

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.

Redirect4Product

[Save Config](#)

Settings		
Is modul active	<input type="text" value="Yes"/>	[WEBSITE]
License code	<input type="text" value="Fill me"/>	[STORE VIEW]
Use on product with zero stock/disabled	<input type="text" value="Yes"/>	[WEBSITE]
Redirect permanent (301)	<input type="text" value="Yes"/> <small>▲ If product is out of stock or disabled, should the redirect then be permanent (301 - choose yes) or temporary (302 - choose no)</small>	[WEBSITE]
Use for deleted products	<input type="text" value="Yes"/>	[WEBSITE]
Categories ids to exclude from redirects	<input type="text"/> <small>▲ Category id's that should NOT be used to redirect to ex. 12,25 - DO NOT put in root categories</small>	[STORE VIEW]
Number of products to run per cron schedule (5 min)	<input type="text" value="200"/> <small>▲ If you experience performance problems or errors in the log - set this number down</small>	[STORE VIEW]

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
- *Number of products to run per cron schedule (5 min)* – put in the number of products that shall be run per time, set it as high as possible with it interfering with the performance of your system.

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 an HTC Touch Diamond. On the left, a sidebar lists various product information sections: General, Prices, Meta Information, Descriptions, Images, Cell Phone Attributes, Design, Recurring Profile, Gift Options, Inventory, Websites, Categories, Related Products, and Up-sells. The 'Categories' section is currently selected. On the right, the 'Product Categories' tree is visible, showing a hierarchy of categories. The 'Cell Phones' category is selected, and its sub-categories are listed: Cameras (8), Computers (28), Build Your Own (3), Laptops (4), Hard Drives (4), Monitors (4), RAM / Memory (3), Cases (2), Processors (4), and Peripherals (4). The 'Laptops' category is also selected, indicating the product's assignment.

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 category hierarchy: Root Catalog (0), Furniture (7), Electronics (42), Cell Phones (6), Cameras (8), Computers (28), Build Your Own (3), Laptops (4), Hard Drives (4), Monitors (4), and RAM / Memory (3). The 'Laptops' category is highlighted. On the right, the 'Laptops (ID: 28)' configuration page is shown, with the 'Category View Optimization' tab selected. 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 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 [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

When you have pressed the Generate all products it puts in a cron job, as long as this job is running the button will be deactivated and look like below. The job will run until all products has been put into the database, it can take several hours if you have many products or you have set it to run with few products at a time.

✔ Total product redirects update put in cron jobs

Redirect4product redirects Cron job running [Add New](#)

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 *

Product id *

Product url *

Redirect categories ID's *