



Guide

for

Flynax Software SEO Setup

Table of Contents

- **About the Guide**

 - 1.1. The Under Construction plugin
- **Setting up pages**

 - 2.1. Setting up metadata for pages
 - 2.2. Configuring page URLs
 - 2.3. Developer Settings
 - 2.4. Enabling links to pages in the menu
- **Publishing news**

 - 3.1. Publishing news
 - 3.2. News global settings
- **Setting up metadata and URLs for categories**

 - 4.1. Setting up metadata for categories
 - 4.2. Category link appearance
 - 4.3. URL category ending
- **Adding metadata and listing URLs**

 - 5.1. Adding category metadata
 - 5.2. Listing URLs
- **Configuring metadata and URLs of seller pages**

 - 6.1. Configuring metadata for seller pages
 - 6.2. Seller page URLs
- **SEO options**

 - 7.1. Basic settings > Common > Canonical tag
 - 7.2. Basic settings > Pictures > Output image format
- **Multifield/Location Filter plugin**

 - 8.1. Location Filter
 - 8.2. URLs and their structure on geofiltered pages
 - 8.3. Listing location in URLs
 - 8.4. Multilingual location paths
 - 8.5. Locations in seller page URLs
 - 8.6. Adding geomodified URLs to the sitemap
 - 8.7. Location variables in metadata
- **Field-Bound Boxes plugin**

 - 9.1. Setting up pages
 - 9.2. Common metadata patterns

- 9.3. Unique metadata and URL for every element
- **Filters plugin**

- 10.1. X-Robots-Tag: noindex, nofollow
- 10.2. Adding filtering field name to metadata
- **Enabling sitemap.xml**

▶ 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 clarify 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

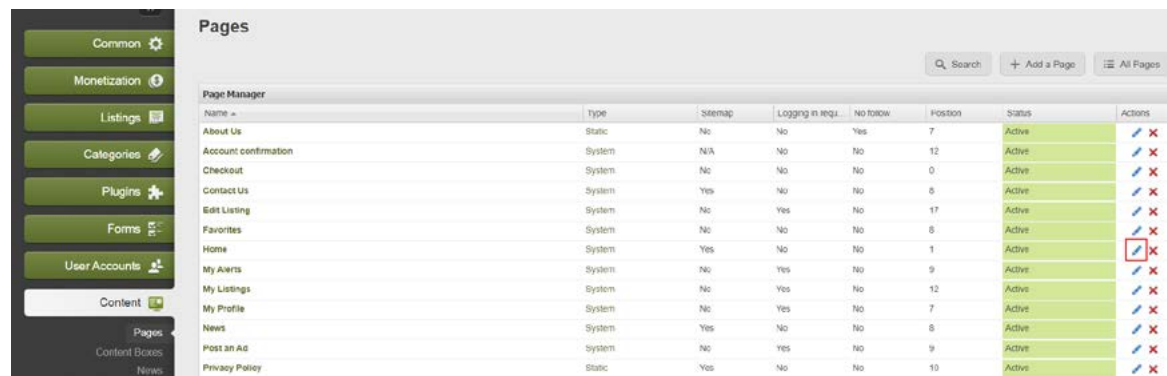
It is very likely that you will put your site to production without any listings or with a minimum number of listings. Populating the site with listings will take time and effort. At the same time, there is no guarantee that your site will not be indexed by search engines before you decided to submit 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

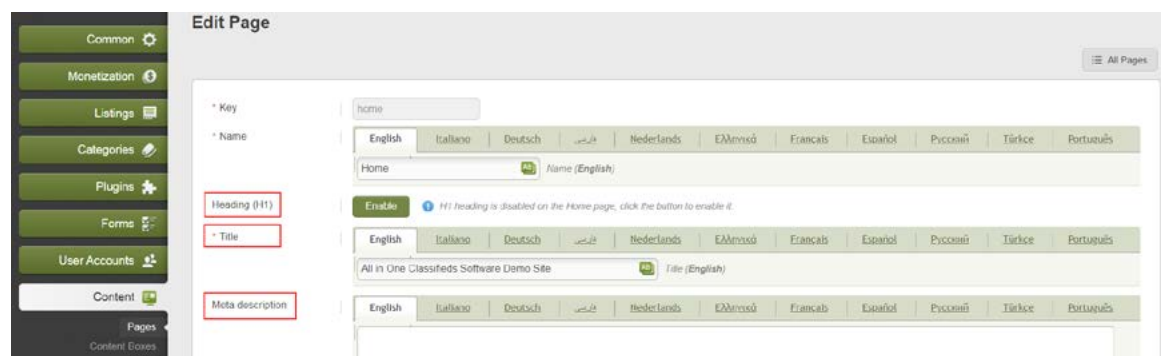
2.1. Setting up metadata for pages

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).



Name	Type	Sitemap	Logging in req.	No follow	Position	Status	Actions
About Us	Static	No	No	Yes	7	Active	Edit Delete
Account confirmation	System	N/A	No	No	12	Active	Edit Delete
Checkout	System	No	No	No	0	Active	Edit Delete
Contact Us	System	Yes	No	No	8	Active	Edit Delete
Edit Listing	System	No	Yes	No	17	Active	Edit Delete
Favorites	System	No	No	No	8	Active	Edit Delete
Home	System	Yes	No	No	1	Active	Edit Delete
My Alerts	System	No	Yes	No	9	Active	Edit Delete
My Listings	System	No	Yes	No	12	Active	Edit Delete
My Profile	System	No	Yes	No	7	Active	Edit Delete
News	System	Yes	No	No	8	Active	Edit Delete
Post an Ad	System	No	Yes	No	9	Active	Edit Delete
Privacy Policy	Static	Yes	No	No	10	Active	Edit Delete

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



Key: home

Name: Home

Heading (H1): Home

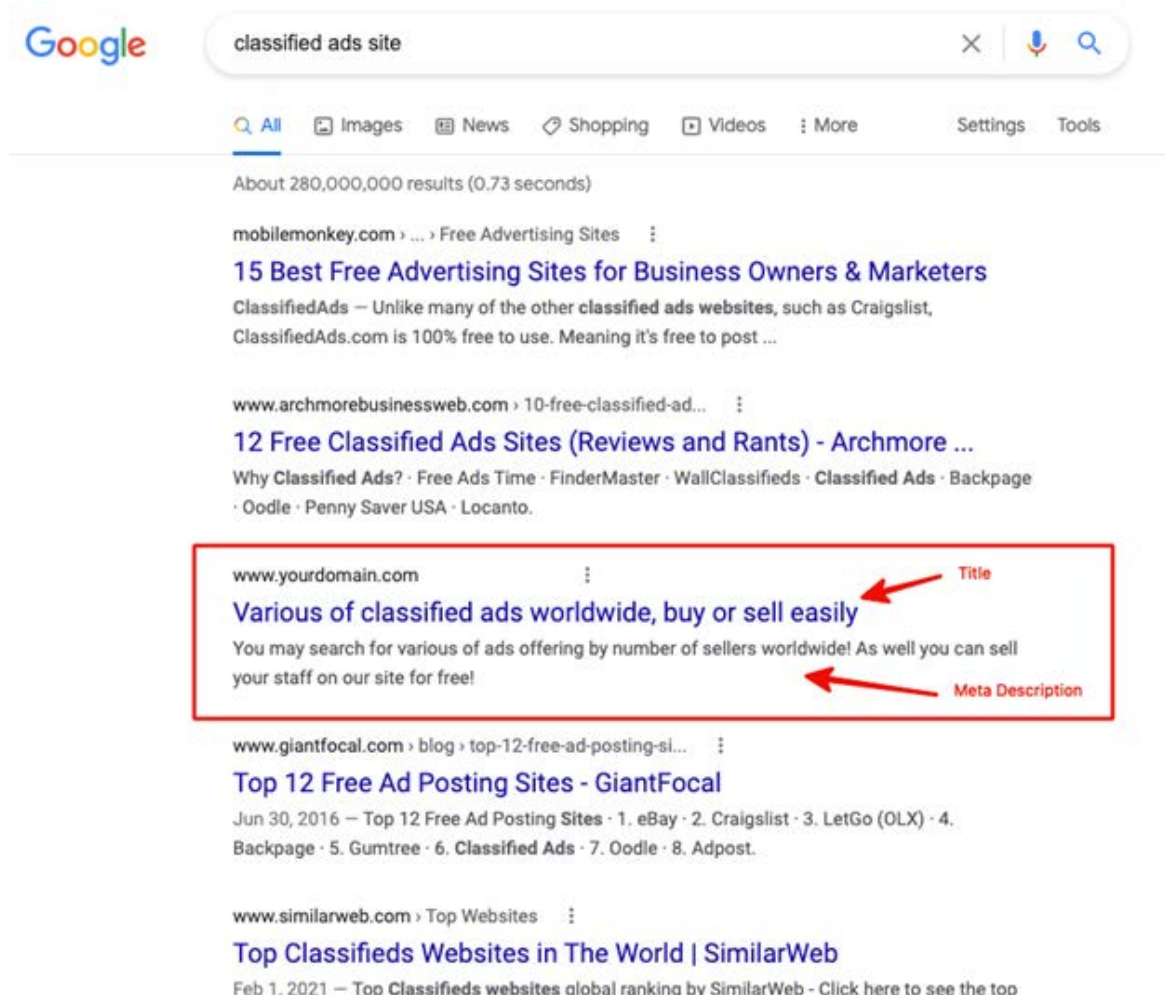
Title: All in One Classifieds Software Demo Site

Meta description:

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 ranking 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.

* Page URL (SEO) | .html

Logging in required | Yes No

Restrict access to

Account Types

- Seller
- Buyer
- Employer
- Employee
- Affiliate
- Event Organizer

Check All | Uncheck all

No Follow | Yes No

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.

www.site.com/السيارات/المحركات/

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

Price History	iOS app url	<input type="text" value="https://itunes.apple.com/us/app/ffly"/>	
Social Meta Data	Android app url	<input type="text" value="https://play.google.com/store/apps/"/>	
QR Code	URL transliteration	<input checked="" type="radio"/> enable <input type="radio"/> disable	When disabled it generates non-utf8 language URLs in Cyrillic, Arabic etc.
Report Broken Listing	Multilingual paths	<input type="radio"/> enable <input checked="" type="radio"/> disable	Allows you to build paths of pages and categories in other languages, e.g. www.site.com/المحركات/السيارات/...html The option can be enabled with 2 and more active languages on the site.
Comment	Force canonical tag	<input type="radio"/> enable <input checked="" type="radio"/> disable	Adds the canonical tag to all the site pages. When disabled, it adds the tag to the pagination pages only.
IP Geo Location	<input type="button" value="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 | Warning: If you're not sure don't manage the system field!

* Page URL (SEO) | .html

Logging in required | Yes 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.

The screenshot shows a configuration form for a page. At the top, there is a 'No Follow' checkbox which is checked, with a red '1' next to it. Below this is a 'Show page link in' dropdown menu, also with a red '2' next to it. The dropdown menu is open, showing three options: 'Top menu' (unchecked), 'Account menu' (checked), and 'Bottom menu' (unchecked). Below the dropdown is a 'Check All | Uncheck all' button. Further down is an 'Add to sitemap.xml' checkbox which is checked, with a red '3' next to it and a small blue information icon. A note next to it says 'The change will be applied after updating the sitemap by Cron (Or you can do it from AP > Refresh > Rebuild sitemap.xml file)'. Below this is a 'Status' dropdown menu set to 'Active'. At the bottom of the form is a green 'Edit' button.

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

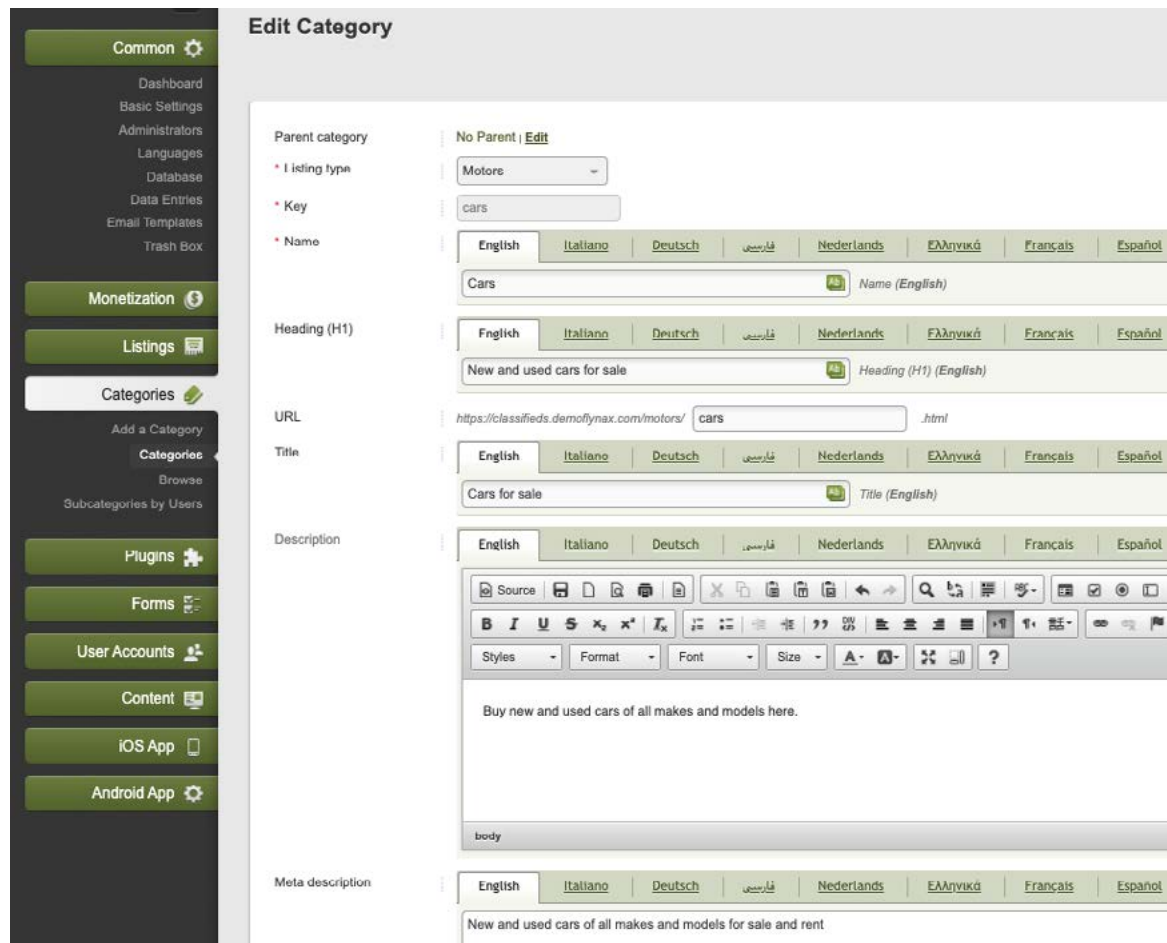


You will be able to manage the global settings for news in the box from the Admin Panel > Basic settings > News tab. From the manager you will be able to set a number of news posts in the box, a number of characters in the excerpt, and the length of a news post.

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.

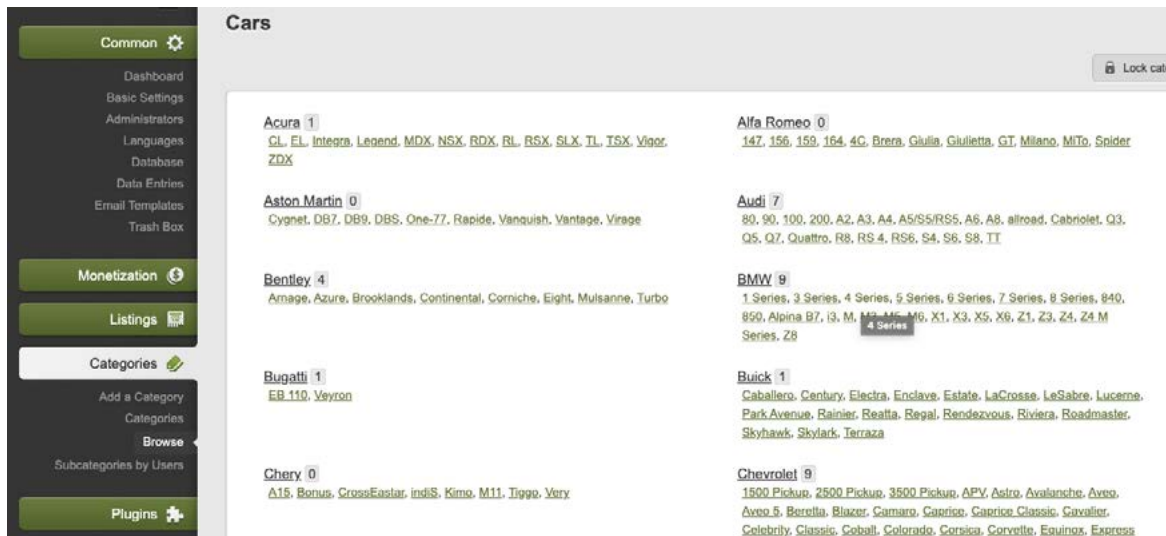


The screenshot shows the 'Edit Category' interface with the following fields and values:

- Parent category:** No Parent | [Edit](#)
- Listing type:** Motore
- Key:** cars
- Name:** English: Cars; Name (English)
- Heading (H1):** English: New and used cars for sale; Heading (H1) (English)
- URL:** https://classifieds.demoflynax.com/motors/cars.html
- Title:** English: Cars for sale; Title (English)
- Description:** English: Buy new and used cars of all makes and models here.
- Meta description:** English: New and used cars of all makes and models for sale and rent

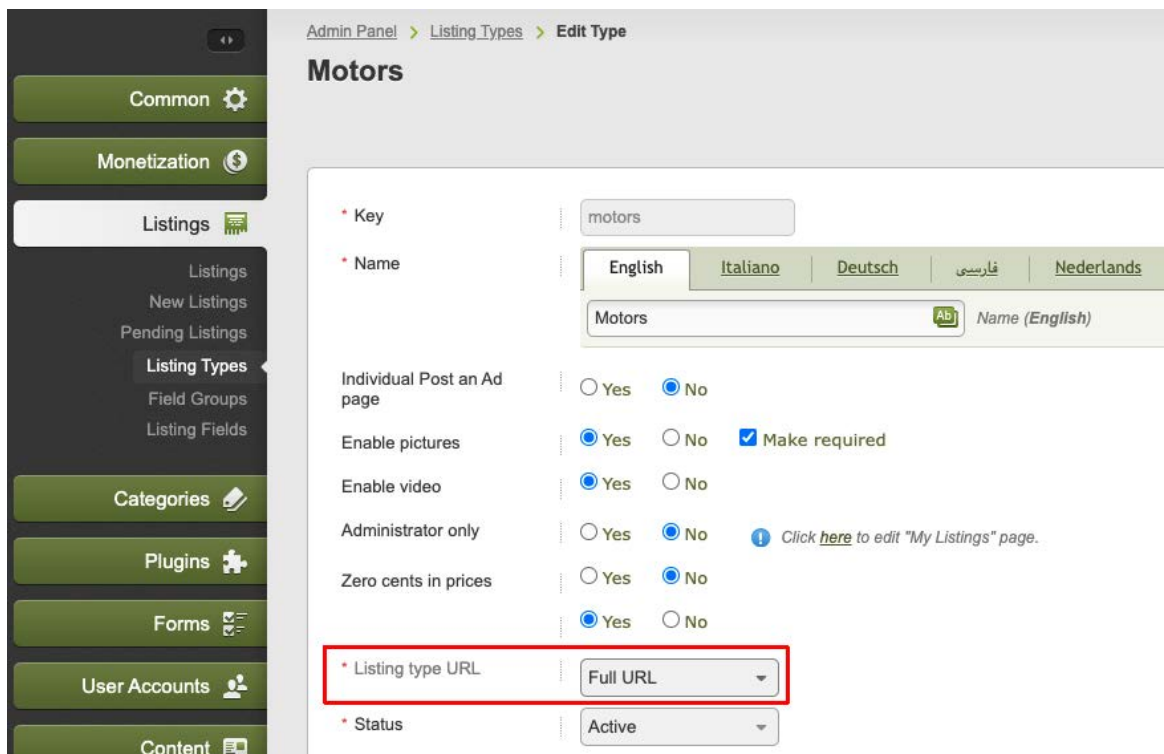
All the fields on the screenshot are important for SEO and need to be filled in accordance with the SEO standards and relevant content of the category.

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.



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.



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.

Category Settings

Primary Category		<input type="text" value="Select a Category"/>
Category box position		<input type="text" value="Hide"/>
Display listing counter		<input checked="" type="radio"/> Yes <input type="radio"/> No
Hide empty categories		<input type="radio"/> Yes <input checked="" type="radio"/> No
Enable .html at the end of category URLs		<input checked="" type="radio"/> Yes <input type="radio"/> No
Category sorting type		<input type="text" value="Alphabetic"/>
Users add subcategories		<input checked="" type="radio"/> Yes <input type="radio"/> No
Display subcategories		<input checked="" type="radio"/> Yes <input type="radio"/> 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

The screenshot shows a form with three main sections for metadata configuration, each with a language selector at the top (English, Italiano, Deutsch, العربية, Nederlands, Ελληνικά, Français, Español, Русский, Türkçe) and an 'Add' button:

- Listing meta description:** The text field contains `{additional_information}`. A tooltip indicates: "Build custom meta description for Ad Details page with values of listing fields. (English)".
- Listing meta keywords:** The text field contains `{Category_ID}(condition)`. A tooltip indicates: "Build custom meta keywords for Ad Details page with values of listing fields. (English)". Below the field is a dropdown menu labeled "Condition" and an "Add" button.
- Listing meta title:** The text field contains `{title}`. A tooltip indicates: "Build custom title for Ad Details page with values of listing fields. (English)". Below the field is a dropdown menu labeled "Title" and an "Add" button.

At the bottom, there is a "Lock category" section with radio buttons for "Yes" and "No" (which is selected).

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.

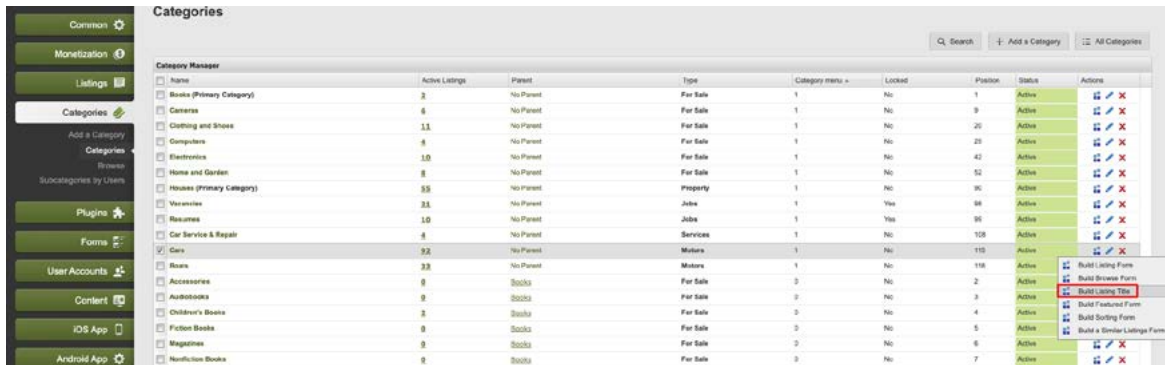
When adding metadata you may mix variables with your own text to make resultant titles and meta description sound natural. You also can move variables in the field. To add a variable, select a needed variable from the dropdown that you may find under the field and click **Add**. That will add a key of 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.

```

1 <!DOCTYPE html>
2 <html xmlns="http://www.w3.org/1999/xhtml" lang="en">
3 <head>
4 <title>Used 2013 Hyundai, i30 in Miami, FL</title>
5
6 <meta http-equiv="X-UA-Compatible" content="IE=edge" />
7 <meta name="generator" content="FlynaX Classifieds Software" />
8 <meta charset="UTF-8" />
9 <meta http-equiv="x-dns-prefetch-control" content="on" />
10 <meta name="viewport" content="width=device-width, user-scalable=no, initial-scale=1, maximum-scale=1" />
11
12 <meta name="description" content="The new Hyundai i30 line-up comprises two four-cylinder engines: a new 1.8-litre petrol unit and an updated
13 = />
14 <meta name="Keywords" content="" />
15
16
    
```

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.

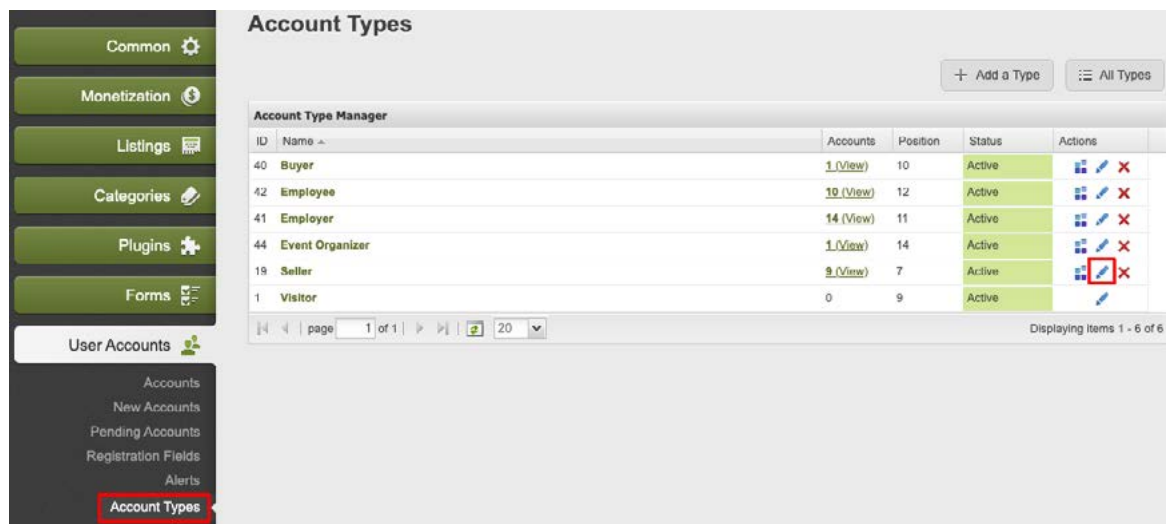


You will be taken to the page where you will be able to select the fields that will be used for generating listing titles and in listing URLs accordingly.

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**.



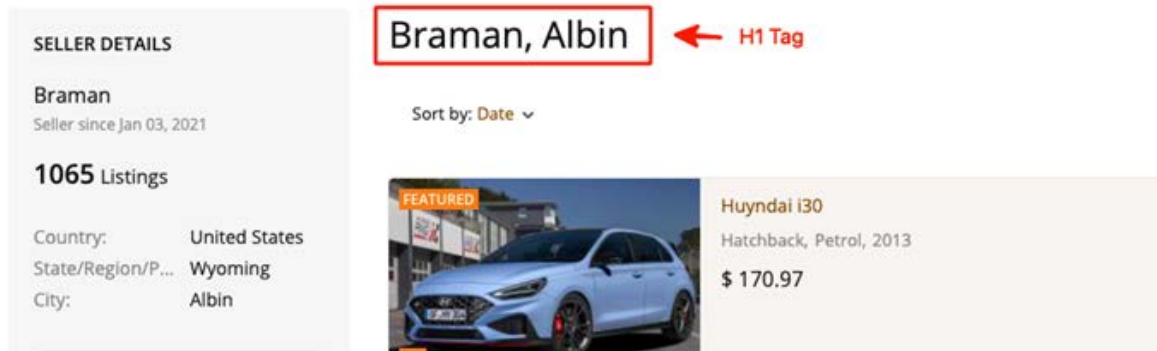
You will be taken to the account type Edit page. Scroll down to the following fields:

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



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.



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

```

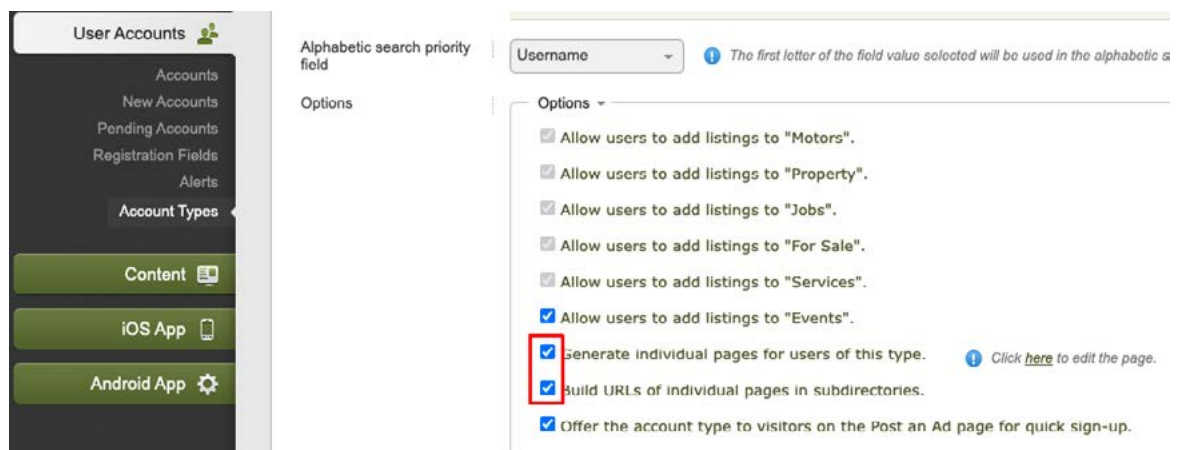
1 <!DOCTYPE html>
2 <html xmlns="http://www.w3.org/1999/xhtml" lang="en">
3 <head>
4 <title>Braman in Albin, Wyoming</title>
5
6 <meta http-equiv="X-UA-Compatible" content="IE=edge" />
7 <meta name="generator" content="FlynaX Classifieds Software" />
8 <meta charset="UTF-8" />
9 <meta http-equiv="x-dns-prefetch-control" content="on" />
10 <meta name="viewport" content="width=device-width, user-scalable=no, initial-scale=1, maximum-scale=1" />
11
12 <meta name="description" content="Braman in Albin, Wyoming, one of the best cars dealership in United States, hundreds of uses and new c
13 <meta name="keywords" content="" />
14
15

```

The code block shows HTML metadata. The title tag is highlighted with a red box and labeled 'Meta title'. The description tag is highlighted with a red box and labeled 'Meta description'.

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**.



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

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**.

8. Multifield/Location Filter plugin

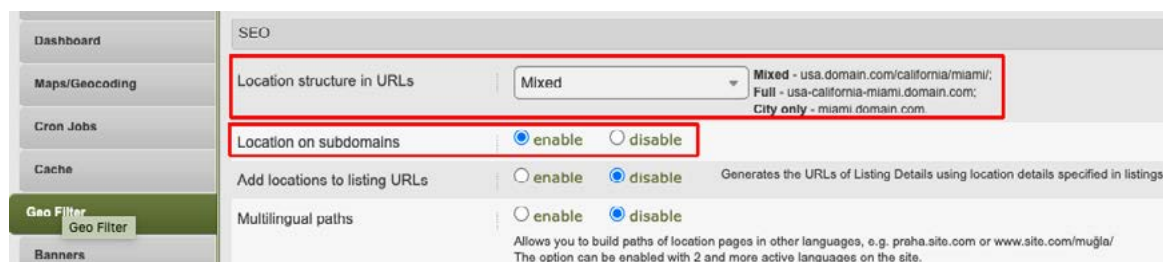
8.1. Location Filter

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.



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**.



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

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.

The screenshot shows the 'Capital Region' edit form in the Admin Panel. The form includes fields for Key, Path, Name (with a language selector), Coordinates, and Status. Below the form is a table of 'Multi-levelled Data Entries'.

Name	Parent	Path	Status	Actions
Alftanes	Capital Region	iceland/capital-region/alftanes	Active	⏪ ⏩ ✖
<input checked="" type="checkbox"/> Garðabaer	Capital Region	iceland/capital-region/gardabaer	Active	⏪ ⏩ ✖
Hafnarfjörður	Capital Region	iceland/capital-region/hafnarfjorur	Active	⏪ ⏩ ✖
Kopavogur	Capital Region	iceland/capital-region/kopavogur	Active	⏪ ⏩ ✖
Mosfellsbaer	Capital Region	iceland/capital-region/mosfellsbaer	Active	⏪ ⏩ ✖
Reykjavik	Capital Region	iceland/capital-region/reykjavik	Active	⏪ ⏩ ✖
Seljavarnes	Capital Region	iceland/capital-region/seljavarnes	Active	⏪ ⏩ ✖

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/

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.

Page settings

Box landing page Yes No *When enabled, it generates a separate page for the field-bound box that you can manage.*

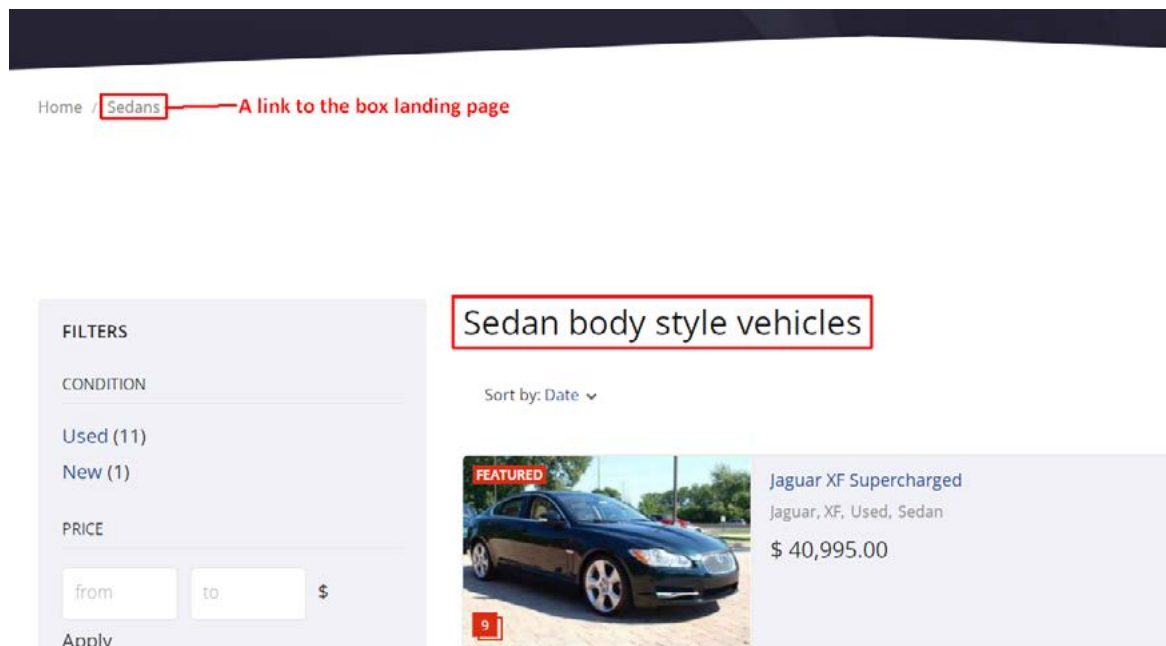
Page URL (SEO) English Français Deutsch Ελληνικά Italiano Português Русский

`https://auto.demoflynax.com/ browse-by-body-style /option_path.html`

Leave the field empty to get the URL generated automatically.

.html at the end of URLs Yes No

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.



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

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 Italiano Deutsch فارسی Nederlands Ελληνικά Français Español Русский

{item} body style vehicles Heading (H1) (English)

Title

English Italiano Deutsch فارسی Nederlands Ελληνικά Français Español Русский

Buy used and new {item} body style vehicles Title (English)

Description

English Italiano Deutsch فارسی Nederlands Ελληνικά Français Español Русский

Source [Icons] [Rich Text Editor]

Buy a car body style {item} in New York. New and used cars here.

body

Meta description

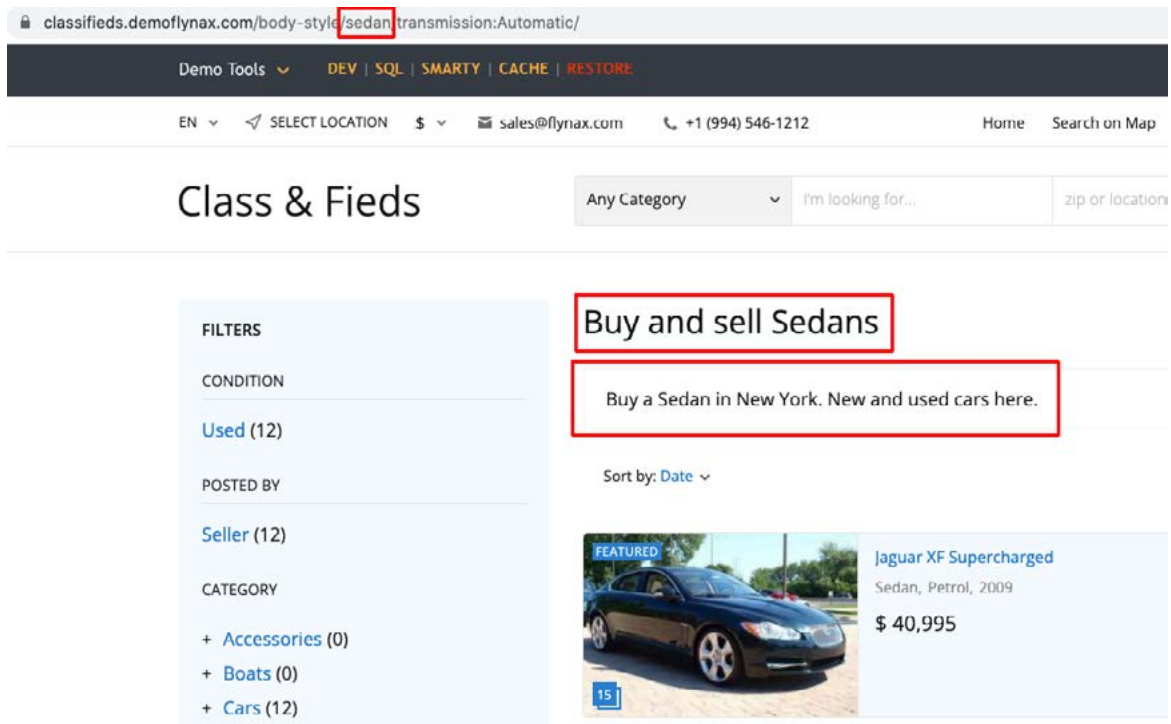
English Italiano Deutsch فارسی Nederlands Ελληνικά Français Español Русский

We offer a number of used and new {item} body style vehicles. New offers are available every day.

Meta keywords

English Italiano Deutsch فارسی 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.

```

1 <!DOCTYPE html>
2 <html xmlns="http://www.w3.org/1999/xhtml" lang="en">
3 <head>
4
5 <title>Buy used and new Sedan body style vehicles</title>
6
7 <meta http-equiv="X-UA-Compatible" content="IE=edge" />
8 <meta name="generator" content="FlynaX Classifieds Software" />
9 <meta charset="UTF-8" />
10 <meta http-equiv="x-dns-prefetch-control" content="on" />
11 <meta name="viewport" content="width=device-width, user-scalable=no, initial-scale=1, maximum-scale=1" />
12
13 <meta name="description" content="We offer a number of used and new Sedan body style vehicles. New offers are available every day." />
14 <meta name="keywords" content="" />
15
16 <link rel="stylesheet" href="https://classifieds.demoflynax.com/templates/general_nova/css/bootstrap.css" />
17 <link rel="stylesheet" href="https://classifieds.demoflynax.com/templates/general_nova/css/style.css" />
18

```

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.



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

Browse by Body Styles

Data Item Manager			
Name ▾	Position	Status	Actions
Wagon	12	Active	
Van	11	Active	
SUV	10	Active	
Sedan	9	Active	
Roadster	8	Active	
Pickup	7	Active	

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

Name

English Italiano Deutsch فارسی Nederlands Ελληνικά Français Español Русский

Sedan Name (English)

Title

English Italiano Deutsch فارسی Nederlands Ελληνικά Français Español Русский

New and used cars of Sedan body style in New York Title (English)


Heading (H1)

English Italiano Deutsch فارسی Nederlands Ελληνικά Français Español Русский

Buy and sell sedan auto Heading (H1) (English)

Description

English Italiano Deutsch فارسی Nederlands Ελληνικά Français Español Русский



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

body

Meta description

English Italiano Deutsch فارسی Nederlands Ελληνικά Français Español Русский

Buy and sell sedan cars in New York of all makes and models

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

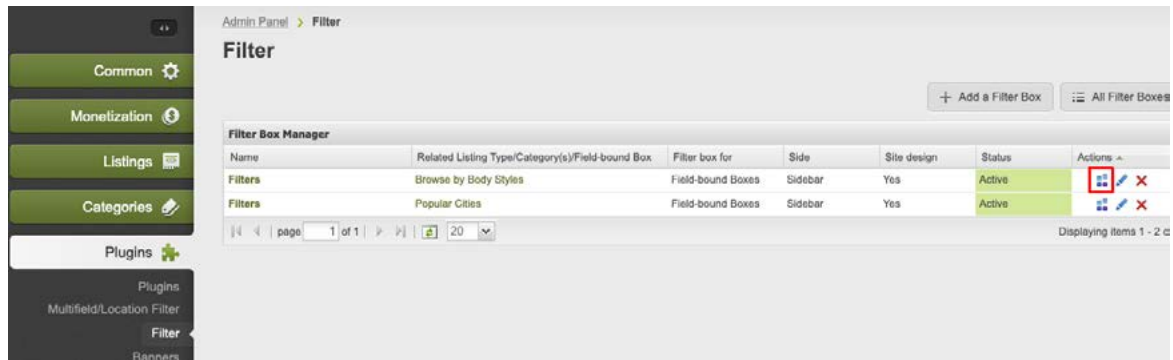
\$ 40,995

10. Filters Plugin

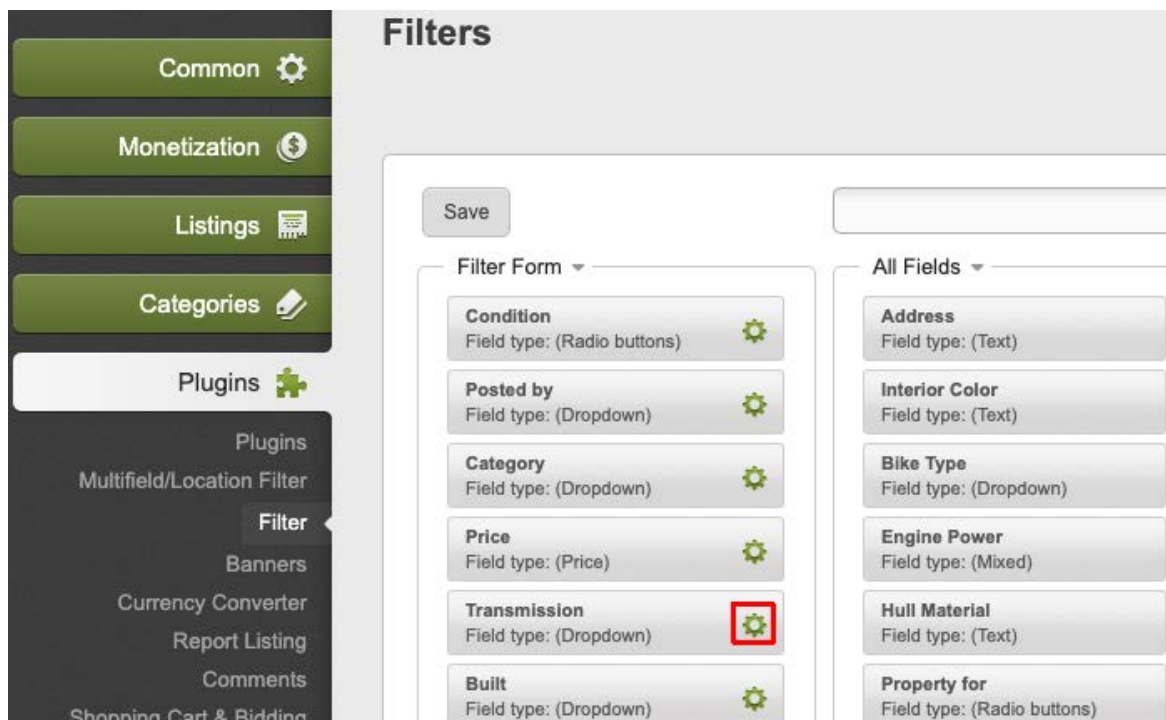
10.1. X-Robots-Tag: noindex, nofollow

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).



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



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

Filter settings for "Transmission"

Field name: Transmission (Dropdown)

* Limit visible values to:

* 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 <input type="checkbox"/> Name (English)							
English	Italiano	Deutsch	فارسی	Nederlands	Ελληνικά	Français	Español
Manual <input type="checkbox"/> Name (English)							
English	Italiano	Deutsch	فارسی	Nederlands	Ελληνικά	Français	Español
Automanual <input type="checkbox"/> 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 bots fra

Generate SEO-friendly metadata with filtered values

Title	<input checked="" type="radio"/> Yes <input type="radio"/> No
Meta Description	<input checked="" type="radio"/> Yes <input type="radio"/> No
H1 tag	<input type="radio"/> Yes <input checked="" type="radio"/> No

* Status: Active

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.

```

view-source:https://classifieds.demoflynax.com/body-style/coupe-transmission:Automatic/
<!-- wrap -->
1 <!DOCTYPE html>
2 <html xmlns="http://www.w3.org/1999/xhtml" lang="en">
3 <head>
4
5 <title>Buy used and new Coupe body style vehicles / Transmission: Automatic - Filtered/title>
6
7 <meta http-equiv="X-UA-Compatible" content="IE=edge" />
8 <meta name="generator" content="FlynaX Classifieds Software" />
9 <meta charset="UTF-8" />
10 <meta http-equiv="X-dns-prefetch-control" content="on" />
11 <meta name="viewport" content="width=device-width, user-scalable=no, initial-scale=1, maximum-scale=1" />
12
13 <meta name="description" content="We offer a number of used and new Coupe body style vehicles. New offers are available every day. Transmission: Automatic - Filtered" />
14 <meta name="keywords" content="" />
15
    
```

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>