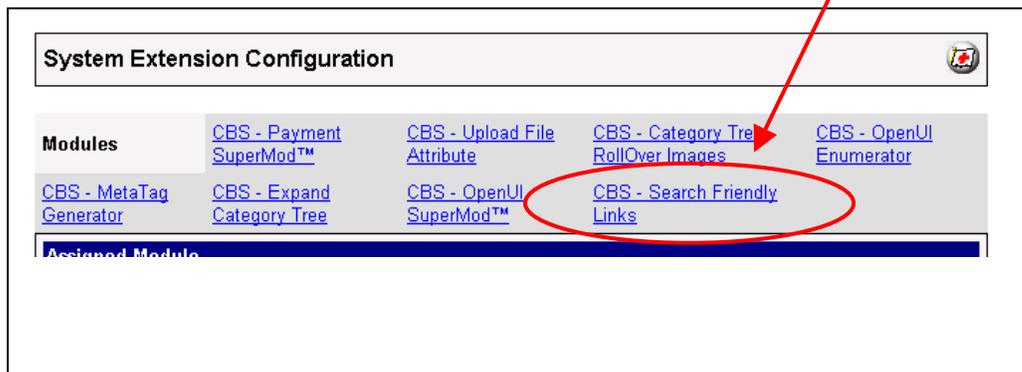
Module Usage

Module Configuration

Once you have installed the Search Friendly Store Links, you'll want to configure it. The administrative interface for this module is located in the System Extension Configuration section of the Miva admin. To get there follow these steps:

1. Go to the Miva admin (admin.mv)
2. Click the arrow next to **Stores**. This will open up all of the stores you have in this domain.
3. Click on the arrow next to the name of the store in which you have installed this module.
4. Click on the link "System Extension Configuration" and in the content area of the Miva admin, you will see all of the tabs specific to the modules installed in this section. It will look similar to the picture below.

5. Click this tab to control the module configuration



5. Click on the CBS-Search Friendly Links tab as displayed above.



CBS Search Friendly Links Tab

There is only one tab to this module, pictured below. You can choose to turn off the re-writing links process (described below) if you plan to rely on the OpenUI Tokens (supplied with this module) for the display of the short links in your store. You can also configure the link style to be used by the module.

COPERNICUS™
BUSINESS SYSTEMS

CBS - Search Friendly Links (v4.54)
Build Timestamp: 2003-09-15 22:18:21

Product Info | Documentation | Release Notes | More Products

Module Integrity: **GOOD (224763)**

Rewrite Links in Category Tree:

Rewrite Product Links:

Rewrite Thumbnail Links:

Link Style:

The Search Friendly Links module generates category and product links that can be easily followed by search engine spiders and robots. Both short and long links continue to work when this module is installed.

You can determine which links in the store are rewritten in order to maximize compatibility with other display modules that also rewrite the store links for other purposes. If you are seeing "double-links" in your store, turn off the SFL link rewriting by unchecking the appropriate box above.

Unchecking all boxes above places the module in "Token Mode". No links will be rewritten in the store unless tokens are used within a template. While installed the module will always interpret short and long style links.

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- 1. Rewrite Links in Category Tree:** When this box is checked, the module will modify your category tree to provide short links to your categories. When it is unchecked, the category tree is not modified.
- 2. Rewrite Product Links:** When this box is checked, links to your products within the store are rewritten to short links. This will affect screens such as the product list, search and category pages.
- 3. Rewrite Thumbnail Links:** When this box is checked, the thumbnail images in your category pages will be linked to the product as short links.



4. Link Style: There are two primary link formats and an extension of the second format that can be used with the Search Friendly Links product, described by example below and in the Module Theory section above. In the following example links, it is presumed that your store code is “ST1”, a category exists in your store with the code “CAT1”, and a product exists within your store with the code PRD1.

- a. **Search Friendly Links Classic (Option “page=ST/SC/CT/PR”) – default:** All links in the Store Map will adhere to the “Search Friendly Links” standard defined previously. Links will look like the following:

`http://www.yourstore.com/pathto/merchant.mv?page=ST1/PROD/CAT1/PROD1`

- b. **Directory Style Links (Option “/page/ST/SC/CT/PR”): *Recommended setting if URL rewriting is available on your server.*** All links will be “static HTML directory” style links. This option requires the ability to apply “Apache-style .htaccess mod_rewrite” rules on your server. A sample .htaccess file for Apache is provided in the Module Theory section above. Users of IIS should consult the IIS documentation or procure a third-party product to perform Apache-style URL rewriting. Links will look like the following:

`http://www.yourstore.com/page/ST1/PROD/CAT/PROD1`

- c. **Directory Style With Session Appended:** The directory style link is used as described in option (b) above. However the session ID is appended to the link using the variable extension format described in the theory section. This option should only be used if you are providing a “no-cookies” shopping site with other modules. Links will look like the following:

`http://www.yourstore.com/page/ST1/PROD/CAT/PROD1/session_id/0234087234A2..`

***Note:** In order to use the “Directory Style links”, you **must** install the .htaccess file described in the module theory section. Please consult your hosting provider to determine if this URL rewriting via mod_rewrite is available to you.*



Templates and the Search Friendly Links module

If you are using the templates provided by the OpenUI SuperMod or DynamicTemplate Engine for MMUI, you will need to follow these instructions to have Search Friendly Links work properly. You will find the following four templates in your OpenUI SuperMod or Dynamic-Template Engine module distribution and the instructions below explain how to properly utilize them when also using the Search Friendly links module:

- include.cattree.tpl
- include.basket.tpl
- include.prod_line.tpl
- include.prod_expanded.tpl

These templates contain tokens that give you the ability to have “search friendly links” when using the OpenUI SuperMod or Dynamic Templates with the Search Friendly Links module. The tokens are not immediately active and to activate these tokens you will need to remove the “!!” that were used to keep the search friendly links from being read. Then you need to add back in the “!!” for those lines that are not needed when making the search friendly links.

For those users who are familiar with using templates in the OpenUI SuperMod or Dynamic-Template Engine for MMUI, the Search Friendly Links tokens have been commented out of the templates listed above. Thus you simply need to remove the comments so that the token parser can read the tokens. Then you need to comment out the lines that are no longer needed in the template.

1. Open the include.cattree.tpl template in your favorite text editor.
2. Using the “Find” capability in the text editor, search for all tokens in the template that have CBSSFL in the token.
3. Each time you find CBSSFL included in a token, delete the “!!” at the beginning of the line that includes the relevant token.
4. Then add a “!!” to the next line of the template.
5. Save the template
6. FTP the template into the “mivadata” directory. For an explanation of the “mivadata” directory please consult your OpenUI SuperMod or Dynamic Templates product manual.

Repeat these steps for all four templates listed above.



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