

Joomlatwork SEO component for Joomla release 1.5x

Introduction

The new Joomlatwork SEO component for release 1.5 is a total new build and has less to do with the 'older' version of the SEF patch for Joomla 1.0x although it support the same purpose: optimizing your Joomla 1.5 website for Search engine optimization.

One big difference in relation to the patches and the Joomla 1.0x release is that no “core” joomla PHP files are being changed. Only some Joomla core XML files are changed. Reason for this is that you can safely install the component without having issues in relation to upgrades of new Joomla releases.

Installation of the component

Installation of the component is done through the Joomla 1.5 extension installer. Note that the SEO component is a pure Joomla 1.5 component so no legacy mode is necessary to install the component.

Before you install make sure that the following XML files are writable and can be updated by the component. At installation time the component tries to make these files writable. If not successful you will get a warning. This is necessary to let the component function well. Notice that each time you add / remove custom META fields within custom META field repository these files must be updated.

XML files:

```
administrator/components/com_content/models/article.xml
components/com_content/views/category/tmpl/blog.xml
components/com_content/views/category/tmpl/default.xml
components/com_content/views/frontpage/tmpl/default.xml
components/com_content/views/section/tmpl/blog.xml
components/com_content/views/section/tmpl/default.xml
components/com_content/views/archive/tmpl/default.xml
```

You can always generate the XML files through the SEO Patch extended control panel (menu → Custom Meta fields → generate patch for Meta fields).

During installation time the SEO patch component will also install a system plugin necessary for the presentation of the custom META fields and SEO patches. Make sure that after the installation you check if the system plugin is installed through:

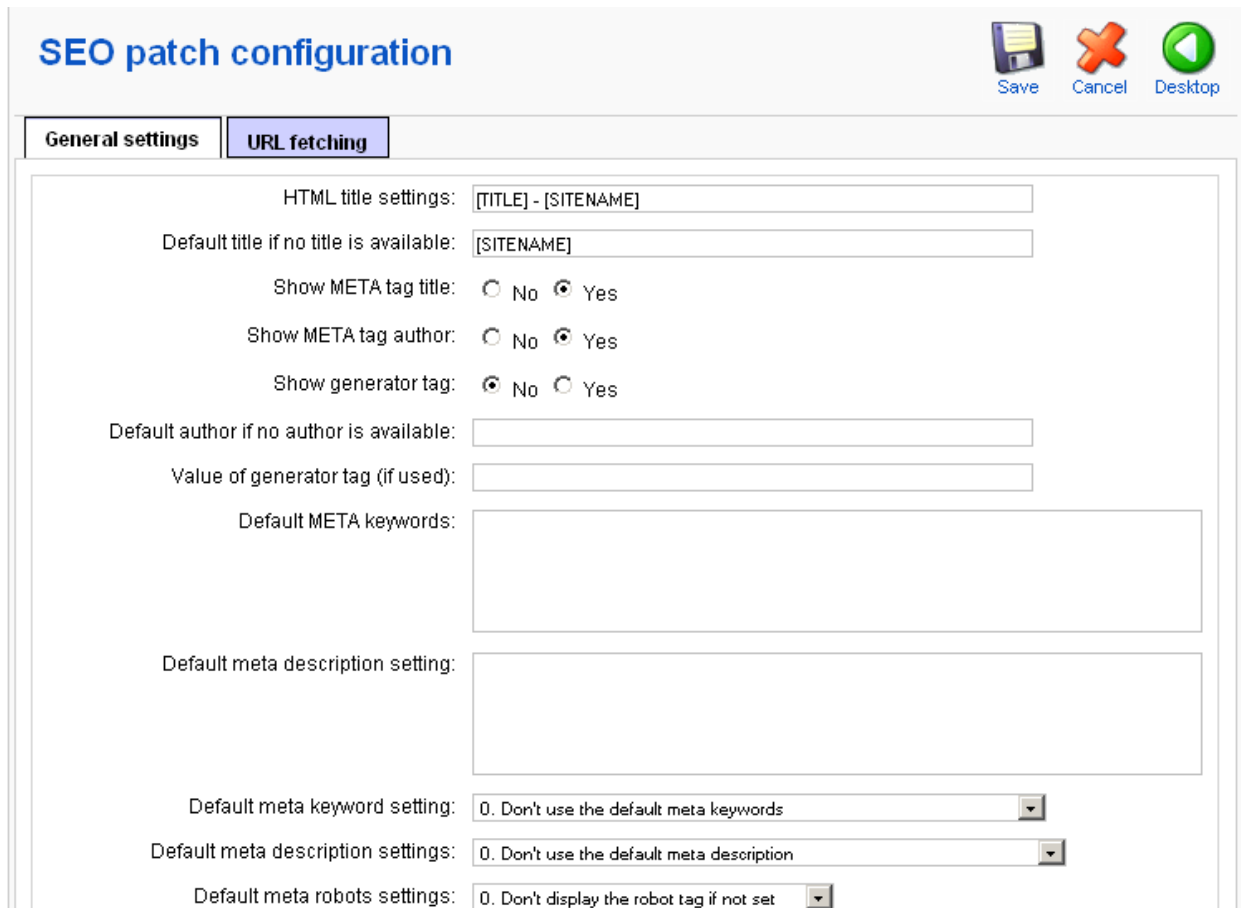
Extension → plugin manager → select type 'system' and check if you see the plugin “system – SEO patch”. Notice that you can also disable the function of the SEO patch component if you disable this plugin.

If the plugin is not installed make sure that the system plugin directory is writable on your server and try to reinstall this from the SEO patch component menu → support → install the system plugin (notice that this option will only be available if the plugin is not installed).

Configuration of the SEO component

After the installation you can configure the SEO component. You can change the configuration settings through the SEO patch component panel or through the menu of the SEO patch.

General settings



The screenshot shows the 'SEO patch configuration' window with the 'General settings' tab selected. The window title is 'SEO patch configuration' and it has three buttons: 'Save', 'Cancel', and 'Desktop'. The 'General settings' tab is active, and the 'URL fetching' tab is also visible. The configuration options are as follows:

- HTML title settings: [TITLE] - [SITENAME]
- Default title if no title is available: [SITENAME]
- Show META tag title: No Yes
- Show META tag author: No Yes
- Show generator tag: No Yes
- Default author if no author is available: [Empty text box]
- Value of generator tag (if used): [Empty text box]
- Default META keywords: [Empty text box]
- Default meta description setting: [Empty text box]
- Default meta keyword setting: 0. Don't use the default meta keywords
- Default meta description settings: 0. Don't use the default meta description
- Default meta robots settings: 0. Don't display the robot tag if not set

1. HTML title settings

In my opinion this is the most important tag in relation to the SEO optimization part. In the default setting the HTML field is configured with the setting [TITLE]-[SITENAME] which will result in the setting that at a HTML title of the content element the sitename of your website which is set within the Joomla configuration is appended at the title. Personal for SEO purpose I don't like this feature since this affect the keyword density of the HTML title but since a lot of customers are asking for this I've put this as the default setting.

2. Default title if no title is available

If for some reason there is no title set through Joomla (for example if a component doesn't produce a HTML title you can set here the title that must be shown. Default this is the sitename which can be set within the Joomla configuration.

3. Show META tag title

When the SEO patch component is installed you will notice that there is a separated field META tag title on the specific parameter settings of your content elements. When this option is enabled a META tag `<meta name="title" ... />` is showed in your HTML head section. If you leave the input field in the specific parameter sections empty the HTML title will be showed instead.

4. Show META tag author

The same as META tag title section. If enabled an META field author will be showed in the HTML head section.

5. Show generator tag

This setting enables you to disable the presentation of the Joomla generator tag which is default present. We strongly suggest that you always disable the generator tag of Joomla.

6. Default META keywords.

In combination with the default META keywords setting select field you can define default META keywords.

7. Default META description

In combination with the default META description settings select field you can define the default META description phrase.

8. Default meta keyword setting




Here you can define the behavior of the default META keyword field content. You have 4 options available:

- *0. Don't use the default meta keywords:* in this case if the keywords are not set nothing is showed
- *1. Append the default keywords to the end of the META keywords:* in this case if keywords are set for example at a article item record the default keywords will always be appended at the end of these keywords. If empty these will also appended.
- *2. Append the default keywords at the beginning of the META keywords:* in this case if the keywords are set for example at a article item record the default keywords will always be appended at the beginning of these keywords. If empty these will also be append at the beginning.
- *3. Only use the default keywords if the keywords are not set.* This setting will display the default keywords if for example you have not set the keywords within a article item.

9. Default meta robots setting

This is the default setting for the META field robots. Default the tag will not be showed.

URL fetching settings

SEO patch configuration  

General settingsURL fetching

Within this configuration tab you can define the settings for META fields that you can assign to URL's You can assign META fields to any Joomla URL and you can also retrieve the 'content' from the URL. When you retrieve the content for the specific URL also keyword suggestions are made. Here you can define the settings for this keywords suggestions

Enable URL meta setting: No Yes

Enable CURL for retrieving URL's: No Yes

Proxy server:

Language content encoding setting:

Minimum length of single word:

Minimum of occurrences of single words:

Minimum length of words within 2 word phrases:

Minimum length of words within 2 word phrases together:

Minimum of occurrences of 2 word phrases:

Minimum length of words within 3 word phrases:

Minimum length of words within 3 word phrases together:

Minimum of occurrences of 3 word phrases:

With the component you have also the ability to assign META fields against URL's of your website. This can be used to overrule any META data set by a specific component (see the chapter about assigning META data at URL's).

Within the global configuration you can define the settings for the URL fetching.

1. Enable URL meta setting

Before you can use the META assign to URL's you need to enable it here. If you are not using any META assignments against URL's please disable this feature. When disabled less SQL queries are issued.

2. Enable CURL for retrieving URL's

Curl is a program which is most of the time installed within your PHP installation. When available (check your PHP info) it's always wise to activate the CURL function to retrieve URL's.

3. Proxy Server

You can use the proxy server in combination with CURL only. The proxy settings allow you to retrieve pages from your website through a proxy. This feature is pure to bypass the PHP protection setting that a website can not retrieve it's own pages (this is a security setting which can be configured by your hosting company).

The next settings are for keyword suggestion for your META fields. These settings are used for assigning META fields against URL's and META fields which you can assign content and menu elements within the SEF patch component.

4. Minimum length of single word

This setting determines the minimum length of a keyword that may be suggested. If you are using a minimum length of 4 keywords like “the” “and” are ignored based on the length of the keyword

5. Minimum of occurrences of single words

This setting determines the minimum that a keywords must appear in the content to be suggested.

The next two section are for 2 keyword pairs and three keywords pair which appear near to each other and speak for them selves within the config settings.

For the keyword suggestion you can define so called language ignore files. Within these files you can define so called stop words which are excluded for the single keyword suggestions. For example words like “the”, “and”, “or”, etc.. are ignored by default. If you want to add a specific word to be excluded you can edit the language ignore file through the “Language and ignore settings ” from the desktop or the menu.

Defining custom META fields

Within the SEF patch component you can define custom META fields. To define custom META fields select the “desktop” icon “custom meta fields” or use the menu option “custom meta fields”.

Important notice:

When you are defining custom META fields make sure that the XML files which are mentioned in the section “installation of the component” can be updated. When saving or deleting a custom META fields these XML files need to be altered.

Note: you can always generated the necessary XML files through the menu option “Generate patch for META fields” (this also requires that the XML files can be updated).

When you have selected the option custom META fields you will see a overview of the available custom META fields. The first time you select this view no custom fields will be present.

Overview of custom META fields				
Meta name	Label	Published	Ordering	Delete
subject	Subject			
copyright	copyright			

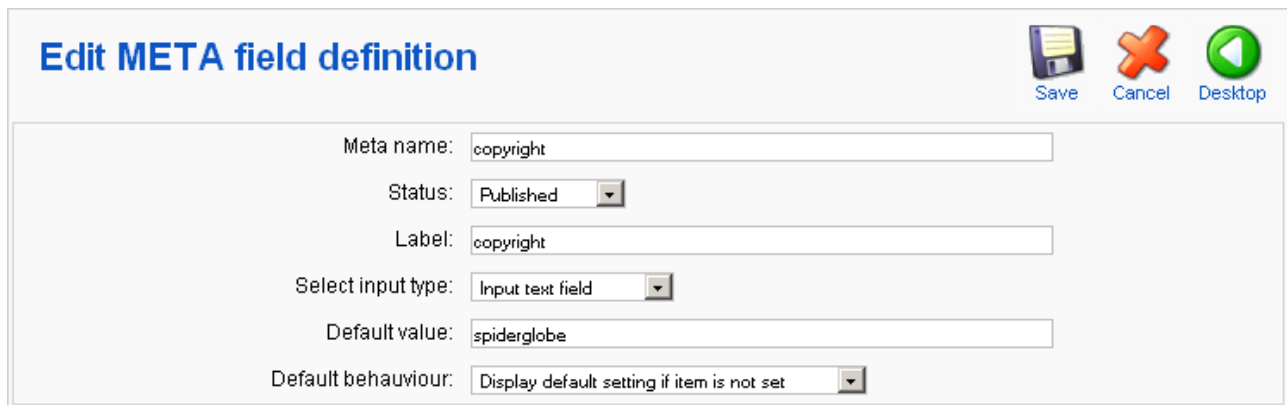
Within this view you can perform basic actions on the available META fields.

- You can publish / unpublish a specific META field by clicking on the published icon on the specific row. When the fields is not published the custom META field will not be available.
- You can define the order of the custom fields as they should appear in the HTML head

section. Just click on the arrows to change the order.

- You can remove a specific META field by clicking on the red cross under the column “delete”. Notice that you don't get a warning the field is removed immediately from custom META fields overview. Notice: Although the field is removed the actual content that you have assigned to the specific custom field in the specific Joomla items are not removed.

You can either create a new META field by clicking on the “New” icon on the top right or edit an existing META field by clicking on the META field name.

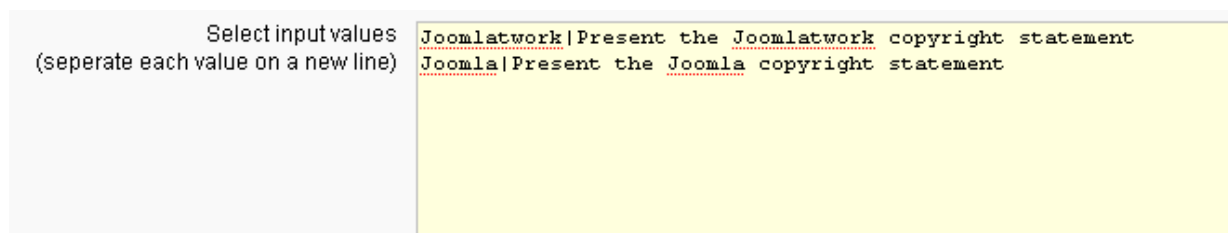


When you edit a META field you need to assign a meta name to the specific field. The meta name is used within the HTML head section as the meta name.

The label is used for specifying label before the field input for the specific Joomla elements.

The next element is to define the type of input field. Here you have three options:

- Textarea field, when selected a textarea field is present at the input fields.
- Selectlist field, where you have the ability to define a list of options where you can select from when editing your META fields in a Joomla element. You can define a META value and a presentation value by using the “|” sign on a line:



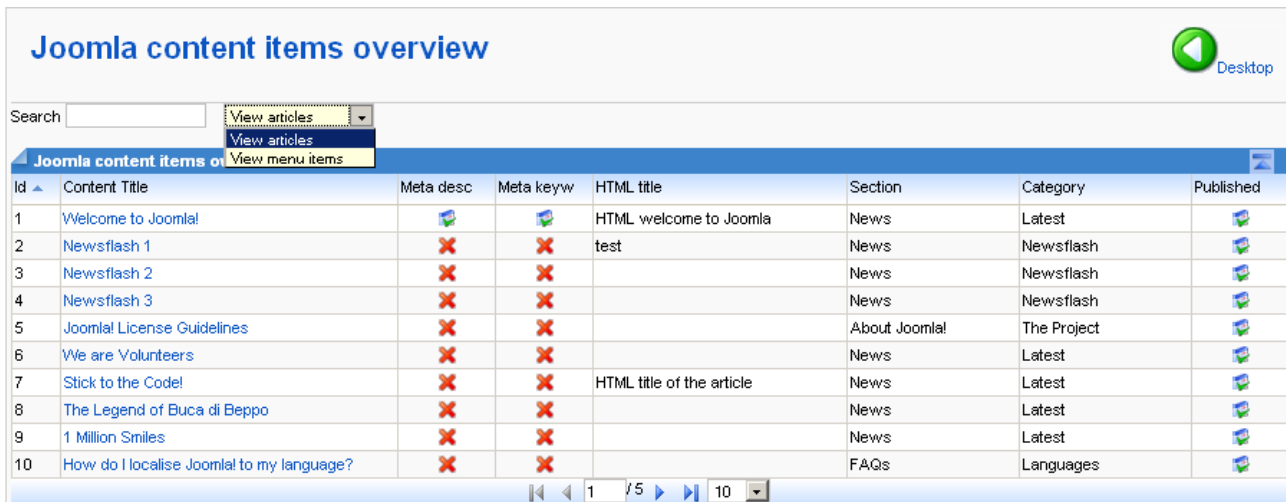
In the above example the Text “Present the Joomlatwork copyright statement” is showed within the select list and when select the value “Joomlatwork” is showed within the META field value.

- Input text field will present a one line input field for the specific META field.

You can also set the default value for the field. This default value can be used when the specific element is not set within Joomla. This is done with the default behaviour select box.

Using the repositories functionality

Within the SEF patch you have the ability to view the repositories which gives you an overview of the META settings in relation to your Joomla content and menu items (select the Joomla content and menu items link).

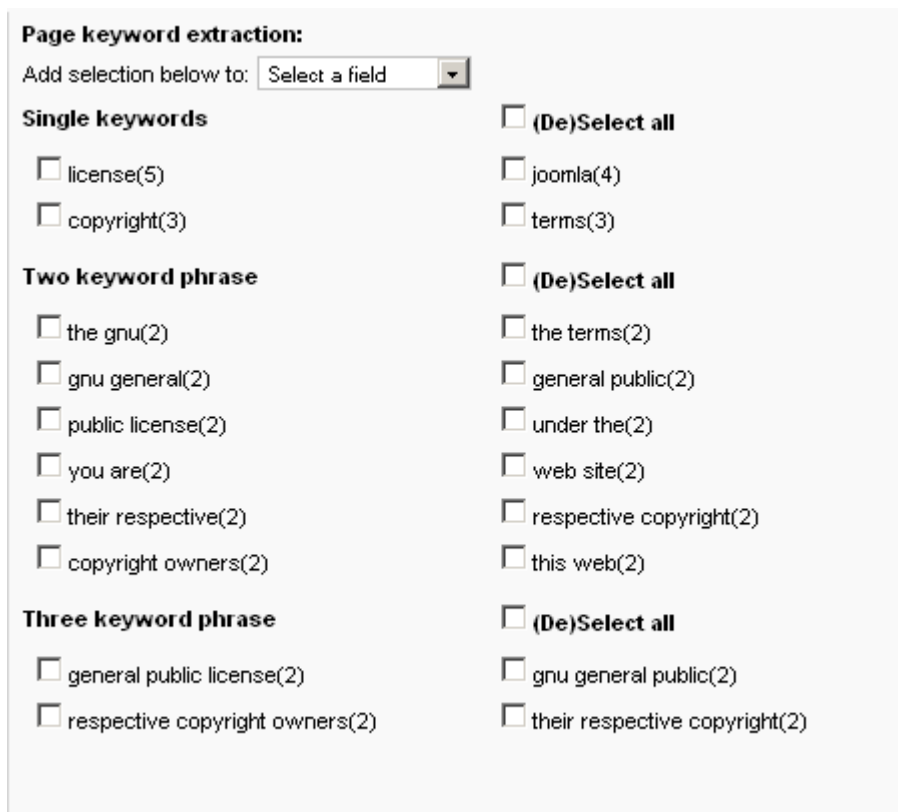


The screenshot shows the Joomla content items overview interface. At the top, there is a search bar and a dropdown menu with options: 'View articles', 'View articles', and 'View menu items'. Below this is a table with the following columns: Id, Content Title, Meta desc, Meta keyw, HTML title, Section, Category, and Published. The table contains 10 rows of data. At the bottom of the table, there is a pagination control showing '1 / 5' and a dropdown menu.

Id	Content Title	Meta desc	Meta keyw	HTML title	Section	Category	Published
1	Welcome to Joomla!			HTML welcome to Joomla	News	Latest	
2	Newsflash 1	✗	✗	test	News	Newsflash	
3	Newsflash 2	✗	✗		News	Newsflash	
4	Newsflash 3	✗	✗		News	Newsflash	
5	Joomla! License Guidelines	✗	✗		About Joomla!	The Project	
6	We are Volunteers	✗	✗		News	Latest	
7	Stick to the Code!	✗	✗	HTML title of the article	News	Latest	
8	The Legend of Buca di Beppo	✗	✗		News	Latest	
9	1 Million Smiles	✗	✗		News	Latest	
10	How do I localise Joomla! to my language?	✗	✗		FAQs	Languages	

In the view you can select a overview of the Joomla articles or select a view of the Joomla menu items. Notice that you will only see Joomla menu items where META fields can be assigned to. This are the frontpage, blog and list menu items.

In this view you get an overview of the META fields that are assigned to the specific Joomla element. When you open a specific Joomla element you will be presented an overview of the META elements assigned to the specific Joomla item. Also there the SEF patch component will generate an overview of the common keywords and keyword phrases that are used within the specific article or menu element:



The screenshot shows the 'Page keyword extraction' interface. It features a dropdown menu labeled 'Add selection below to:' with the text 'Select a field'. Below this, there are three sections: 'Single keywords', 'Two keyword phrase', and 'Three keyword phrase'. Each section contains a list of keywords and phrases with checkboxes next to them. To the right of each section is a '(De)Select all' button.

Page keyword extraction:

Add selection below to:

Single keywords

- license(5)
- copyright(3)

Two keyword phrase

- the gnu(2)
- gnu general(2)
- public license(2)
- you are(2)
- their respective(2)
- copyright owners(2)

Three keyword phrase

- general public license(2)
- respective copyright owners(2)

(De)Select all

joomla(4)

terms(3)

(De)Select all

the terms(2)

general public(2)

under the(2)

web site(2)

respective copyright(2)

this web(2)

(De)Select all

gnu general public(2)

their respective copyright(2)

You can select these suggestions and add the selection to the specific field you can select from the

selection list in the form.

You can also assign META fields to an URL that is used on your website (for example from a third party component). The URL that you should be using is the URL used on the public frontend. Remove your domain name from the URL and only use a relative URL, for example: /index.php?option=com_content&view=article&id=5&Itemid=2. To get a suggestion of available keywords and keyword phrases you must click on the fetch URL icon at the top right. When you have a valid URL the suggestions will be showed

Support

When you have bought the product you have right to a 6 month support period to ask questions at Joomla!work and to download new releases of the SEF patch. You can check you current version at the support option within the menu and to check if your version is up-to-date.