

Social Meta Tags for Magento 2 User Guide



Table of Content

1. [Extension Installation Guide](#)
2. [Configuration](#)
3. [Open Graph Settings](#)
4. [Twitter Card Settings](#)
5. [Product Page Settings](#)
6. [Category Page Settings](#)
7. [Social Meta Tags in Frontend](#)

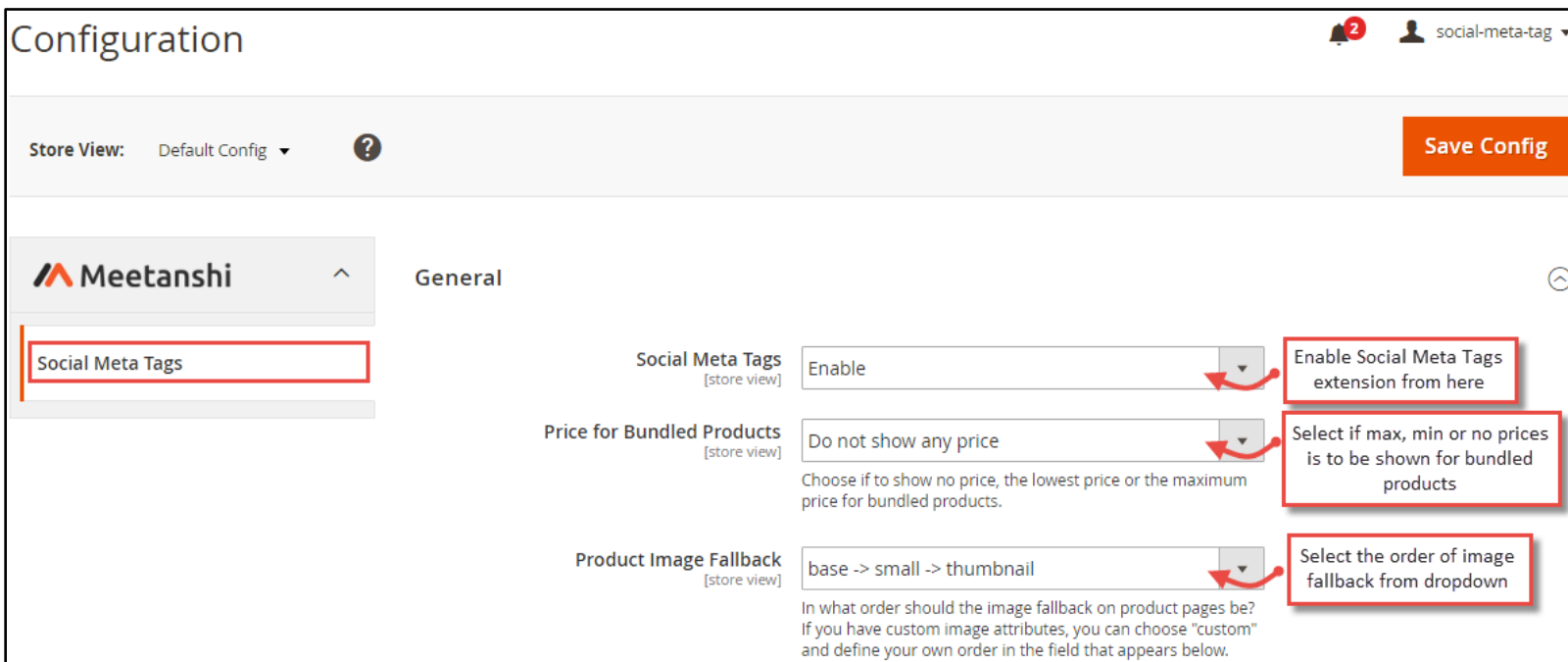
1. Extension Installation

- Create a folder structure in Magento root as app/code/Meetanshi/Anz
- Download and extract the zip folder and upload our extension files to the app/code/Meetanshi/Anz via FTP.
- Login to your SSH and run below commands step by step:
 - php bin/magento setup:upgrade
 - For Magento version 2.0.x to 2.1.x - php bin/magento setup:static-content:deploy
 - For Magento version 2.2.x & above - php bin/magento setup:static-content:deploy -f
 - php bin/magento cache:flush

2. Configuration

To configure the extension, login to Magento backend, move to **Stores → Configuration → Social Meta Tags** where you can find various settings to configure the extension.

- **Social Meta Tags:** Enable or disable the Social Meta Tags extension from here.
- **Price for Bundled Products:** Select the option to display no price, minimum or maximum price accordingly for the bundled products.
- **Product Image Fallback:** Select the order of image fallback from dropdown menu. This order is the priority for the image to fetch and display for product pages if not set individually. You can also set the custom option for custom image attributes.



The screenshot shows the Magento Configuration page for the Social Meta Tags extension. The page is titled "Configuration" and has a "social-meta-tag" user profile in the top right. The "Store View" is set to "Default Config". A "Save Config" button is visible in the top right. The "Social Meta Tags" extension is selected in the left sidebar. The "General" configuration section is expanded, showing three settings:

- Social Meta Tags** [store view]: Set to "Enable". A red box highlights the dropdown menu, and a callout box says "Enable Social Meta Tags extension from here".
- Price for Bundled Products** [store view]: Set to "Do not show any price". A red box highlights the dropdown menu, and a callout box says "Select if max, min or no prices is to be shown for bundled products". Below the dropdown, it says: "Choose if to show no price, the lowest price or the maximum price for bundled products."
- Product Image Fallback** [store view]: Set to "base -> small -> thumbnail". A red box highlights the dropdown menu, and a callout box says "Select the order of image fallback from dropdown". Below the dropdown, it says: "In what order should the image fallback on product pages be? If you have custom image attributes, you can choose 'custom' and define your own order in the field that appears below."

3. Open Graph Settings

Open graph Meta tags allows controlling how your webpage shows up when shared on Facebook.

- **Open Graph:** Enable Open Graph Tags.
- **Application ID/Key:** Enter the Application ID you got while registration at <https://developers.facebook.com/docs/apps/>
- **Enable Product Type:** Enable the option to allow sharing additional product attributes on social media.
- **Fallback Image:** Upload the default fallback image. This image is used for social sharing if no product fallback image is found.

OpenGraph Settings (for Facebook/Pinterest/Google+ etc.)

Facebook:
» For more information about Open Graph for Facebook go to: <https://developers.facebook.com/docs/sharing/webmasters/>
» For a complete list of available product tags for Facebook go to: <https://developers.facebook.com/docs/reference/opengraph/object-type/product>
» To debug your pages go to: <https://developers.facebook.com/tools/debug/>

Pinterest:
» For more information about Open Graph for Pinterest Rich Pins go to: https://developers.pinterest.com/rich_pins_overview
» To debug your pages go to: https://developers.pinterest.com/rich_pins/validator

Google+:
» For more information about Open Graph for Google+ posts go to: <https://developers.google.com/+web/snippet/article-rendering>
» Unfortunately Google doesn't provide a tool to preview how your post will look like, but you can go to your google+ profile and paste the URL you want to validate and it will show you the rendered post before you hit the "Share" button.

Open Graph [store view] Enable Open Graph Tags
Selecting No will disable open graph tags in the current scope.

Application ID/key [store view] Enter the Application ID
Create an app and get your API Key [here](#).

Enable Product Type [store view] Enable Product Type to allow sharing additional attributes on social media
Use "og:type = product". This adds price and currency data automatically as described [here](#). Support for more data will come in future versions but you can add more data for your products in the "Custom Meta Tags for Product and Category Pages" config section at the bottom of this page.

Fallback Image (png, jpg or gif) [store view] watch.jpg Upload default fallback image
 Delete Image
Upload an image to display if no fallback image is found in the "Product Image Fallback" list defined in the "General" section.

4. Twitter Card Settings

Twitter Card allows sharing additional media on Twitter for enjoying more traffic!

- **Twitter Card:** Enable Twitter Card.
- **Twitter Username:** Enter the Twitter username of the website
- **Author:** Enter the author's username.
- **Twitter Card Type for CMS Pages:** Select the Twitter card type for CMS Pages.
- **Twitter Card Type for Categories:** Select the Twitter card type for categories.
- **Twitter Card for Products:** Select the Twitter card type for products.
- **Use Thumbnail Image for Summary Card:** Enable it if you want to use thumbnail image for summary card. By enabling this option, the thumbnail image is used instead of the image set in the product image fallback option. However, the same will be used if no thumbnail image is found.
- **Fallback Image:** Upload the default fallback image.

Twitter Card Settings

» For more information about Twitter Cards go to: <https://developer.twitter.com/en/docs/tweets/optimize-with-cards/guides/getting-started.html>

» To debug your pages go to: <https://cards-dev.twitter.com/validator>


Twitter Card <small>[store view]</small>	Enable	Enable Twitter Card
	Selecting No will disable tags for twitter in the current scope.	
Twitter Username <small>[store view]</small>		Input the Twitter User name of website
	@username for the website used in the card footer.	
Author <small>[store view]</small>		Input the user name of the author
	@username for the content creator / author.	
Twitter Card Type for CMS-Pages <small>[store view]</small>	Summary Card	Select Twitter Card Type for CMS Pages
Twitter Card Type for Categories <small>[store view]</small>	Summary Card	Select Twitter Card Type for Categories
Twitter Card Type for Products <small>[store view]</small>	Summary Card	Select Twitter Card Type for Products
Use Thumbnail Image for Summary Card <small>[store view]</small>	No	Choose to use thumbnail Image for Summary Card or not
	When selecting Yes the module always tries to show the thumbnail as first fallback in Summary Cards on category and product pages. This overrides the "Product Image Fallback" option, but will use it if no twitter or thumbnail image is found.	
Fallback Image (png, jpg or gif) <small>[store view]</small>	Choose file watch.jpg	Upload default Fallback Image
	Upload an image to display if no fallback image is found in the "Product Image Fallback" list defined in the "General" section.	

5. Product Page Settings

- **Image Role Settings**

The image role is to be set from the **Catalog → Products → Select Product → Image**. It allows using the product image as Twitter Card image and Open Graph share image. Select the image role as shown below.

Image Detail ✕



Alt Text

Role

- Twitter Card Image
- Open Graph Share Image
- Base
- Small
- Thumbnail
- Swatch

Image Size 100 KB

Image Resolution 967x1200 px

Hide from Product Page

Select the roles to use the image as Twitter Card Image and Open Graph Share Image from Catalog > Products > Select Product > Image

- **Search Engine Optimization Settings**

Configure the Social Meta tags information for each product page from **Catalog → Products → Select Product → Search Engine Optimization Settings**.

- **Open Graph Title:** Enter the Open Graph title
- **Open Graph Description:** Enter the Open Graph description.
- **Twitter Title:** Enter the Twitter Card title.
- **Twitter Description:** Enter the Twitter Card description.



Search Engine Optimization Social Meta Information for Product Page

Open Graph Title <small>[store view]</small>	<input type="text" value="Silver Watch"/>	} Input Open Graph title and description
Open Graph Description <small>[store view]</small>	<input type="text" value="Silver Watch
Colours Available
Order Now!"/>	
Twitter Title <small>[store view]</small>	<input type="text" value="Silver Watch"/>	} Input Twitter card title and description
Twitter Description <small>[store view]</small>	<input type="text" value="Silver Watch
Colours Available
Order Now!"/>	


6. Category Page Settings

Configure the social Meta tags information for category pages from **Catalog → Categories → Select Category → Social Meta Information**.

- **Open Graph Image:** Upload Open Graph image
- **Open Graph Title:** Enter the Open Graph title
- **Open Graph Description:** Enter the Open Graph description.
- **Twitter Card Image:** Upload twitter card image.
- **Twitter Title:** Enter the title for twitter
- **Twitter Description:** Enter the description for twitter

Social Meta Information  Social Meta Information for Category Pages 

Open Graph Image Upload Open Graph image




watch.jpg
564x700 21 KB

Open Graph Title

Open Graph Description

Twitter Card Image Upload Twitter Card Image



watch_1.jpg
564x700 21 KB

Twitter Title

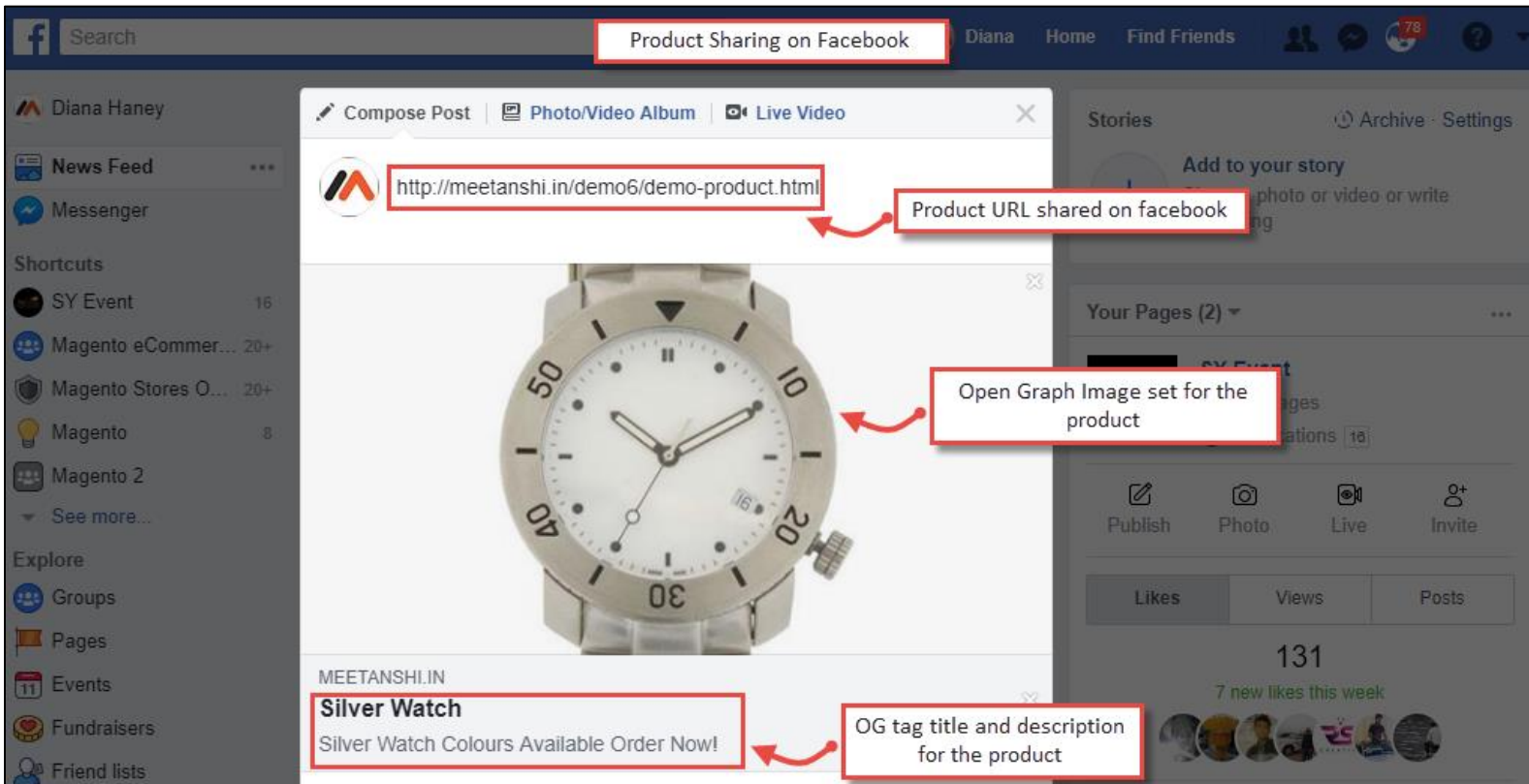
Twitter Description

Note: Red boxes and arrows in the original image highlight the 'Upload' buttons and the text input fields for titles and descriptions, with labels like 'Input Open Graph title and description' and 'Input Twitter title and description'.

7. Social Meta Tags in Frontend

Once the settings are configured as mentioned above, When the web store URL is shared on the social media such as Facebook, Twitter, Pinterest, etc., it will show social meta tags enabled while sharing.

- **Product Sharing in Facebook**




The screenshot shows a Facebook post from 'MEETANSHI.IN' featuring a silver watch. The post includes a URL, an image of the watch, and a title/description. Red boxes and arrows highlight the following elements:

- Product Sharing on Facebook**: A box around the URL `http://meetanshi.in/demo6/demo-product.html`.
- Product URL shared on facebook**: A box around the URL with an arrow pointing to the URL.
- Open Graph Image set for the product**: A box around the watch image with an arrow pointing to the image.
- OG tag title and description for the product**: A box around the text **Silver Watch** and **Silver Watch Colours Available Order Now!** with an arrow pointing to the text.

- Product Sharing on Twitter

Product Sharing on Twitter

Diana @Diana67185633 · 8m



Silver Watch
Silver Watch Colours Available Order Now!
meetanshi.in

Social Meta Tag title and description set for the product to share on Twitter

Twitter Card for the product sharing

