

User manual



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Intro

Redirect4Product helps you stop losing important linkjuice and customers. When your product either gets out-of-stock or deleted Magento will automatically redirect the user to your 404 page, and however good and userfriendly your custom 404 page is, there is a good chance the customer is lost. When Google or other search engines see that the product returns a 404, you lose the linkjuice the product has gotten in the past and all your hard work to rank well is of no use.

With Redirect4Product you automatically redirect your user or search engine to a relevant category page. It automatically keeps a list of which category each product shall be redirected to, this way even products that you delete get redirected using the correct 301 code (permanent moved) to a category that is relevant for both customers and search engines.

AN SEO'S GUIDE TO HTTP STATUS CODES

Every web page you visit returns a status code, to give the browser additional information and instructions. Search bots see these codes, and some of them can impact SEO. Here are a few of the big ones:

CAST OF CHARACTERS

- The Visitor
- The Robot
- Link Juice
- The Pages

HTTP STATUS CODES

200
OK/Success
Everyone arrives at Page A. There is much rejoicing!

301
Permanent*
Everyone is redirected to the new location, Page B.

302
Temporary*
Visitors and bots are redirected. Juice is left behind.

404
Not Found
Original page is gone. Visitors may see a 404 page.

500
Server Error
No page is returned. Everyone is lost and confused :f

503
Unavailable
Asks everyone to come back later. A 404 alternative.

* Technically, code 301 is "Moved Permanently" and 302 is "Found", but SEOs refer to them as "Permanent Redirect" and "Temporary Redirect".

THE CANONICAL TAG

REL
Canonical
Alternative to 301-redirects. Visitors still see Page A.

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See more at moz.com/blog/an-seos-guide-to-http-status-codes

System options

Set up the general options for the use of the module.

Current Configuration Scope:
 ▼ 🔍
[Manage Stores](#)

Configuration

- ▶ GENERAL
 - General
 - Web
 - Design
 - Currency Setup
 - Store Email Addresses
 - Contacts
 - Reports
 - Content Management
- ▶ CATALOG
 - Catalog
 - Inventory
 - Google Sitemap
 - RSS Feeds
 - Email to a Friend
- ▶ EXT4MAGE
 - Html2Pdf
 - Shipment2edit
 - Redirect4Product**

Redirect4Product

Settings

Is modul active	<input type="text" value="Yes"/>	[WEBSI
License code	<input type="text" value="Fill me"/>	[STORE
Use on product with zero stock/disabled	<input type="text" value="Yes"/>	[WEBSI
Redirect permanent (301)	<input type="text" value="Yes"/>	[WEBSI
<small>▲ If product is out of stock or disabled, should the redirect then be permanent (301 - choose yes) or temporary (302 - choose no)</small>		
Use for deleted products	<input type="text" value="Yes"/>	[WEBSI
Categories ids to exclude from redirects	<input type="text" value="12,25"/>	[STORE
<small>▲ Category id's that should NOT be used to redirect to ex. 12,25 - DO NOT put in root categories</small>		

Field description:

- *Is module active* – whether or not the Redirect4Product module shall be used.
- *License code* – the code you are given from ext4mage when buying this module
- *Use on product with zero stock/disable* – whether or not the module shall be used on out-of-stock option.
- *Redirect permanent (301)* – if above enabled should the redirect be 301 or 302, set to no (302) if you commonly have product going in and out of stock
- *Use for deleted products* – whether or not the module shall be used on deleted products, based on URL of deleted product
- *Categories ids to exclude from redirects* – If you have any categories that should never be redirected to, that could be sale categories or something like that. All subcategories under a exclude category will also be excluded

Assigning category to product

The module automatic sets up the redirect based on which categories each product belongs to. This means that for new and existing (see later section) you do not need to assign redirect manually, but when you assign a product to a category the redirect gets created. The module based is choosing of which category to redirect to based on excluded categories and depth. So the module goes through all categories the product belongs to and for each of these sees if any excluded category is in it, if so that tree is not used. When it then has all "trees" it selects the category that is deepest. Ex. in the below image the HTC Touch Diamond product will get redirected to Laptops category if it gets deleted or is out-of-stock. If laptops category is deleted without regeneration of module redirects the module will redirect to Computers.

From product

As normal you just add product to the relevant categories, if only excluded categories is selected the redirect will go to the frontpage. On save of the product the redirect information is also saved.

The screenshot displays the product management interface for 'HTC Touch Diamond (Cell Phones)'. On the left, there is a sidebar with 'Product Information' and various tabs including General, Prices, Meta Information, Descriptions, Images, Cell Phone Attributes, Design, Recurring Profile, Gift Options, Inventory, Websites, Categories, Related Products, and Up-sells. The main content area shows a category tree under 'Product Categories'. The tree structure is as follows:

- Root Catalog (0)
 - Furniture (7)
 - Electronics (42)
 - Cell Phones (6) [checked]
 - Cameras (8)
 - Computers (28)
 - Build Your Own (3)
 - Laptops (4) [checked]
 - Hard Drives (4)
 - Monitors (4)
 - RAM / Memory (3)
 - Cases (2)
 - Processors (4)
 - Peripherals (4)
 - Apparel (66)
 - Household Items (0)

From category

You can as normal also add product to the relevant categories from the category page. If only excluded categories is selected the redirect will go to the frontpage. On save of the category the redirect information is also saved into the module. The id that is here highlighted is the one you shall use, when you define categories to be defined.

The screenshot displays the 'Categories' management interface. On the left, a tree view shows the hierarchy: Root Catalog (0) > Furniture (7) > Electronics (42) > Computers (28) > Laptops (4). The 'Laptops' category is selected and highlighted. The main content area shows the 'Laptops (ID: 28)' category page. It includes tabs for 'General Information', 'Display Settings', and 'Category View Optimization'. Below the tabs, there is a pagination control showing 'Page 1 of 1 pages'. A table lists products associated with this category:

<input checked="" type="checkbox"/>	ID	Name
<input type="checkbox"/>		
<input checked="" type="checkbox"/>	158	Sony VAIO 11.1" Notebook PC
<input checked="" type="checkbox"/>	28	Toshiba M285-E 14"
<input checked="" type="checkbox"/>	26	Acer Ferrari 3200 Notebook C
<input checked="" type="checkbox"/>	25	Apple MacBook Pro MA464LL/ Notebook PC

Redirect4Product listing and generating

Under the menu item Ext4Mage->Redirect4Product you can see all the redirects that is used by the module. From here you can also Refresh/Generate redirects, this is useful when just starting out and if you have added new categories to be excluded.

Grid overview

This is overview of all redirects in the module, all information is based on id, so you will only see product ids and category ids and not their names. In the top right corner you have the button to regenerate all redirects is located when you are just starting out and if you have added new categories to be excluded.

Redirect4product redirects						Refresh/Generate for all products	+ Add New
Page 1 of 4 pages View 20 per page Total 61 records found						Reset Filter	Search
Select All Unselect All Select Visible Unselect Visible 0 items selected						Actions <input type="text"/> Submit	
ID	Store View	Org. product id	Org. product url	Category path ids	Updated at		
Any	All Store Views				From: <input type="text"/>	To: <input type="text"/>	
<input type="checkbox"/>	1	16	nokia-2610-phone.html	8,13,3,1	Aug 8, 2013 7:54:38 AM		
<input type="checkbox"/>	2	17	blackberry-8100-pearl.html	8,13,3,1	Aug 8, 2013 7:54:38 AM		
<input type="checkbox"/>	3	18	sony-ericsson-w810i.html	8,13,3,1	Aug 8, 2013 7:54:38 AM		
<input type="checkbox"/>	4	19	atandt-8525-pda.html	8,13,3,1	Aug 8, 2013 7:54:38 AM		
<input type="checkbox"/>	5	20	samsung-mm-a900m-ace.html	8,13,3,1	Aug 8, 2013 7:54:38 AM		
<input type="checkbox"/>	6	25	apple-macbook-pro-ma464ll-a-15-4-notebook-pc-2-0-ghz-intel-core-duo-1-gb-ram-100-gb-hard-drive-superdrive.html	28,15,13,3,1	Aug 8, 2013 7:54:38 AM		
<input type="checkbox"/>	7	26	acer-ferrari-3200-notebook-computer-pc.html	28,15,13,3,1	Aug 8, 2013 7:54:38 AM		
<input type="checkbox"/>	8	28	toshiba-satellite-a135-s4527-155-4-notebook-pc-intel-pentium-dual-core-processor-t2080-1-gb-ram-120-gb-hard-drive-supermulti-dvd-drive-vista-premium.html	28,15,13,3,1	Aug 8, 2013 7:54:38 AM		

Redirect entry/ edit

If you want to edit a single entry this is also possible.

Edit redirect #1		Back	Reset	Delete	Save
Redirect4product redirect					
Store *	<input type="text" value="All Store Views"/>				
Product id *	<input type="text" value="16"/>				
Product url *	<input type="text" value="nokia-2610-phone.html"/>				
Redirect categories ID's *	<input type="text" value="8,13,3,1"/>				