



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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Index

Index	3
Introduction	4
Requirements	4
Public shop access.....	4
Webshop host address.....	4
Proxy server	4
http protocol version	5
WECO Shop Template.....	5
Absolute URLs.....	5
Top-Controller.....	5
Browser versions	5
Customizing	6
Core System.....	6
Web Application Server	8
Functions in detail.....	10
Generation of search engine friendly URLs	10
HTML Metatag / Title tag Generator.....	11
Deep Links.....	12
Special topics.....	12
Undesired indexation by search engines	12
Multilingual webshops	12
Enhancements.....	13
Evaluation of WECO application parameters by using the shop URL	13
Modification of already existing customer own z-views.....	13
Additional metatags	14
Proxy rewrite	14
Proxy rewrite statements.....	14
SAP Default Client.....	19
Session Handling	19

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 category groups
- HTML metatag generator
- HTML title generator
- Shop URL is free from WECO application parameters and SAP URL-mangling

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

Requirements

Public shop access

To run a SEO activated webshop a public shop access is needed (e.g. B2C-shop or B2B-hybrid-shop). SEO activation for a webshop does not make any sense if a username and a password have to be typed in for entering the shop, because search engines can never reach the desired pages for indexation.

Webshop host address

A further requirement for the SEO module is an own webshop address, e.g. www.wecostore.at or shop.weco.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 with ISAPI Rewrite AddOn (co. Helicon)

Current rewrite rules for the particular proxy server are provided by WECO.

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:

- V1 Template
- V2 Template
- V3 Template
- V4 Template
- V5 Template

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

Absolute URLs

In the 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.

Browser versions

Regarding the used web browser the SEO module itself has no restrictions. It works in all browsers which also work without the SEO module.

Customizing

Core System

IMG: Web application -> Define Web application and parameters

Change View "Application": Details

New Entries BC Set: Change Field Values

Default langu	DE	Default TransTy	203
Cond type netpr		Weight unit	KG
Max soldto	500	Max login errs	3
Max.num.cat.	100	Max.num.doc.	200
TxdID CustText	0002	TxtID cost unit	Z004
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 for following sectors:

- Product catalog hierarchy navigation
- Product detail
- Product search (only relevant for deep links)
- Static links (e.g. shipping costs, imprint, etc.)
- Main menu navigation (shopping cart, your account, logon, contact, ...)

CAUTION

Activation 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 URL's": Details

New Entries

Appl ID: WECO_SHOP_B2C1

System dependant URL's

Description	WECO E-Selling B2C Demoshop CSS (V1)
URL login er/of	http://www.wecostore.at
URL B2C	
URL for theme	http://www.wecostore.at/S4/
URL acct activ	
URL login verf	
URL prod.recomm	
URL Content	http://www.wecostore.at/S4/content/
Host URL	http://www.wecostore.at
Device type	
Cookie Sec Flag	0 Non Secure

CAUTION

If the "SEO active" flag is ticked all system dependent URLs have to be absolute.

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. shopping basket, document history).

IMG: Product catalog -> Link types -> Define link types

By using the following TEXT-link types in a product catalog you can pretend 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 Host Name. Thereby no parameters have to be used in the shop URL.

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

If parameters are used in the URL (e.g. username) this ones 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 always ticked.

Path new

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

Functions in detail

Generation of search engine friendly URLs

Catalog navigation

The search engine friendly link for catalog navigation is generated for the tree-navigation (left shop column) and the graphical catalog navigation (in the shop main area). The unique identifier for catalog navigation is the root path /category or /DE/category for language German.

EXAMPLE

Examples for search engine friendly URLs for displaying product hierarchy „Electronics->Home entertainment“:

[http://www.wecostore.at/category/Megastore/Electronics/Home entertainment](http://www.wecostore.at/category/Megastore/Electronics/Home%20entertainment)
<http://www.wecostore.at/DE/category/Megastore/Elektronik/Heimunterhaltung>

Product detail

The search engine friendly link for product detail is generated for the catalog item list. The unique identifier for the product detail is the root path /product or /DE/product for language German.

EXAMPLE

Examples for search engine friendly URLs for displaying the detail of product „LG Plasma TV M650“:

[http://www.wecostore.at/product/Megastore/Electronics/Home entertainment/TV/LG Plasma TV M650](http://www.wecostore.at/product/Megastore/Electronics/Home%20entertainment/TV/LG%20Plasma%20TV%20M650)
[http://www.wecostore.at/DE/product/Megastore/Elektronik/Heimunterhaltung/TV/LG Plasma TV M650](http://www.wecostore.at/DE/product/Megastore/Elektronik/Heimunterhaltung/TV/LG%20Plasma%20TV%20M650)

Configuration

The search engine friendly link for product configuration is generated for the catalog item list. The unique identifier for the product configuration is the root path /prodcfg or /DE/prodcfg for language German.

EXAMPLE

Examples for search engine friendly URLs for the product configuration of product „Dell Latitude 5500“:

[http://www.wecostore.at/prodcfg/Megastore/Electronics/Computer/Laptops/Dell Latitude 5500](http://www.wecostore.at/prodcfg/Megastore/Electronics/Computer/Laptops/Dell%20Latitude%205500)
[http://www.wecostore.at/DE/prodcfg/Megastore/Elektronik/Computer/Laptops/Dell Latitude 5500](http://www.wecostore.at/DE/prodcfg/Megastore/Elektronik/Computer/Laptops/Dell%20Latitude%205500)

Product search

No search engine friendly link is generated for the product search (only text search) in the webshop because the product search is a form within the shop and not a target-page. Therefore indexing by search engines does not make any sense.

An external call of the product search is still possible as Deep-Link by using the root path /search or /DE/search for language German.

EXAMPLE

Example for search engine friendly Deep-Links for displaying the search result for the search term „samsung“:

<http://www.wecostore.at/search/samsung>
<http://www.wecostore.at/DE/search/samsung>

Links for static pages (imprint, shipping info, etc.)

For every static link a rewrite statement is needed at the proxy server. The text for the static link has to be unique per language.

The unique identifier of the static link is the rood path /info.

EXAMPLE

Examples for search engine friendly URLs for displaying the shipping info.

http://www.wecostore.at/info/Shipping_costs

<http://www.wecostore.at/info/Versandkosten>

Restrictions

Currently no search engine friendly links are generated for calling special catalogs (e.g. bestseller, new products).

If search engine friendly links are desired for this sectors this has to be done by the customer. Please pay attention to performance of the generation of search engine friendly links in this sectors.

HTML Metatag / Title tag Generator

Technically the HTML metatag- and title tag generator are 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 Generator via BSP-Extension <zshp:met...>

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

Title tag Generator via BSP-Extension <zshp:met...>

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

Durch das zusätzliche Attribut „gv_title“ wird neben dem Metatag „title“ auch der HTML Title generiert.

Placeholder for dynamic metatags

Within the BSP views placeholders are required in form of HTML comments. The so called “Delayed Rendering” replaces these comments with the noted metatags or the title tag.

V1/app_incl_header.htm:

Placeholder for metatags

```
<!-- ($metatags$) -->
```

Placeholder for title tags

```
<!-- ($pagetitle$) -->
```

Delayed Rendering

Delayed Rendering for metatags and title tag will be performed at the end of BSP view V3/app1_main0.htm. It will only be performed if the necessary placeholders are existing.

V3/app1_main0.htm:

```
<!--Metatags delayed rendering --%>
<bsp:call url="appmeta.do" comp_id="mt">
</bsp:call>
<!--Title delayed rendering --%>
<bsp:call url="apptitle.do" comp_id="ti">
</bsp:call>
```

Deep Links

Deep links enable external access to certain shop areas without navigating through the shop welcome page and its following pages.

All search engine friendly links generated by the SEO module can also be called as deep links. The WECO webshop application initializes itself automatically when the first deep link is called.

Special topics**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. Thereby 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

For the link to change personal user data no search engine indexation is desired:

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

Multilingual webshops

The SEO module also supports multilingual webshops. Links without language code are generated for the default language defined for a web application (“Shop default language”).

For all further languages the ISO language code is included in the root path of the generated link.

If a link is called (e.g. from a search result of a search engine or deep link) the WECO shop will be automatically called in the particular language referring to the language in the path via proxy rewrite statement.

EXAMPLE

Generated link for the product hierarchy „Elektronik“ in language German:

```
<a href="http://www.wecostore.at/DE/category/Megastore/Elektronik">
```

Enhancements

This chapter describes how to realize customer enhancements without modifications.

Evaluation of WECO application parameters by using the shop URL

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:
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:

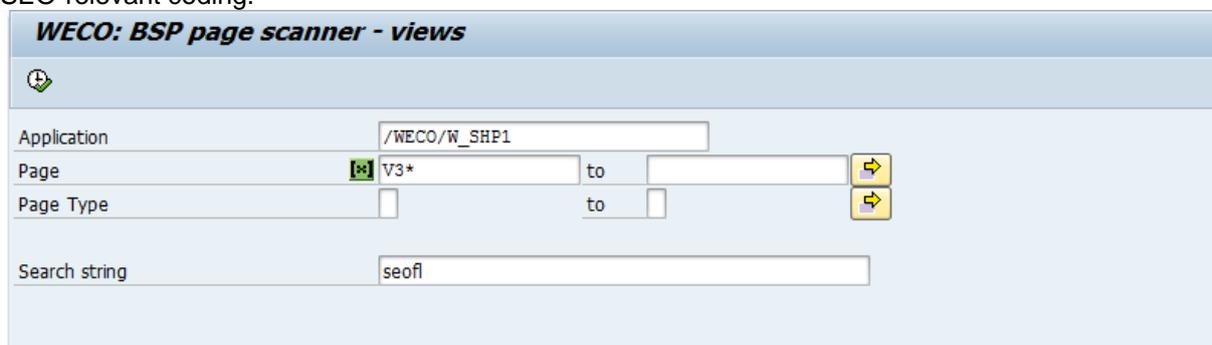
Include `/WECO/LW_APP_SEOF01`, Form Routine `GET_HOSTNAME`

Modification of already existing customer own z-views

SEO-relevant statements can be placed into customer own z-views quite easily.

Evaluate SEO-relevant views

By using the WECO report `/WECOM/BSP_SCAN` it is possible to evaluate all views which contain SEO-relevant coding.



WECO: BSP page scanner - views

Application:

Page: to

Page Type: to

Search string:

Page

Please insert the generic search options „V1*“, „V2*“, „V3*“, „V4*“ and „V5*“. These are the views of the current SEO-enabled WECO B2B/B2C templates.

Search string

Insert „seofl“ as search string.

Additional metatags

By using the WECO BSP-extension <zshp:met...> 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"/>
```

Proxy rewrite

Proxy rewrite statements

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!

Further down you can see an example for a complete .htaccess. This file is completely executable for Apache Webserver and IIS Webserver with ISAPI rewrite (version 3) from Helicon.

If using another proxy server the statements have to be adjusted.

The first part is not webshop specific. These lines are responsible for preventing access to rewrite control files and for defining all access which should not redirect to the WECO webshop.

The second part (from block #####SEO#####) contains the SEO specific statements. An explanation for every block can be found after the listing of the .htaccess file.

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.

EXAMPLE

Example for a complete rewrite file:

RewriteEngine On

```
#####
#WECO_SEO#####
#Example for Home Language EN, Foreign Language DE
# Remove Foreign Language Statements or add further Foreign Language Statements depending on
requirements
# /S3 Change to your Mime Path
# /images/ Change to your Image Path
# http://wecos01.weco.at:8000/weco/shple(====) Change to your SAP Server Alias
#####

# Category Pagation Clean URL
RewriteRule ^/category/(.*)*/page/(.*)
http://wecos01.weco.at:8000/weco/shple\ (====)/app.do?fcode=m_ca_bd_gotopage&m_ca_bd_gv_path=c
ategory$1&m_ca_gv_comp=catbody&m_ca_bd_gv_page=$2 [P]
RewriteRule ^/DE/category/(.*)*/page/(.*)
http://wecos01.weco.at:8000/weco/shple\ (====)/app.do?language=DE&fcode=m_ca_bd_gotopage&m_ca_
bd_gv_path=category$1&m_ca_gv_comp=catbody&m_ca_bd_gv_page=$2 [P]

# Categories Clean URL
RewriteRule ^/category/(.*)
http://wecos01.weco.at:8000/weco/shple(====)/app.do?fcode=m_cn_catnav&m_cn_gv_reposition=X&m_c
n_gv_path=category$1 [P]
RewriteRule ^/DE/category/(.*)
http://wecos01.weco.at:8000/weco/shple(====)/app.do?language=DE&fcode=m_cn_catnav&m_cn_gv_repo
sition=X&m_cn_gv_path=category/$1 [P]
# Product Detail Clean URL
RewriteRule ^/DE/product/(.*)
http://wecos01.weco.at:8000/weco/shple(====)/app.do?language=DE&fcode=m_ca_bd_catdetail&m_ca_b
d_gv_path=product/$1 [P]
# Product Configuration Clean URL
RewriteRule ^/prodcfg/(.*)
http://wecos01.weco.at:8000/weco/shple(====)/app.do?fcode=m_ca_bd_catconfig&m_ca_bd_gv_path=pr
odcfg/$1 [P]
RewriteRule ^/DE/prodcfg/(.*)
http://wecos01.weco.at:8000/weco/shple(====)/app.do?language=DE&fcode=m_ca_bd_catconfig&m_ca_b
d_gv_path=DE/prodcfg/$1 [P]
```

```

RewriteRule ^/product/(.*)
http://wecos01.weco.at:8000/weco/shple(====)/app.do?fcode=m_ca_bd_catdetail&m_ca_bd_gv_path=pr
oduct/$1 [P]

# Catalog search Clean URL (Used For Deep Links Only)
RewriteRule ^/search/(.*)
http://wecos01.weco.at:8000/weco/shple(====)/app.do?fcode=m_cs_catsearch&m_cs_gv_searchterm=$1
[P]
RewriteRule ^DE/search/(.*)
http://wecos01.weco.at:8000/weco/shple(====)/app.do?language=DE&fcode=m_cs_catsearch&m_cs_gv_s
earchterm=$1 [P]

# Link to Static Content(change or add your own here)
RewriteRule ^/info/Shipping-costs(.*)
http://wecos01.weco.at:8000/weco/shple(====)/app.do?fcode=m_sc_showcont&m_sc_gv_exurl=S3/conte
nt/EN/shippinginfo.htm&m_sc_gv_navtt=Shipping\ Costs$1 [P]
RewriteRule ^/info/Versandkosten(.*)
http://wecos01.weco.at:8000/weco/shple(====)/app.do?language=DE&fcode=m_sc_showcont&m_sc_gv_ex
url=S3/content/EN/shippinginfo.htm&m_sc_gv_navtt=Shipping\ Costs$1 [P]

RewriteRule ^/info/Privacy-Policy(.*)
http://wecos01.weco.at:8000/weco/shple(====)/app.do?fcode=m_sc_showcont&m_sc_gv_exurl=S3/conte
nt/EN/policiy.htm&m_sc_gv_navtt=Privacy\ Policy$1 [P]
RewriteRule ^/info/Datenschutzerklärung(.*)
http://wecos01.weco.at:8000/weco/shple(====)/app.do?language=DE&fcode=m_sc_showcont&m_sc_gv_ex
url=S3/content/EN/policiy.htm&m_sc_gv_navtt=Privacy\ Policy$1 [P]

RewriteRule ^/info/Terms-and-Conditions(.*)
http://wecos01.weco.at:8000/weco/shple(====)/app.do?fcode=m_sc_showcont&m_sc_gv_exurl=S3/conte
nt/EN/terms.htm&m_sc_gv_navtt=Our\ Terms\ and\ Conditions$1 [P]
RewriteRule ^/info/Allgemeine-Geschäftsbedingungen(.*)
http://wecos01.weco.at:8000/weco/shple(====)/app.do?language=DE&fcode=m_sc_showcont&m_sc_gv_ex
url=S3/content/EN/terms.htm&m_sc_gv_navtt=Our\ Terms\ and\ Conditions$1 [P]

RewriteRule ^/info/Imprint(.*)
http://wecos01.weco.at:8000/weco/shple(====)/app.do?fcode=m_sc_showcont&m_sc_gv_exurl=S3/conte
nt/EN/imprint.htm&m_sc_gv_navtt=Imprint$1 [P]
RewriteRule ^/info/Impressum(.*)
http://wecos01.weco.at:8000/weco/shple(====)/app.do?language=DE&fcode=m_sc_showcont&m_sc_gv_ex
url=S3/content/EN/imprint.htm&m_sc_gv_navtt=Imprint$1 [P]

RewriteRule ^/info/Help(.*)
http://wecos01.weco.at:8000/weco/shple(====)/app.do?fcode=m_sc_showcont&m_sc_gv_exurl=S3/conte
nt/EN/faq.htm&m_sc_gv_navtt=Help$1 [P]
RewriteRule ^/info/Hilfe(.*)
http://wecos01.weco.at:8000/weco/shple(====)/app.do?language=DE&fcode=m_sc_showcont&m_sc_gv_ex
url=S3/content/EN/faq.htm&m_sc_gv_navtt=Help$1 [P]

# Various Shop Areas with Clean Link (change or add your own here)
RewriteRule ^/home http://wecos01.weco.at:8000/weco/shple(====)/app.do?fcode=m_home [P]
RewriteRule ^/contact
http://wecos01.weco.at:8000/weco/shple(====)/app.do?m_gv_comp=appcontactf [P]
RewriteRule ^/basket http://wecos01.weco.at:8000/weco/shple(====)/app.do?m_gv_comp=basbody0
[P]
RewriteRule ^/myaccount
http://wecos01.weco.at:8000/weco/shple(====)/app.do?m_gv_comp=appmyaccount [P]
RewriteRule ^/login http://wecos01.weco.at:8000/weco/shple(====)/app.do?m_gv_comp=apploginb2c
[P]
RewriteRule ^/notification
http://wecos01.weco.at:8000/weco/shple(====)/app.do?m_gv_comp=nbabody0 [P]
RewriteRule ^/newsletter
http://wecos01.weco.at:8000/weco/shple(====)/app.do?m_gv_comp=appnewslett [P]

# Catalog Images (reside on Apache Server in this example)
RewriteRule ^(.*/images/.*)$ $1 [P]

# Mimes (CSS, Javascript, etc..)
RewriteRule ^/S3(.*) http://wecos01.weco.at:8000/weco/shple/S3$1 [P]

# Direct Controller calls app...
RewriteRule ^/app(.*) http://wecos01.weco.at:8000/weco/shple(====)/app$1 [P]

```

```
# Direct Controller calls bas....
RewriteRule ^/bas(.*) http://wecos01.weco.at:8000/weco/shp1e(====)/bas$1 [P]
# Direct Controller calls cat....
RewriteRule ^/cat(.*) http://wecos01.weco.at:8000/weco/shp1e(====)/cat$1 [P]
# Direct Controller calls doc....
RewriteRule ^/doc(.*) http://wecos01.weco.at:8000/weco/shp1e(====)/doc$1 [P]

#Initial Rewrite to app.do with URL Mangling
#Either with additional URL Parameters(e.g. OCI Calls)
RewriteRule ^\?(.*) http://wecos01.weco.at:8000/weco/shp1e(====)/app.do?$1 [P]
#oder without URL Parameters(Standard Case)
RewriteRule (.*) http://wecos01.weco.at:8000/weco/shp1e(====)/app.do [P]
```

You have to replace the internal server name **wecos01.weco.at:8000/weco/shp1e** by your own server name (server name port/webshop alias from SICF).



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

Categories Clean URL

The rewrite for catalog navigation is defined here. This example file contains rewrites for the default shop language and the foreign language DE. If needed for further languages extend the file equivalent to DE.

Product Detail Clean URL

The rewrite for product details is defined here. This example file contains rewrites for the default shop language and the foreign language DE. If needed for further languages extend the file equivalent to DE.

Product Configuration Clean URL

The rewrite for calling the configuration of configurable products is defined here. This example file contains rewrites for the default shop language and the foreign language DE. If needed for further languages extend the file equivalent to DE. Do not delete this definitions, even if you do not use configuration.

Catalog search Clean URL

The rewrite of deep links for text based product search is defined here. This example file contains rewrites for the default shop language and the foreign language DE. If needed for further languages extend the file equivalent to DE. Do not delete this definitions, even if you do not need any deep link for text based product search.

Link to Static Content

The rewrites of static content pages are defined here. This example file contains rewrites for all static content pages available in WECO standard. If you use further static content pages add these rewrite statements to the existing ones. Static pages in foreign languages are not rewritten by using the language in the path but by the text for the link. For this please look at the static content page "Hilfe" in DE. So this texts for the link have to be unique!

Catalog Images

In this example the catalog images (hierarchy navigation, product detail images, datasheets etc.) are located in the directory /images directly at the proxy server. Therefore they are not being rewritten. The

rewrite statement is generic, all subdirectories of /images are being rewritten automatically. If you have created several root directories, you have to write an own rewrite statement for every single root directory.

Mimes

The rewrite of the mime directory is defined here. The mime directory contains all CSS and Javascript files as well as background images for the webshop. Replace the mime path /S3 in this example by your own mime directory.

Direct Controller calls

The rewrite of direct controller calls is defined here. Direct controller calls only affect popups and controller calls via Ajax. The statements are generic, all possible direct controller calls in WECO standard are included. You only have to extend the file by a corresponding rewrite statement if you call directly an own controller (e.g. zzappmyfunct.do). To use the rewrite statement for all direct controller calls you should define it generic. Otherwise you have to define an own statement for every single controller call.

Initial Rewrite to app.do

The last two statements contain the rewrite of the initial webshop call. The first one includes the transfer of URL parameters to the webshop (e.g. transfer of HOOK_URL in a call from E-Procurement systems). The last statement is evaluated if the webshop is called without any parameter for the first time.

SAP Default Client

If the SAP Default Client is not set via RZ10 system parameter it has to be added in the last two proxy rewrite statements:

```
RewriteProxy ^?\.*) http://wecos01.weco.at:8000/weco/shp1e\(\====\) /app.do?$1&sap-client=001  
[NC,U]  
RewriteProxy (.*) http://wecos01.weco.at:8000/weco/shp1e\(\====\) /app.do?sap-client=001 [NC,U]
```

Session Handling

The shop can only be recalled by closing/opening the browser. Inserting the shop URL in the browser command line does not work like in the non-SEO version because the parameter “sap-sessioncmd=open” cannot be inserted into the URL.