

Guide for Flynax Software SEO Setup

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Flynax Software SEO Setup

We are glad to present you with the Flynax SEO Feature Guide. Before getting to the point we'd like to clary the purpose of the Guide. The Guide has nothing to do with the selection of search keywords, processing analytical data, copywriting, or search engine optimization. The purpose of the Guide is to describe features and functions associated with the SEO tools of the script and how to set them up.



1. The Under Construction plugin

It is very likely that you will put your site to production without any listings or with a minimum number of listings. Populating the site with listings will take time and effort. At the same time, there is no guarantee that your site will not be indexed by search engines before you decided to submit it, which may cause your site to be indexed while it is being set up. Offering your users a site that is not fully ready to run is not a good scenario, which is why we recommend installing the **Under Construction plugin** right after deploying the script so you could take as long as you need to set up your site. You will be able to disable the Plugin once you're done with setting up and populating your site with data.

We strongly recommend against installing and enabling the **Google and Yandex Sitemap plugin** and adding the sitemap.xml to the webmaster's console until your site is ready to be submitted to search engines.

2. Setting up pages

2.1. Setting up metadata for pages

The home page is a top priority page because search engines always start with indexing the home page. For this reason, start to optimize the site with the home page. First, you will need to fill in the metadata for the home page. Go to the Admin Panel > Content > Pages > Select a page and click the **Edit** icon (a pencil on the screenshot below).

						10000		112635745
Monetization						Q, Search	+ Add a Page	i≣ All Pages
	Page Manager							
Listings 📰	Name +	Туре	stemap	Logging in requ.	NO TOBOW	Fostion	Status	Actions
	About Us	Static	No	No	Yes	7	Active	/ ×
Categories 🛷	Account confirmation	System	NGA	NO	NO	12	Active	/ ×
	Checkout	System	No	No.	No	0	Active	/ X
Plugins 🀅	Contact Us	System	Yes	No	No	8	Active	/ x
	Edit Listing	System	No	Yes	No	17	Active	/ ×
Forms #5	Favorites	System	No	No	No	8	Active	/ ×
	Home	System	Yes	No	No	10	Active	×
User Accounts 👱	My Alerts	System	No	Yes	No	9	Active	/ ×
	My Listings	System	No	Yes	No	12	Active	/ ×
Content	My Profile	System	No	Yes	No	7	Active	/ ×
Pages	News	System	Yes	No	No	8	Active	/ ×
Content Boxes	Post an Ad	System	NO	Yes	NO	9	Active	/ ×
News	Privacy Policy	Static	Yes	No	No	10	Active	/ ×

On the Edit page, the most important fields are the H1 tag, title, and meta description.

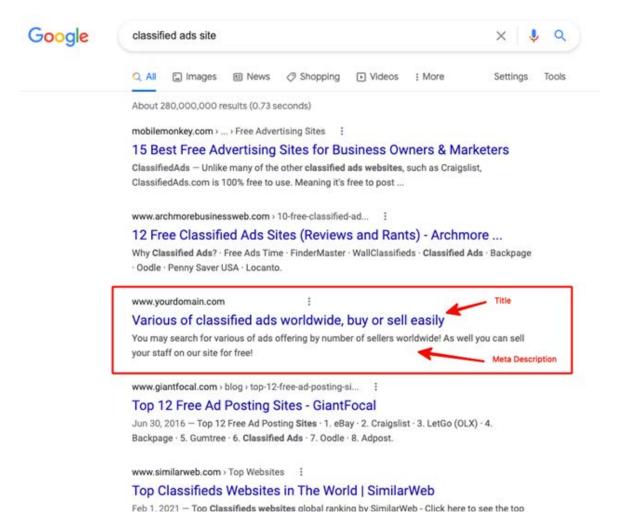
190											:= AI
Monetization											
Listings 📰	* Key	home									
Categories 🤣	* Name	English Italiano	Deutsch	and a	Nederlands	Ελληνικά	Erançais	Español	Русский	Türkce	Português
		Home		Name (English	Ú.						
Plugins 🏇	Heading (H1)	Enable 0 H1 headin	g is disabled o	n the Horse pag	e, click the ballon li	o enable il.					
Forms 📳	* Title	English Italiang	Deutsch	uede	Nederlands	Ελληνικά	Erançais	Español	Руссний	Türkçe	Portuguës
User Accounts 1		All in One Classifieds Soft	are Demo S	te	🛄 Title (English)					
Content 🔛	Meta description	English Eurikano	Deutsch		tiederlands	EXhtressi	Françals	Español	Руссяний	Tärkce	Português

Make sure you've filled in the fields in all the languages available on your site.

NOTE: We didn't mention the meta keyword field because a few years ago Google stopped using the keywords meta tags in raking sites. Therefore, there is no use in wasting your time filling in the field.



Once your home page gets indexed by search engines it will look like on the screenshot below.



In a similar way, you will need to enter metadata for all the pages.

If you don't have enough time and resources initially for selecting and filling in metadata you may enable logging in for such pages so that only logged-in users could access the pages. That will prevent search crawlers from indexing pages that you haven't yet equipped with the necessary metadata and will give you enough time for doing so.

2.2. Configuring page URLs

The URLs of pages should reflect the content offered on the pages. So you will need to edit the URLs of all the pages. Go to the Admin panel > Content > Pages > Page Manager, then using the pagination at the bottom of the page find a needed page, and click the **Edit** icon. After opening the Edit page find the **Page URL** field and edit its URL.

Logging in required	O Yes 🖲 No	
Restrict access to	Account Types *	
	Seller	
	Buyer	
	Employer	
	Employee	
	□ Affiliate	
	Event Organizer	
	Check All Uncheck all	

Flynax allows you to add multilingual URLs of pages if you use two and more languages on your site. To enable the multilingual URLs, proceed to the Admin Panel > Basic Settings > Common > **Multilingual paths**.

You also may enable **URL Transliteration**, which will allow you to generate URLs of the categories and pages in different languages, for example.

/السيار الا/لمحر كات/www.site.com

Enabling the feature makes sense if you offer two or more languages on your site.

Price History	iOS app url	https://itunes.apple.com/us/app/ifly
Social Meta Data	Android app url	https://play.google.com/store/apps/
QR Code	URL transliteration	enable O disable When disabled it generates non-utf8 language URLs in Cyrillic, Arabic etc.
Report Broken Listing	Multilingual paths	O enable (enable) disable Allows you to build paths of pages and categories in other languages, e.g. www.site.com/المحركت///.html The option can be enabled with 2 and more active languages on the site.
Comment	Force canonical tag	O enable
IP Geo Location		Save
Weather Forecast		
Affiliate		

2.3. Developer Settings

You could have noticed two fields - page type and page controller when editing a page. The settings are intended for developers, which is why we recommend against managing them if you don't quite understand their designation.

Page type	System +
Page controller	my_listings () Warning: If you're not sure don't manage the system field!
Page URL (SEO)	https://classifieds.demoilynax.com/ my-ads html
Logging in required	Yes O No
Restrict access to	Account Types *
	Seller
	Buyer
	Employer
	Employee
	Affiliate
	Event Organizer



2.4. Enabling links to pages in the menu

Every important page should be presented in the main menu or in the footer menu. To enable a page link in the menu, proceed to the Admin Panel > Content > Page Manager > Select a page from the list and click the **Edit** icon. On the Edit page find an option - **Show page link in** (see point 2 on the screenshot) and select the menu, to which you want to add the link.

Show page link in	Menu - Top menu Account menu Bottom menu Check All Uncheck all	2
	-	3 The change will be applied after updating the sitemap by Cron (Or you can do it from AP > Refresh > Rebuild sitemap.xml file
Add to sitemap xml	🔿 enable 🧕 disa	The change has be appreciated appreciated operating by even (or you can be a normal or treated and the second seco

Don't forget to add the important pages to the sitemap.xml file. Select **Enable** and click the **Edit** button.

IMPORTANT: We've already mentioned the sitemap.xml at the beginning of the Guide; the file is generated with the Google and Yandex sitemap plugin. Make sure that at this stage the Plugin is disabled as you're setting up your site and there is no access to site pages. We'll get back to the Plugin at the end of the Guide. Make sure the **nofollow attribute** (option 1 on the screenshot) is enabled because it prevents search bots from crawling pages.

3. Publishing news

3.1. Publishing news

Publishing news on the site on a regular basis contributes to better site indexing and ranking in the relevant area. To add news go to the Admin Panel > Content > News. Fill in the necessary field (except for the keyword tag field) and click the **Add News** button. Try to publish news regularly.

3.2. News global settings

Dashboard	General	Basic settings for <u>News</u>		
Basic Settings	Accounts	Number of articles in a News box	3	
Administrators Languages	Security	News excerpt length	200	characters
Database Data Entries	Pictures	Number of articles on News page	5]
Email Templates	Listings	News page content length	300	characters
Trash Box	Email		Save	
fonetization 🧿	Video			
Listings 🕅	News			

You will be able to manage the global settings for news in the box from the Admin Panel > Basic settings > News tab. From the manager you will be able to set a number of news posts in the box, a number of characters in the excerpt, and the length of a news post.

4. Setting up metadata and URLs for categories

4.1. Setting up metadata for categories

Adding metadata to categories is another important SEO task that you will need to handle along with filling metadata for site pages. For this reason, you will need to populate the most important categories and also all the first-level categories with metadata. To add metadata, proceed to the Admin Panel > Categories > Select a category (you may search for it if you have too many of them) > Click the **Edit** icon in order to open the category settings.

_	Edit Category	
Common 🔅		
Dashboard		
Basic Settings		
Administrators	Parent category	No Parent Edit
Languages Database	* Listing type	Motore -
Database Data Entries		
Email Templates	* Key	cars
Trash Box	* Name	English Italiano Deutsch Mederlands Ελληνικά Français Español
Monetization ()		Cars (English)
Listings 🔜	Heading (H1)	Feglish Italiano Deutsch Mederlands Ελληνική Français Español
		New and used cars for sale Heading (H1) (English)
Categories 🤣	URL	https://classifieds.demoflynax.com/motors/ Cars .html
Add a Category		
Categories	Title	English <u>Italiano</u> <u>Deutsch</u> <u>ωμημά</u> <u>Nederlands</u> <u>Ελληνικά</u> <u>Français</u> <u>Español</u>
Browse Subcategories by Users		Cars for sale
Plugins 🌲	Description	English Italiano Deutsch μουσιδί Nederlands Ελληνικά Français Español
Forms 🗧		
User Accounts 斗		B I U 5 × _x × ⁴ I _x Styles - Format - Font - Size - A - O - C - C - C - C - C - C - C - C - C
Content 🕎		
the second second		Buy new and used cars of all makes and models here.
iOS App		
Android App 🔅		
		body
	Meta description	English <u>Italiano Deutsch</u> <u>فارسی</u> <u>Nederlands</u> <u>EAAnvuků</u> <u>Français</u> <u>Espanol</u>
		New and used cars of all makes and models for sale and rent

All the fields on the screenshot are important for SEO and need to be filled in accordance with the SEO standards and relevant content of the category.

You may edit a category in a different way, which might turn out to be more convenient for you. Go to the Admin Panel > Categories > **Browse** and select a needed category from the list. Then click the **Edit** icon to open the page with settings.

Common 🛱	Cars	
		a Lock ca
Dashboard		B Look Ca
Basic Settings		
Administrators	Acura 1	Alfa Romeo 0
Languages	CL, EL, Integra, Legend, MDX, NSX, RDX, RL, RSX, SLX, TL, TSX, Vigor.	147, 156, 159, 164, 4C, Brera, Giulia, Giulietta, GT, Milano, MiTo, Spider
Database	ZDX	
Data Entries		
Email Templates	Aston Martin 0	Audi 7
Trash Box	Cygnet, DB7, DB9, DBS, One-77, Rapide, Vanquish, Vantage, Virage	80, 90, 100, 200, A2, A3, A4, A5/S5/RS5, A6, A8, allroad, Cabriolet, Q3, Q5, Q7, Quattro, R8, RS 4, RS6, S4, S6, S8, TT
Monetization ()	Bentley 4	BMW 9
	Arnage, Azure, Brooklands, Continental, Corniche, Eight, Mulsanne, Turbo	1 Series, 3 Series, 4 Series, 5 Series, 6 Series, 7 Series, 8 Series, 840,
Listings 🕅		850, Alpina B7, i3, M, 43, 46, 46, X1, X3, X5, X6, Z1, Z3, Z4, Z4 M Series, Z8
Categories 🋷	Bugatti 1	Buick 1
Add a Category	EB 110. Veyron	Caballero, Century, Electra, Enclave, Estate, LaCrosse, LeSabre, Lucerne,
Categories	MARINE JOSTON	Park Avenue, Rainier, Reatta, Regal, Rendezvous, Riviera, Roadmaster,
		Skyhawk, Skylark, Terraza
Browse <		
Subcategories by Users	Chery 0	Chevrolet 9
	A15, Bonus, CrossEastar, indiS, Kimo, M11, Tiggo, Very	1500 Pickup, 2500 Pickup, 3500 Pickup, APV, Astro, Avalanche, Aveo,

4.2. Category link appearance

All the categories are grouped by listing types. Therefore, you may find URL settings for categories in the corresponding listing type settings. Go to the Admin Panel > Listings > Listing types > Select a listing type and click the **Edit** icon. After opening the Edit page go to the **Listing Type URL** option.

	Admin Panel > Listing Types	> Edit Type
Common 🛱	WOLDIS	
Monetization ()		
Listings	* Key	motors
Listings	* Name	English <u>Italiano Deutsch</u> فارسی <u>Nederlands</u>
New Listings Pending Listings		Motors Name (English)
Listing Types	Individual Post an Ad page	O Yes No
Listing Fields	Enable pictures	● Yes ○ No
Categories 🤣	Enable video	● Yes ○ No
	Administrator only	O Yes No () Click <u>here</u> to edit "My Listings" page.
Plugins 扣	Zero cents in prices	○ Yes ● No
Forms		● Yes ○ No
User Accounts 👱	* Listing type URL	Full URL -
Content	* Status	Active -

The following options are available:

Full URL

When a domain is followed by the listing type and category one after another in the URL.

www.domain.com/motors/cars/bmw.html



where /motors is a listing type path

/cars/bmw.html is a category path

Short URL

When a listing type is left out in the URL and only categories are shown.

www.domain.com/cars/bmw.html

On subdomain

When a listing type is put to a subdomain and the domain is followed by a category.

motors.domain.com/cars/bmw.html

4.3. URL category ending

The category URLs may end in .html and slash /, for instance.

www.domain.com/motors/cars/bmw.html

www.domain.com/motors/cars/bmw/

To disable .html for a listing type go to the Admin Panel > Listing types > Select a listing type > Click Edit. Find **Enable .html at the end of URLs** and click **Disable** and Save changes.

Primary Category	Select a	Category		*
Category box position	Hide		-	
Display listing counter	O Yes	O No		
Hide empty categories	O Yes	🖲 No		
Enable .html at the end of category URLs	• Yes	ONO		
Category sorting type	Alphabe	tic	-	
Users add subcategories	• Yes	ONO		
Display subcategories	O Yes	O No		



5. Adding metadata and listing URLs

5.1. Adding category metadata

Adding metadata to listings is also an important SEO practice. Despite the fact that listings and their pages are created by users, you cannot make them fill in the metadata for every listing but you can build a pattern using variables that will be replaced with corresponding field values in the front end. That will give you an acceptable result in the long run and will allow search engines to index listing pages.

You may set up metadata patterns for listings from the category settings. If you're dealing with similar listings then you will need to add a metadata pattern only for the primary or parent category while the other categories and subcategories will inherit the settings. To edit a category and pattern settings, proceed to the Admin Panel > Categories > Select a category > Click the **Edit** icon. To give you an example let's edit the Auto category. After scrolling down a bit, you will see 3 fields.

- Title
- Meta keywords
- Meta description

	(additional_information)		🚇 🕕 B	uild custom meta d	escription for Ad	Details page with	values of listing f	ields. (En
	Additional Information- Ad	d						
Listing meta keywords	English Italiano	Deutsch June 1	Nederlands	Ελληνικά	Français	Español	Русский	Tür
	{Category_ID}{condition}		🕲] 👩 В	uild custom meta k	eywords for Ad D	etails page with v	values of listing fie	lds. (En
	Condition Ad	d	🕲 0 B	ulld custom meta k	eywords for Ad D	elaiis page with v	values of listing fie	lds. (Eng
Listing meta title	Condition - Ad	d <u>فارس</u> و <u>beutsch</u>	Nederlands	uild custom meta k	eywords for Ad D <u>Français</u>	letails page with v	ralues of listing fie <u>Русский</u>	lds. (Eng
Listing meta title	Condition - Ad		Nederlands		Francais	Español	Русский	Tür

As we mentioned above, there is no need to fill in the keyword tag field, but you may fill in it if you think it makes sense.

When adding metadata you may mix variables with your own text to make resultant titles and meta description sound natural. You also can move variables in the field. To add a variable, select a needed variable from the dropdown that you may find under the field and click **Add**. That will add a key of the selected variable (all the added variables are embraced in the figure brackets - {}). When generating a listing page, the script will replace the variables with field values. The resultant listing titles and meta description will look like on the screenshot below.



<pre>lbocTYPE html> <html lang="en" xmlns="http://www.wl.org/1999/xhtml"> <head></head></html></pre>	
<title>Used 2013 Hyundai, i30 in Miami, FL</title> Meta title	
<pre><meta content="IE=edge" http-equiv="X-UA-Compatible"/> <meta content="Flynax Classifieds Software" name="generator"/> <meta charset="utf-8"/> <meta content="on" thre-equiv="x-dns-prefetch-control"/> <meta content="The new Hyundai i30 line-up comprises two four
" description"="" name="viewport"/><td>-cylinder engines: a new 1.8-litre petrol unit and an uprated</td></pre>	-cylinder engines: a new 1.8-litre petrol unit and an uprated
<meta content="" name="Keywords"/>	

5.2. Listing URLs

Listing URLs are made up of category URLs, listing title converted into an URL and listing identification numbers (for configuring category URLs check 4.1 and 4.2). You may set up the listing title from the form builder section in the category settings from the Admin Panel > Browse > Select a category > Click the **Build Listing Title Form** button.

Common 🛟	Categories								
Monetization (0							Q Search +	Add a Category	🗄 All Categories
Moneozason go	Category Hasager								
Listings 🗐	Nane Nane	Active Listings	Parent	Tipe	Category menu +	Locked	Paston	Status	Actions
	Books (Primary Category)	2	No Parent	For Sale	1	No	. 1	Active	11 / X
Categories 🌛	Carreras	4	No Parent	For Sale	1	No.		Adles	11 × 12
Contraction of the local division of the	Clothing and Shows	11	No Parent	For Sale	1	No	20	Active	11 / X
Add a Category	Computers		No Parent	For Sale	1	No	25	Active	E/X
Categories •	E Destronica	1.0	No Parent	For Sale	1	No	42	Active	11 / X
categories by Users	Home and Garden		No Parent	For Sale	1	No	52	Active	11 / X
scategories by Obers	Houses (Primary Callegory)	55	No Parent.	Property	1	No	16	Active	E/X
	🔁 Varancias	23.	No Parent	Jetra		Yes	94	Arthre	5 / X
Plugina 🏚	Resurres	10	No Parent	Jobs	1	Yes	96	Active	11 / X
Forms 🚍	Car Service & Repair		No Parent	Services	1	No	108	Active	5 / X
Forms E-	U Care	92	No Parent	Matara		No	110	Auber	2/X
ser Accounts	Bars	22	No Parent	Motors		No	815		Build Lining Form
	Accessories	9	Books	For Sale	3	No.	2		Build Browse Form
Contert ED	Audiotocka	9	dates	For Sale	2	NO			Build Lasing Title Build Feetured Ferm
	Children's Books	2	Dooha	For Sale	3	No	4		Build Sotting Form
iOS App	E Fiction Books	0	Books	For Sale		No	5		Buld a Similar Listings I
	Magazines.	2	Books	For Sale	2	No	6	Active	E/X
Android App	Norficion Books		20081	For Sale	2	No	7	Active	5 / X

You will be taken to the page where you will be able to select the fields that will be used for generating listing titles and in listing URLs accordingly.

6. Configuring metadata and URLs of seller pages

6.1. Configuring metadata for seller pages

To configure metadata for user account pages - sellers we use patterns with field variables similar to listings (5.1). For creating metadata patterns for the account type go to the Admin Panel > Account type manager > Click **Edit**.

1000					
Monetization ()				+ Add a Type	E All Type
	Account Type Manager				
Listings 🕅	ID Name +	Accounts	Position	Status	Actions
	40 Buyer	<u>1 (View</u>)	10	Active	ii / X
Categories 🔗	42 Employee	10 (View)	12	Active	# / X
	41 Employer	14 (View)	11	Active	#/x
Plugins 🏰	44 Event Organizer	1.(View)	14	Active	i / x
	19 Seller	<u>9 (View)</u>	7	Active	: 🖊 ×
Forms	1 Visitor	0	9	Active	1
	4 4 page 1 of 1 ▶ ▶ 2 20 ▼			Dis	playing Items 1 - 6
User Accounts 👱					
Accounts					
New Accounts					
Pending Accounts					
Registration Fields					
Alerts					

You will be taken to the account type Edit page. Scroll down to the following fields:

- Account type title,
- Account type H1 tag, and
- Account meta description.

	{company_name} in {country_level2}, {country_level1}	B
	State/Region/Province Add	
count H1	English <u>Русский</u> відення	
	{company_name}, {country_level2}	
	City - Add	
count meta description	English Pyscewiji unarola	
	(company_name) in (country_level2), (country_level1), one of the best car dealers	ship in {country}, hundreds of used and new cars of the most popular brand

You may use variables in all the fields mentioned above. Variables will be replaced with corresponding values from the user account form. Actually, you may set up metadata patterns for user accounts similar to those for listings.

In the front end, it will look like this.

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SELLER DETAILS		Braman, Albin 🔸 मा та	ag
Braman Seller since Jan 03,	2021	Sort by: Date 🗸	
1065 Listings		FEATURED Huynda	1120
Country:	United States		ick, Petrol, 2013
State/Region/P	Wyoming	\$ 170.9	
		\$170.5	21

Metadata in the code of the page will look like this.

<title>Braman in Albin, Wyoming</title>	
<pre>cmeta http-equiv="X-UA-Compatible" content="IE=edge" /> cmeta name="generator" content="Flynax Classifieds Software" /></pre>	Meta description
cata charact="UTF-8" />	
<pre>cmeta http-equiv="x-dns-prefetch-control" content="on" /></pre>	A
<pre>cmeta name="viewport" content="width=device-width, user-scalable=no, initial-scale=1, maximum-scale=1"</pre>	/>

6.2. Seller page URLs

As the Administrator you have may give your users the ability to create individual pages with their names in URLs from the settings of an account type. To allow sellers to have their own pages you will need to enable **Generate individual pages for users of this type** from Admin panel > User accounts > Account types > Select an account type > Click **Edit**.

User Accounts	Alphabetic search priority field	Username
New Accounts Pending Accounts Registration Fields Alerts	Options	Options - Allow users to add listings to "Motors". Allow users to add listings to "Property".
Account Types 🔸		Allow users to add listings to "Jobs". Allow users to add listings to "For Sale".
Content 🛄		Allow users to add listings to "Services".
iOS App		Allow users to add listings to "Events".
Android App 🔅		 Build URLs of individual pages in subdirectories. Offer the account type to visitors on the Post an Ad page for quick sign-up.

You also can enable **Build URLs of individual pages on subdomains** in order to move the seller addresses to subdomains.

IMPORTANT: You may enable subdomains for seller URLs if the wildcard subdomain option is enabled on your server and the option is enabled from the Admin Panel > Basic settings > User accounts > **Wildcard subdomains**.



With the subdomain and **Build URLs of individual pages on subdomain** options enabled, the seller URLs will look like this.

braman.domain.com

With the subdomain option disabled, the URL will have the following structure.

www.domain.com/braman/

With the **Build URLs of individual pages on subdomain** option disabled, the page URL will look like this.

www.domain.com/sellers/braman/

7. SEO options

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7.1. Basic settings > Common > Canonical tag

We recommend enabling Canonical tag because using the canonical tag allows you to avoid duplicates due to variants of links to a page.

7.2. Basic settings > Pictures > Output image format

We recommend using the WEBP format for storing listing images on the server. **WEBP** is a format that allows you to reduce the size of files up to 40%, which contributes to higher load speed on the user side. Using the format allows you to better LCP and CLS metric in Google Speed Insights. We also recommend against setting the Image quality higher than **70**.

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8. Multifield/Location Filter plugin

8.1. Location Filter

The Location Filter plugin has a significant impact on SEO, which is why configuring its SEO functions is of high priority. If you want to filter listings on a page by location then you will need to enable the option from the Admin Panel > Basic Settings > Geo Filter > Scroll down to **Filtering Listings/Accounts on Pages**. You will find all the pages for which geo-filtering is available. Enable the filtering option to required pages. If you want to add locations to page URLs then you will need to enable the **Add locations to listing URLs** setting.

Filtering Listings/Accounts	on Pages		
Home	enable	O disable	Add location to URL
For Sale	enable	⊖ disable	Add location to URL
Motors	enable	\bigcirc disable	Add location to URL
Jobs	O enable	disable	Add location to URL
Property	enable	O disable	Add location to URL

8.2. URLs and their structure on geofiltered pages

With the **Add locations to listing URLs** option enabled (that we've activated in the previous step), a page URL might have a different structure, which depends on two settings that you may find on the same page of the Plugin settings but in the section called SEO. They are **Location on subdomains** and **Location structure in URLs**.

Dashboard	SEO	SEO						
Maps/Geocoding	Location structure in URLs	s Mixed		Ŧ	Mixed - usa.domain.com/california/miami/; Full - usa-california-miami.domain.com; City only - miami.domain.com.			
Cron Jobs	Location on subdomains	🔘 enable	Odisable					
Cache	Add locations to listing URLs	Oenable	🔘 disable	Gen	nerates the URLs of Listing Details using location details specified in listing			
Geo Filter Geo Filter Banners	Multilingual paths				es in other languages, e.g. praha site.com or www.site.com/muğla/ ore active languages on the site.			

The Location on subdomains option allows you to enable locations on subdomains. You will need to make sure that wildcard subdomains are enabled on your server. With the subdomains enabled and switching from Location structure in URLs to Mixed, the page URL will have the following structure.

usa.domain.com/florida/miami/

When set to Full, will have the following URL.

usa-florida-miami.domain.com

When set to **City only,** will have the following URL.

miami.domain.com

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With the subdomains disabled and in the **Full** mode, the URL will have the following structure.

www.domain.com/usa/florida/miami/

In the **City only** mode, the URL will have the following structure.

www.domain.com/miami/

The Mixed mode is available only with subdomains enabled.

8.3. Listing location in URLs

To add locations to listing URLs you will need to enable the **Add locations to listing URLs** option that you may find in the SEO section from the basic settings of the Plugin. The listing URL will be generated with the values described in **8.2** and will have the following structure.

miami.domain.com/motors/cars/hyundai/i30/2015-huyndai-i30-67781.html

8.4. Multilingual location paths

If you want to add location paths in URLs in different languages, then you will need to enable the **Multilingual paths** setting. In order to show location paths in different languages you will need to proceed to the Admin Panel > Plugins > Multifield/Location Filter > Find an entry with locations and click Edit > Find a location in the manager and edit its path.

Common 🛱	Capital Region										
							Q, Search	+ Add a New Item	i≣ Conr	nected fields	(import D
Monetization Ø	Edit Item										
Listings	Comparison and the second										
	Key	countries_iceland	_capital_regio	on_gardabae							
Categories 🤣	Peth	https://classifieds.de	втовупак.com	n/iceland/copital-	region/ garða	baer					
Plugins 🀅	* Name	Русский	English	Italiano	Deutsch		Nederlands	Ελληνικά	Erancais	Español	Turkce
Plugins	10000	Excesse	Enguish	Hanada	Destisen	فاربيبى	neucrianus	EAGDYONG	CLONGAIS	1.51880.093	THURSE
Multifield/Location Filter		Garðabaer			Name (En	glish)					
Filter											
Banners	Coordinates	64.0887	-21.94	23	3						
Currency Converter	Coordinates	64.0887 Active	-21.93	23							
Currency Converter Report Listing				23							
Currency Converter Report Listing Comments			•	23							
Currency Converter Report Listing Comments Hopping Cart & Bidding		Active	•	23							
Currency Converter Report Listing	Status	Active	•	23							
Currency Converter Report Listing Comments hopping Cart & Bidding Category Import/Export Listing Boxes	Siatua Multi-leveled Data Entries	Active	•	23							
Currency Converter Report Listing Comments hopping Cart & Bidding Category Import/Export Listing Borousel Listings Carousel IP Geo Location	Status Multi-leveled Data Entries	Active	•	23	Parent			Path		Status	Actions
Currency Converter Report Listing Comments hopping Carts & Bidding Category Import/Export Listing Boxes Listings Carousel IP Geo Location Affiliate Program	Status Multi-leveled Data Entries Name - Altanes	Active	•	23	Capital Regis			iceland/capital-region/alfta		Active	51
Currency Converter Report Listing Camments hopping Cart & Bidding Classov Import/Export Listing Boxes Listings Carouxel IP Geo Location Affiliate Program Testimonials	Status Multi-leveled Data Entries Name - Attanes V Gardabaer	Active	•	23	Capital Regis Capital Regis	20		iceland/capital-region/affa	dabaer	Active Active	
Currency Converter Report Listing Comments hopping Cart & Bidding Category ImporVExport Listing Boxes Listing: Carousel IP Geo Location Affiliate Program Testimonials Location Finder	Status Nutli-leveled Data Entries None - Altanes Gardubar Hafnartjordur	Active	•	23	Capital Regi Capital Regi Capital Regi	20 20		iceland/capital-region/affa iceland/capital-region/faff iceland/capital-region/hafr	dabaer narfjordur	Active Active Active	
Currency Converter Report Listing Camments hopping Carts & Bidding Category ImporVExport Listing Boxes Listings Carousel IP Geo Location Affiliate Program Testimonials Location Finder LSXICSV Import/Export	Status Multi-leveled Data Entries Name - Attanas Garðabaer Istanafjörður Kopavagur	Active	•	23	Capital Regi Capital Regi Capital Regi Capital Regi	in in in		icelandicapital-region/affa icelandicapital-region/fafr icelandicapital-region/hafr icelandicapital-region/kop	dabaer narfjordur avogur	Active Active Active Active	
Currency Converter Report Listing Camments Bidding Category Import/Export Listing Boxes Listings Carousel IP Geo Location Atfliate Program Testimonials Location Finder SXICSV ImportReport Assamailer/Newsletters	Status Nutli-leveled Data Entries None - Altanes Gardubar Hafnartjordur	Active	•	23	Capital Regi Capital Regi Capital Regi	an an an		iceland/capital-region/affa iceland/capital-region/faff iceland/capital-region/hafr	dabaer narfjordur avogur sfeltsbaer	Active Active Active	Actions

8.5. Locations in seller page URLs

You also can add locations to URLs of seller pages. In order to do it you will need to check the box for **Add location to URL** after enabling filtering for **Sellers/Agents**. You will need to select the **URL** option from the **Filtering ads on seller page** dropdown to make it work. The page URL will have the following structure (when generating seller page URLs, the options described in section **6.2** will be taken into account).

miami.domain.com/braman/

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It also should be noted that you cannot enable locations on subdomains and seller addresses on subdomains concurrently (section **6.2**). You will need to select what is more appropriate for running on subdomains.

8.6. Adding geomodified URLs to the sitemap

When filtering listings by locations the Plugin returns filtering values in URLs. The option allows you to add URLs of such geomodified pages to the sitemap.xml file (Google and Yahoo Sitemap plugin is supposed to be installed).

IMPORTANT: You should take into account that the number of geomodified and with the **Add location to URL** option enabled generates thousands of URLs. For instance, the world location database (default setup) includes 167,000 locations. Consequently, the number of URLs/copies of a page amounts to 167,000. If you enable **Multilingual paths** and translate locations to other languages then multiply the number on the number of languages.

You will get large numbers in the long run. You should realize the math and be sure that your server has enough resources for parsing that number of URLs and for generating sitemap.xml files. It is for this reason that the **Add location to URL** option has two modes.

All URLs - a high load mode that allows you to add all the locations to the sitemap.

URLs with listings/accounts only - a light and recommended mode that allows you to add only those pages that contain listings and accounts.

8.7. Location variables in metadata

The plugin allows you to use variables in metadata (H1 tag, title, meta description) and in the description of all pages and category pages, to which geofiltering was applied. To show location, say in a page title you will need to add a location variable to the title of that page, for instance, let's take a look at the home page.

- Open Admin panel > Pages > Find the Home page > Click the Edit icon

- Use the following variables in the title field.

Buy new or used cars {if location} in {location}{/if}

The {location} variable will be replaced with the corresponding location values, separated with the comma starting from the last level. In our case from city. By filtering listings by San Francisco we'll get the following title.

Buy new or used cars in San Francisco, California, USA

The title without the location data will have the following structure.

Buy new or used cars

- You have the ability to manage certain locations and use variables connected to a certain location level:

{location_level1} – First location level; by default, it is a country name.

{location_level2} – Second location level; by default, it is a region/state name.

{location_level3} - Third location level; by default, it is a city name.

For instance,



Buy new or used cars{if location_level3} in {location_level3}, {location_level2}{/if}

In this case, if a city is available then the title will have the following structure.

Buy new or used cars in San Francisco, California

- You also may combine location variables with other variables. You will learn more about how to do it in section **9.2**. Below you may find an example of using location variables along with others in the title.

{item} body style vehicles for sale {if location_level3} in {location_level3}, {location_level2}{/if}

On the Browse cars by Sedan body style page and filtered by San Francisco, we'll get the following title.

Sedan body style vehicles for sale in San Francisco, California

9. Field-Bound Boxes plugin

9.1. Setting up pages

Another plugin that allows you to generate pages useful for indexing is Field-Bound Boxes, where every content box contains links to generated pages. The Plugin offers a number of useful settings that will contribute to better SEO. Let's start with creating a new box.

Let's take a look at the body styles in the Auto classified script. Proceed to the Admin Panel > Plugins > Field-Bound Boxes > Click **Add a box** or the **Edit** icon if you want to edit an existing box. Then go to the Page settings on the **Add/Edit** box page.

On the Add a Box/Edit page scroll down to the Pages settings section.



The first setting **Box Landing Page** creates a parent page, the page to which a user will be able to go back from the child page via the breadcrumbs.

ome / Sedans]A li	ink to the box I	landing page
FILTERS			Sedan body style vehicles
CONDITION			Sort by: Date 🗸
Used (11)			
New (1)			Jaguar XF Supercharged
PRICE			Jaguar, XF, Used, Sedan \$ 40,995.00
from	to	\$	
Apply			9

You also may set up the URL and add metadata to the parent page from the **Page Settings**.

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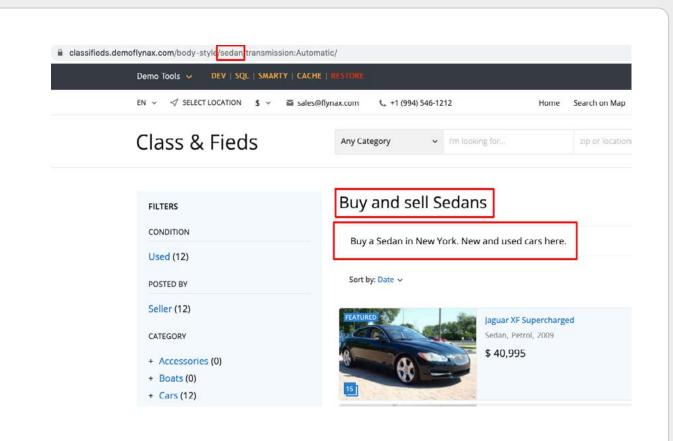
9.2. Common metadata patterns

If you added too many elements to the box, for example, boat brands or popular cities (such boxes may contain more than 30 elements) filling in metadata for all the pages will take you too much time. In this case, you may use the general pattern for generating metadata for the elements of the box. Open the **Add/Edit** page then scroll down to **Items SEO defaults**.

Item SEO defaults	
	You may apply the (item) variable to the fields below and it will be replaced with the actual item name
Heading (H1)	English <u>Italiano Deutsch</u> <u>المرسود Nederlands Ελληνικά Français Español</u> <u>Русский</u>
	[fitem] body style vehicles
Title	English <u>Italiano Deutsch</u> <u>Nederlands</u> <u>Ελληνικά</u> <u>Francais</u> <u>Español</u> <u>Русский</u>
	Buy used and new (item) body style vehicles
Description	English <u>Italiano</u> <u>Deutsch</u> <u>etaliano</u> <u>Nederlands</u> <u>Ελληνικά</u> <u>Francais</u> <u>Español</u> <u>Pyccioινά</u> <u>T</u>
	De Source
	BIUS×, x* Ix := := += += >> % = = = →¶ ¶. № ● ∞ ♥ ■ ● = = 0
	Styles Format Font Size ▲< 🖾 X II ?
	Buy a car body style (item) in New York. New and used cars here.
	body
Meta description	English <u>Italiano Deutsch детрія Nederlands Еλληνικά Français Español Русский</u>
	We offer a number of used and new (item) body style vehicles. New offers are available every day.
Meta keywords	English Italiano Deutsch فارسم Nederlands Ελληνικά Français Español Русский

You may use your own text and the variable {item} in all the metadata fields and description fields that will be replaced with the element name (in our case with the name of the body style) and in our example, on the Sedan page, we'll get the following metadata.





The metadata in the code will look like this.



9.3. Unique metadata and URL for every element

If you want to add a unique text to metadata or description of an element page (body style in our case) you will need to go back to the list of content boxes, select a box and click the **Edit** icon.

				+ Add	a Box 🛛 🖂 All Boxes
Content Box Manager					
Name 🔺	Target field	Side	Site design	Status	Actions
Browse by Body Styles	Body Style	Тор	No	Active	< 🗸 🗶 🗙
Popular Cities	Country	Тор	No	Active	< / x

Select an element from the element manager and click the **Edit** icon.





	i≣ All Boxes	🖉 Ec	lit Box	Update Item
Data Item Manager				
Name 👻		Position	Status	Actions
Wagon		12	Active	/ X
Van		11	Active	/ X
SUV		10	Active	/ ×
Sedan		9	Active	/ ×
Roadster		8	Active	/ ×
Pickup		7	Active	/ x

You may set a page path, page description, and enter metadata on the element Edit page. All the options come one after another.

Item path	https://classifieds.demoflynax.com/body-style/ sedan
Name	English <u>Italiano Deutsch</u> فارسو <u>Nederlands</u> Ελληνικά <u>Français</u> <u>Español</u> <u>Русски</u>
	Sedan 🕲 Name (English)
Title	English <u>Italiano Deutsch</u> <u>نارسیو</u> <u>Nederlands</u> <u>Ελληνικά</u> <u>Français</u> <u>Español</u> <u>Руссии</u>
	New and used cars of Sedan body style in New York
Heading (H1)	English <u>Italiano Deutsch</u> <u>نارسی</u> <u>Nederlands</u> <u>Ελληνικά</u> <u>Français</u> <u>Español</u> <u>Русски</u>
	Buy and sell sedan auto (H1) (English)
Description	English <u>Italiano Deutsch</u> نارسی <u>Nederlands</u> Ελληνικά Français Español Русски
	Source □ <t< td=""></t<>
	B I U S X, X* IX 2 11 1 1 1 1 1 1 1 2 2 2 2 2 2 2 3 1 1 1 1
	Styles - Format - Font - Size - 🛕 - 🔯 - 🚼 🤃 ?
	Buy a car body style Sedan in New York. New and used cars here.
	body
Meta description	English Italiano Deutsch ناریسی Nederlands Ελληνικά Erançais Español Русски
	Buy and sell sedan cars in New York of all makes and models.

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The data in the general pattern will be replaced with unique data for the Sedan page.

Buy and sell sedan auto

Buy a car body style Sedan in New York. New and used cars here.

Sort by: Date 🗸



Jaguar XF Supercharged

Sedan, Petrol, 2009

\$ 40,995

10. Filters Plugin

10.1. X-Robots-Tag: noindex, nofollow

On the filtering results page by field you may enable the «X-Robots-Tag: noindex, nofollow» tag. This will allow you to prevent the pages, content on which was filtered by fields, from being indexed.

In order to enable the tag for the field proceed to the Admin Panel > Plugins > Select a filter box and click the **Build** icon (create it if you haven't yet created it).

Common 🗘					4	Add a Filter Box	i≣ All Filter Box
Monetization					T	Aug a miter box	:= An ritter box
	Filter Box Manager						
Listings	Name	Related Listing Type/Category(s)/Field-bound Box	Filter box for	Side	Site design	Status	Actions +
	Filters	Browse by Body Styles	Field-bound Boxes	Sidebar	Yes	Active	11 / ×
Categories 🤣	Filters	Popular Cities	Field-bound Boxes	Sidebar	Yes	Active	11 / X
	14 4 page 1 of	1) 20 💌					Displaying items 1 -
Plugins 🌸							
Plugins							

Then select a needed field and click the Gear icon in order to manage the settings.

Common 🗘	Filters	
Monetization		
Listings 🔜	Save	All Fields -
Categories 🤣	Condition Field type: (Radio buttons)	Address Field type: (Text)
Plugins 🀅	Posted by Field type: (Dropdown)	Interior Color Field type: (Text)
Plugins Multifield/Location Filter	Category Field type: (Dropdown)	Bike Type Field type: (Dropdown)
Filter < Banners	Price Field type: (Price)	Engine Power Field type: (Mixed)
Currency Converter Report Listing	Transmission Field type: (Dropdown)	Hull Material Field type: (Text)
Comments Shooping Cart & Bidding	Built Field type: (Dropdown)	Property for Field type: (Radio buttons)



On the Settings page, select the **Prevent bots from crawling** option and enable it.

Field name	Transmission (Dropdown)
Limit visible values to	8
Field type	Automatic The current field type is available in the automatic mode only.
Field options	English Italiano Deutsch فارسی Nederlands Ελληνικά Français Español
	Automatic Mame (English)
	English Italiano Deutsch
	Manual Name (English)
	English Italiano Deutsch فارسور. Nederlands Ελληνικά Français Español
	Automanual Name (English)
Prevent bots from crawling	Yes No "X-Robots-Tag: noindex, nofollow" will be added to headers of pages generated with the filter to prevent search bot
Generate SEO-friendly metadata with filtered	Title Yes No
values	Meta Description
	H1 tag O Yes No

10.2. Adding filtering field name to metadata

As you can see on the previous screenshot you also may apply the field names and their values, when filtering by fields, to H1 tag, title, and meta description of a particular page. This will allow you to generate unique metadata for the page and will prevent duplicate content in the SERPs. After filtering the content you will get the following metadata.





11. Enabling sitemap.xml

Once you're done with all the settings, fine-tuned the site to your requirements, and created the patterns for generating metadata, you may put your site online by disabling the **Under Construction** page (See section **1.0** above).

You will also need to install the **Google and Yahoo Sitemaps** plugin and add the URL of the sitemap file to your **Google Webmasters** account or to the corresponding manager of another search system.

The sitemap.xml file address will have the following path.

https://www.domain.com/sitemap.xml