



Setup Guide SEO Module

WECO E-Commerce™ **Sales&Service**

SAP® Certified
Powered by SAP NetWeaver®

SAP® Certified
Integration with Applications on SAP HANA®

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Icons

Icon	Meaning
	Caution
	Example
	Advise
	Source Code
	Tipp

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Introduction

This documentation describes all necessary activities to enable the SEO module of WECO E-Commerce, module Sales&Service.

The SEO module expands the webshop by following functions:

- Generation of search engine friendly URLs for certain webshop areas
- HTML metatag generator (keywords, description)
- Shop URL does no longer contain any WECO application parameters and no SAP URL mangling

By using these enhancements the requirements for automatic indexation of webshop pages for different search engines (e.g. Google) are fulfilled.

Requirements

Webshop Host Address

The SEO module requires a dedicated webshop address, e.g. www.wecostore.at.

Proxy Server

To use generated search engine friendly URLs it is necessary to run a proxy server which is placed before the WECO webshop as a gateway. The proxy server has to be able to transcode URLs. Proxy servers which only allow 1:1 routing of external URLs to an internal host are not suitable.

CAUTION

The rewrite from URLs has to be arranged as proxy rewrite and not as redirect.

WECO delivers working examples for the necessary proxy rewrite rules for following proxy servers:

- Apache Webserver
- IIS Webserver

ADVISE

Rewrite rules for other proxy servers (such as SAP Web Dispatcher) have to be created by the customers.

It is possible to place another gateway between proxy server and WECO webshop (e.g. SAP Web Dispatcher). This “Intermediate-Gateway” has to transfer the transcoded URL 1:1 to the SAP Web Application Server.

HTTP Protocol Version

A SEO webshop can be operated both via HTTP and HTTPS. Normally HTTPS is installed on the proxy server, between proxy server and SAP Web Application Server the communication works with HTTP.

WECO Shop Template

To run the SEO module several modifications have to be done in the BSP views. In WECO standard following templates support SEO:

- V5 Template

The SEO modifications for customer own z-views will be treated in chapter “Enhancements”.

Absolute URLs

In non-SEO webshop version the application always generates relative links. Using the SEO module requires generation of absolute URLs. Chapter “Customizing” in this document describes the necessary adjustments for generating absolute URLs.

Top-Controller

The Top-Controller for a SEO shop always has to be **app.do**. The proxy rewrite rules make sure that the Top-Controller app.do is used for the SEO shop.

Functionality

This chapter describes the general functionality of the SEO module in short.

Basically, all available SEO links are maintained in a customizing table. Each entry consists of a SEO path ID, a SEO path and a SEO action parameter. The SEO path ID is only used to generate SEO links. The actual SEO URL is created from the SEO path. A SEO path can contain multiple variables, which are dynamically replaced. Further, a SEO path can be overwritten language dependently. The corresponding internal parameters are maintained in the SEO action parameter field. During runtime, regular expressions are build based on the SEO paths, in order to transcode the SEO path to internal parameters.

SEO links only work if the app.do top-controller is used. This controller is responsible for transcoding SEO paths to internal parameters. Calling another controller directly, for example popups with Iframes, SEO is not supported.

Generating SEO Links

SEO links are usually generated to a specific SEO path ID. Thereby, the SEO customizing table is read with the SEO path ID and the first matching SEO path is used to create a SEO link.

Alternatively, it is possible to generate SEO links passing the SEO action parameters. This is useful if the SEO link should be generated based on a dynamic URL.

EXAMPLE

The component of the main controller could be `m_gv_comp=basbody0`, `m_gv_comp=catbody0`, etc. If you would like to create a SEO link, you can pass the internal URL. The customizing table will be scanned for a matching entry and the first matching SEO path will be returned.

Handling of Incoming SEO Links

On the proxy server the URL path is extracted and passed as value of parameter `seopath` to the app.do controller. The controller extracts the value of the `seopath` parameter and tries to transcode the parameter to internal parameters.

EXAMPLE

External URL: www.wecostore.at/category/Megastore/Entertainment/TV?sort=ASC

Proxy server transcodes the path to:

[http://weco02.weco.at:8000/webshop\(====\)/app.do?seopath=/category/Megastore/Entertainment/TV&sort=ASC](http://weco02.weco.at:8000/webshop(====)/app.do?seopath=/category/Megastore/Entertainment/TV&sort=ASC)

The app.do controller reads the value of parameter `seopath` and transcodes the path to internal parameters based on the SEO path customizing. Additional parameters, like `sort=ASC` are automatically forwarded to the app.do controller.

Customizing

Core System

IMG: Web application → Define Web application and parameters

Change View "Application": Details

New Entries       BC Set: Change Field Values

Dialog Structure		Default langu	DE	Default TransTy	203
Application		Cond type netpr		Weight unit	KG
Languages & parameters		Max soldto	500	Max login errs	3
Sales area & parameters		Max.num.cat.	100	Max.num.doc.	200
Sales area language depend		TxdID CustText	0002	TxtID cost unit	Z004
Sales office language depend		Txtkey cus.CU	cost_info.htm		
L/P itemlist	10	<input checked="" type="checkbox"/> Sort itemlist			
L/P cat-search	10	<input checked="" type="checkbox"/> Sort cat search			
L/P mat.rel.	5	<input checked="" type="checkbox"/> Sort mat.relati			
L/P doc-list	25	<input type="checkbox"/> Sort doc.list			
L/P doc detail	25	L/P basket	5		
C/P Prod Comp	9999	<input checked="" type="checkbox"/> Prod compare			
<input checked="" type="checkbox"/> Show FAQ's		Hght		Width	
<input checked="" type="checkbox"/> Show T&C		Hght	700	Width	750
<input checked="" type="checkbox"/> show contacts		Hght		Width	
My data		Hght		Width	
Leaflet	105				
<input checked="" type="checkbox"/> SEO active		<input checked="" type="checkbox"/> Social Bookmarks	<input checked="" type="checkbox"/> Recomm.art.		
<input checked="" type="checkbox"/> User request		Class profile			
E-Mail E-Service	eselling@weco.at				

Activating the "SEO active" flag effects the generation of search engine friendly URLs.

CAUTION

Activation of the „SEO active“ flag requires rewrite-rules at the proxy server. Without these rewrite rules the shop is not working! You can read more about this in chapter "Proxy Rewrite Rules".

IMG: Web application → Define system specific URLs

Change View "System dependant parameters": Details	
New Entries     	
Appl ID	WECO_SHOP_B2C4
System dependant parameters	
Description	WECO E-Commerce B2C (V5)
Webshop	
URL login er/of	http://cd1.b2cseo.weco.at
URL B2C	
URL for theme	http://cd1.b2cseo.weco.at/eshop/S6/
URL act.links	http://cd1.b2cseo.weco.at
URL login verif	
URL prod.recomm	http://cd1.b2cseo.weco.at
URL Content	
Host URL	http://cd1.b2cseo.weco.at
E-mail	
URL Mail Images	http://cd1.b2cseo.weco.at/eshop/S6/img/
URL Mail content	

URL Theme / URL Mail Images

The Theme URL and URL Mail Images have to be declared absolutely and they have to contain the webshop SICF alias at the beginning of the path. The webshop SICF alias is required, because on the proxy server all MIME objects are routed to the SAP system using the SICF alias rewrite rule.

Host URL

By writing the shop URL into the field „Host URL” all links in the webshop are generated as absolute links. This is necessary to enable navigation between search engine friendly links (e.g. catalog navigation) and non-search engine friendly functional links (e.g. admin area).

CAUTION

All URLs have to be maintained absolutely if the flag „SEO active“ is checked.

IMG: Product catalog → Link types → Define link types

By using the following TEXT-link types in a product catalog you can create metatags within the catalog maintenance individually per hierarchy or product:

Change View "Link types": Overview of Selected Set

New Entries BC Set: Change Field Values

Dialog Structure

- Link types
 - Linking types language

Catalogue type	Link type	Link object ID	Seq.Nr.	Pulish
	HIER_SEODESCR	TEXT	1	<input checked="" type="checkbox"/>
	HIER_SEOKEY	TEXT	1	<input checked="" type="checkbox"/>
	ITEM_SEODESCR	TEXT	1	<input checked="" type="checkbox"/>
	ITEM_SEOKEY	TEXT	1	<input checked="" type="checkbox"/>

- **HIER_SEODESCR**
Content is inserted into the HTML code as metatag „description“
- **HIER_SEOKEY**
Content is inserted into the HTML code as metatag „keywords“. Separate single keywords by using comma
- **ITEM_SEODESCR**
Content is inserted into the HTML code as metatag „description“
- **ITEM_SEOKEY**
Content is inserted into the HTML code as metatag „keywords“. Separate single keywords by using comma

ADVISE

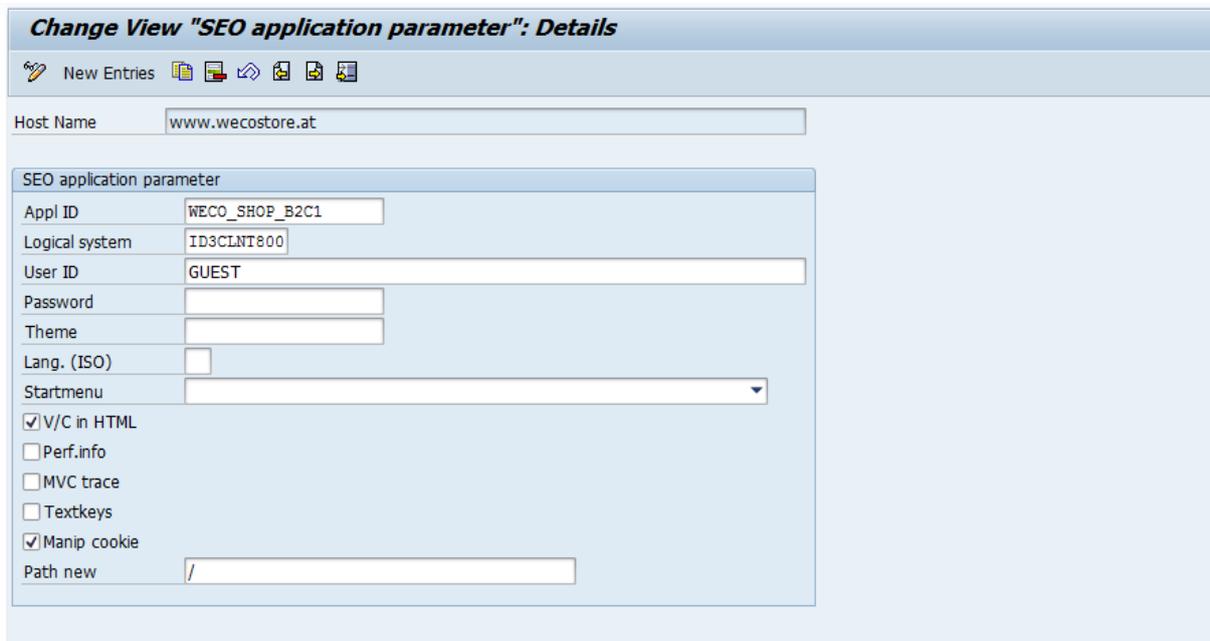
If HIER_SEODESCR does not exist the hierarchy description is generated as keyword “description”.
If ITEM_SEODESCR does not exist the item description is generated as keyword “description”.

The HIER_SEODESCR is overwritten by ITEM_SEODESCR in the product detail view if it is existing.
The content of ITEM_SEOKEY is cumulated to HIER_SEOKEY.
This behavior can be affected by using the attribute “gv_clear of the BSP-extension <zshp:met....> in a BSP-view.

Web Application Server

IMG: SEO → Maintain URL parameter for SEO shops

In this customizing activity you define the WECO application parameters per webshop hostname. Thereby no parameters have to be used in the shop URL to start the webshop.



Change View "SEO application parameter": Details

New Entries

Host Name:

SEO application parameter

Appl ID:

Logical system:

User ID:

Password:

Theme:

Lang. (ISO):

Startmenu:

V/C in HTML

Perf.info

MVC trace

Textkeys

Manip cookie

Path new:

Parameters specified in this view are treated as if they were used in the shop URL.

If parameters are added in the URL (e.g. username) these are used before the ones in the customizing.

Manip.Cookie

Tick this field to change the path for the SAP Session Cookie. Normally it is ticked, because SAP sets the cookie path to the internal URL path by default.

Path new

Enter the new path in which the SAP Session Cookie is stored. Normally it is / (root path).

ADVISE

Background information for „Manip. Cookie“ and „Path new“:

The session cookie of the SAP BSP runtime has to be rewritten to the root path of the URL because SAP URL-mangling has been removed via proxy rewrite function.

Without manipulation of the cookie path the SAP BSP runtime would start a new session for every single request.

In order to implement the cookie path manipulation you have two different possibilities:

1. Manipulation on Proxy Server

For instance, on an Apache Proxy Server with module 'Rewrites' you can manipulate the cookie path as follows:

SOURCE CODE

```
ProxyPassReverseCookiePath /eshop(====) /
ProxyPassReverseCookiePath /eshop(====) / /
```

Thereby, 'eshop' is the SICF Alias. In this case you don't have to check the cookie manipulation flag in the WECO customizing.

2. Manipulation via Enhancement

If a manipulation on the Proxy Server is not possible, you can manipulate the path with a custom enhancement.

Therefore, create a Z-enhancement in class CL_BSP_RUNTIME, method ON_REQUEST_LEAVE at the end with following coding:

SOURCE CODE

```
* WECO: Modify Cookie Path
data: zt_fields type tihttpnvp,
      zt_cookies type TIHTPCKI.
if if_bsp_runtime~keep_context = bspr_yes
  and server->stateful = bspr_yes
  and not l_session_id is initial.
  call method server->request->get_header_fields
    changing fields = zt_fields.
  call function '/WECO/W_APP_MOD_COOKIE'
    EXPORTING
      it_header = zt_fields
      io_response = c_response
      iv_path = l_app_url
      iv_sessionid = l_session_id.
endif.
```

In this scenario you have to activate the cookie manipulation in the WECO customizing.

IMG: SEO → Maintain SEO paths

In this customizing activity you can find all available SEO links of the webshop. All links can be defined either with application-ID or without an application-ID. A mix of SEO links with/without application-ID is not supported. This table is used as mapping from SEO paths to internal parameters and the other way around.

Explanation of columns:

SEO path ID

The SEO path ID is only used to create SEO links in the webshop. You must not change this field, otherwise it is no longer possible to create SEO links.

SEO path

The SEO path defines the language independent path of a SEO link.

SEO action parameter

This parameter is used to transcode incoming SEO paths to internal parameters.

Variables

Most of the links contain dynamic parameter values. Hence, it is not possible to maintain a list of all possible SEO paths. That's why variables are used in SEO paths.

Variables in SEO paths are defined like: /:name

Variables in SEO action parameters are defined like: :name

Variables have to exist both in the SEO path and SEO action parameters, because variables are mapped to external links and from external links to internal parameters.

A variable can contain multiple values (meaning multiple paths in the URL). The number of paths can be defined as so called Regex quantifiers. Quantifiers are written right after the variable name. Following quantifiers are supported:

Quantifier	Description	Variable	Example
*	zero or more times	/:gv_path*	/electronics/tv/lcd or blank
+	one or more times	/:gv_path+	/electronis or /electronics/tv/lcd
?	zero or one time	/:gv_path?	/electronics or blank
	exactly one time	/:gv_path	/electronics

Predefined variables

Following variables are required for technical purposes and must not be changed:

/:langu?

Defines the language of the webshop. Only ? quantifier is possible. The language is only generated if the current language is different to the default webshop language.

/:dealer

Defines the dealer shortcut and is only used in the dealer scenario. Using a quantifier is not possible.

Placeholder variables

Variables which are only used as placeholder in the URL and do not change the status on the server are prefixed with l instead of g, for instance lv_path or lv_prtyp_doc. Using this convention you see immediately that these variables are not used in controllers.

EXAMPLE

The SEO path of pagination in document history is:

```
/:langu?/documents/:lv_prtyp_doc/result/page/:gv_page
```

The corresponding SEO action parameter is:

```
fcode=m_do_dl_gotopage&m_do_dl_gv_page=:gv_page&lv_prtyp_doc=:lv_prtyp_doc
```

In this example :lv_prtyp_doc is only used as placeholder and it is not used in the controller. In contrast to :lv_prtyp_doc, :gv:page is used to set the target page in the controller.

SEO paths language dependent

If you would like to overwrite the SEO paths language dependently, you can do this in subarea „SEO paths language dependent“.

SEO paths per parameter

If SEO paths contain technical parameters, it is possible to transcode them to human readable parameters.

EXAMPLE

Basket steps:

The SEO path is: `/:langu?/basket/:gv_step_bas`

By default, the variable `:gv_step_bas` is replaced with 01, 02 etc. You can define human readable SEO paths for each technical parameter:

```
:gv_step_bas=01      /:langu?/basket/checkout
:gv_step_bas=02      /:langu?/basket/shipment
```

If a SEO path has multiple variables it is possible to concatenate them with & symbol (`:gv_step_bas=01&gv_action=SAV /:langu?/basket/checkout/save`).

In addition you can also define language dependent SEO paths with parameters.

Proxy Rewrite Rules

The proxy rewrite statements are defined in a file named `.htaccess`. This file is located in the root directory of the webshop directory. Please notice, that this file must not have any file extension.

Below you can see an example of a `.htaccess` file. This file is completely executable for Apache Webserver. If you are using another proxy server the statements have to be adjusted.

EXAMPLE

```
# Example of a working rewrite file:

# (1) Favicon
RewriteRule ^?(favicon.*)$ http://weco02.weco.at:8000/eshop/S6/img/favicon/$1 [P]

# (2) SEO files (on local proxy server)
RewriteRule ^?(.*google.*)$ $1 [L]
RewriteRule ^?(.*robot.*)$ $1 [L]
RewriteRule ^?(.*sitemap.*)$ $1 [L]

# (3) OR, SEO files (in SAP MIME repository)
RewriteRule ^?(.*google.*)$ http://weco02.weco.at:8000/eshop/S6/$1 [P]
RewriteRule ^?(.*robot.*)$ http://weco02.weco.at:8000/eshop/S6/$1 [P]
RewriteRule ^?(.*sitemap.*)$ http://weco02.weco.at:8000/eshop/S6/$1 [P]

# (4) Direct SICF alias request
RewriteRule ^?eshop(.*)$ http://weco02.weco.at:8000/eshop$1 [P]

# (5) Direct controller request
RewriteRule ^?(.*)(\.do|\.htm|\.pdf)$ http://weco02.weco.at:8000/eshop(====)/$1 [P]

# (6) All other requests
RewriteRule ^(.*)$ http://weco02.weco.at:8000/eshop(====)/app.do?seopath=/$1 [P,QSA]
```

The internal server name **weco02.weco.at:8000/eshop** has to be replaced by your internal server name (servername:port/webshop alias from SICF).

In the example above the MIME directory S6 is used – you have to replace S6 with your MIME directory.

CAUTION

The string `\(====\)` in the returned URL must not be changed. It is technically necessary.

Explanation of the rewrite rules:

1. Favicon

The URL of the favicon is defined absolutely in the HTML header (BSP view). However, browser may request the favicon like /favicon.ico, hence a dedicated rewrite rule is required to handle this request.

2. SEO files (on local proxy server)

This rewrite rule forwards all 'SEO' relevant files (if you use them) to the local proxy server. Alternatively, you can forward these files to your SAP MIME directory (see rule (3)).

3. SEO files (in SAP MIME repository)

In alternative to rule (2) you can also put your SEO related files in your SAP MIME directory.

4. Direct SICF alias request

This rewrite rule forwards all requests targeting the webshop SICF alias to the webshop SICF alias on your SAP system. For instance, MIME objects or CKEditor.

5. Direct controller requests, pages with flow logic, PDF controller

Direct controller requests (incl. PDF) or pages with flow logic are handled by this rewrite rule.

6. All other requests

If none of the above rules were met, the last rule is executed. Thereby, the path of the URL is extracted and added to URL parameter ?seopath=. In app.do controller the seopath parameter is read and transcoded to internal parameters. By using QSA flag, it is possible to add custom parameters to the URL (for instance &language=EN).

 **CAUTION**

The order of the rewrite statements must not be changed. If the rewrite module has found a suitable statement the following statements will not be analyzed anymore. Therefore, the more specific statements always have to be defined before the general statements.

Testing SEO on Development System

WECO provides a SICF service to test your webshop locally on your development system without using a proxy server and public webshop address.

Functionality

All webshop requests are handled by the WECO SeoProxy SICF handler. This handler manipulates HTTP header fields of the request object and calls the BSP handler. The BSP handler does not know anything about the manipulation and treats the request like all other BSP requests.

Hence, the SeoProxy SICF handler acts like a proxy server.

Requirements

The webshop has to be set up and customized correctly. It should be possible to start the webshop without SEO.

Further, an external SICF alias, called /webshopd, should already exist and point to the WECO BSP application. If you are using a different alias you can redefine the name (see sub-section "Enhancements").

Setup

1. Activate SICF Service

Activate following SICF service on your WebAs: default_host/WECO/seoproxy

It is recommended to leave the logon credentials empty to enable debugging the web application.

2. Adjust Host URL

WECO Core IMG: *Web application* → *Maintain system specific parameters*

Now you have to adjust the Host URL. You have to enter the internal URL of the WECO SeoProxy SICF service, for instance <http://weco02.weco.at:8000/weco/seoproxy>.

This assures that every request of the webshop is handled by the SeoProxy Service.

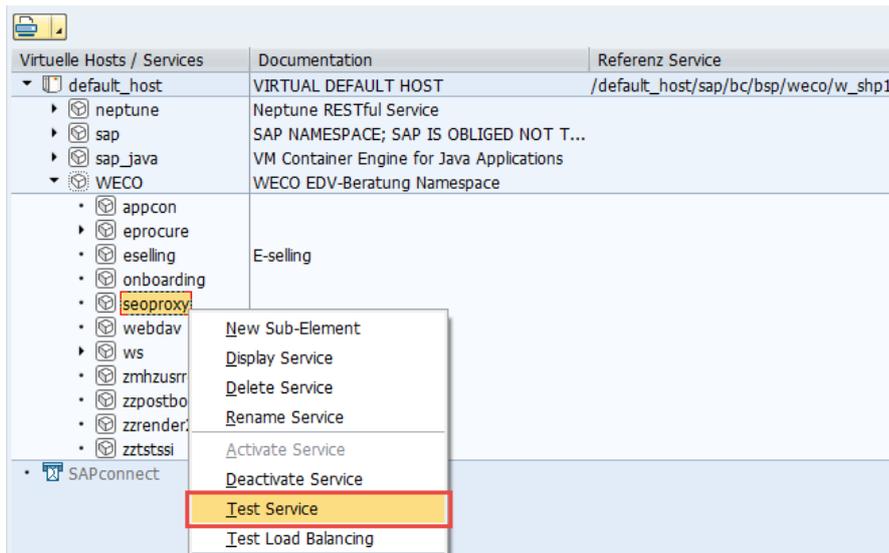
3. Maintain URL Parameters for SEO Shop

WECO WebAS IMG: *SEO* → *Maintain URL parameters for SEO shop*

Maintain the SEO application parameters for the internal host name, for instance `weco02.weco.at:8000`.

4. Test the SICF Service

Go to transaction SICF and execute a right click on service *seoproxy* and select "Test Service":



If everything is set up correctly you should now see the webshop.

CAUTION

Use this service only on your development system to test the webshop. Do NOT use it on your productive system!

Enhancements

Manipulation of the HTTP header fields may have to be enhanced in some SAP releases. Therefore, the SeoProxy SICF handler class can be redefined via WECO product factory.

Manipulation of HTTP Header Fields

Further HTTP header fields can be manipulated in method MANIPULATE_HEADER_FIELDS of class /WECO/WCL_SEOPROXY_SRV.

Webshop SICF Alias

When the HTTP header fields are manipulated the SICF alias /webshopd is used to point to the webshop. If you would like to use a different webshop SICF alias you can redefine method GET_SHOP_SICF_ALIAS of class /WECO/WCL_SEOPROXY_SRV.

Webshop Top-Controller

When the HTTP header fields are manipulated the app.do controller is used as webshop top-controller. If you would like to use a different top-controller you can redefine method GET_SHOP_APP_CONTROLLER of class /WECO/WCL_SEOPROXY_SRV.

Download/Upload SEO Paths

In order to simplify maintenance of SEO paths, WECO provides two transactions to export and import SEO paths. You can download all SEO paths, edit them in Microsoft Excel and upload the SEO paths into the SAP system again.

Download

Transaction */WECO/W_410*

If you enter an application-ID, only SEO paths matching this ID are downloaded. If you do not enter an application-ID only paths with empty application-ID are downloaded.

Explanation of file structure

You can open the downloaded text file with Microsoft Excel for easier editing. You will see following file structure (simplified):

Nr.	SEO Path ID	SEO Action Parameter	SEO Path	DE
160	/catcomp	m_gv_comp=catcomp	/product-comparison	/produktvergleich
200	/basbody	m_gv_comp=basbody0	/basket	/warenkorb
	/basbody/:gv_step_p_bas	m_gv_comp=basbody0 &m_ba_bd_gv_step_bas=:gv_step_bas	/basket/:gv_step_bas	//warenkorb/:gv_step_bas
	:gv_step_bas=01		/basket/checkout	/warenkorb/checkout
	:gv_step_bas=02		/basket/shipment	/warenkorb/versand

Nr.:

Sequence number

SEO path ID

ID of a SEO path

SEO action parameter

Internal URL parameters

SEO path

Language independent SEO path

DE

SEO path in German language

If you use SEO paths with parameters, you will see the parameters in column "SEO path ID". "Nr." and "SEO action parameter" will be empty. During upload they are taken from the previous entry. You only have to maintain the SEO paths.

Upload

Transaction */WECO/W_411*

Like downloading, you can also enter an application-ID during upload. Only SEO paths where the application-ID in the text file matches the entered application-ID are uploaded.

At the beginning of the upload process all SEO paths of the entered application-ID are deleted.

 **CAUTION**

Uploading requires a customizing transport request.

Adding New Languages

New languages can be added easily by adding a new column. The label of the column has to be the language ISO code. For instance, if you would like to add Italian, add a new column labeled IT (like DE).

 **CAUTION**

Never change the **SEO path ID** of WECO SEO paths delivered by WECO. Otherwise generation of SEO links will not work anymore!

Enhancements

Determination of WECO Application Parameters

As already mentioned in chapter „Customizing“ the evaluation of WECO application parameters is realized by using the shop URL.

The shop URL („host name“ of the webshop) is evaluated by WECO by analyzing the HTTP header fields. First the shop URL is evaluated by using the header field “host”. If this operation is not successful the header field “x-forwarded-host” is used.

ADVISE

The field „host“ often contains the internal server name of the SAP Web Application Server because proxy servers normally do not transmit the external URL and therefore the shop URL is not visible for SAP.

Depending on the used proxy server the field „x-forwarded-host“ could be named differently. In this case you have to extend the evaluation logic for the shop URL by using an implicit enhancement in class /WECO/WCL_SHP1_CO_APP, method GET_HOSTNAME

If you have activated cookie path manipulation in the WECO customizing you also have to enhance the following routine:

Include /WECO/LW_APP_SEOF01, Form Routine GET_HOSTNAME

HTML Metatag Generator

Technically, the HTML metatag generator is a BSP extension. The BSP extension <zshp:met...> can be embedded in any BSP view.

The generated metatags are embedded into the HTML header via WECO Delayed-Rendering.

EXAMPLE

Metatag generation via BSP extension <zshp:met...>

```
<zshp:met gv_name="keywords" gv_value="<%=lv_lnktxt%>" />
```

Title tag generation via BSP extension <zshp:met...>

```
<zshp:met gv_name="title" gv_value="<%=gs_catitm_web-desc1%>" gv_clear="X" gv_title="X" />
```

By setting the attribute „gv_title“ the HTML title attribute is generated.

On the welcome page of the webshop you can use the WECO shorttext seo_descr.htm to create the metatag “Description” for the welcome page.

By using this extension any metatag can be generated dynamically. The BSP-extension can be embedded into any z-view. The “Delayed Rendering” then inserts these into the header of the HTML code.

EXAMPLE

Example for dynamic generation of the metatag „author“:

```
<zshp:met gv_name="author" gv_value="MyCompany" />
```

Methods to Create SEO Links

Class /WECO/WCL_SEO_MANAGER provides two methods to create SEO links:

1. GET_SEO_LINK

This method returns the SEO link to a given SEO path ID. You should always pass the internal link (IV_INTLI) as well, in order to get the internal link as fallback link if no SEO link could be determined.

2. GET_SEO_LINK_BY_ACTION

This method determines the SEO link to a given SEO action parameter of the customizing table.

Undesired indexation by search engines

Basically, not all shop links are generated search engine friendly, only links usable for indexation are treated like this. Nevertheless, search engines also index internal links which are not suitable for a call from the search results of a search engine. Also an explicit exclusion via robots.txt file is ignored by several search engines.

Therefore all links in WECO standard are provided with the "nofollow" attribute if they are not suitable for search engines. Hence, these links are not indexed by search engines.

ADVISE

Due to the SEO module architecture internal links do not cause an abort of the shop but forward to the welcome page. Nevertheless, internal links in customer own z-views should be provided with the "nofollow" attribute.

EXAMPLE

The link to change personal user data does not be indexed by the search engine:

```
<a rel="nofollow" href="<%=gv_host%>?<%=GV_COIP%>GV_COMP=appuserset"><zshp:txt  
gv_textk="profile.htm" /></a>
```