

## JPromoter

**JPromoter** component is a unique and universal SEO tool. It automatically creates SEF URLs for any component and provides a data report by site pages: a number of site pages, a number and type of links among site pages, as well as external links to your site from other ones, a number of images on the site with information about their size, weight and so on. It would also allow creating SE simulation to see the site search engines' way and optimize it towards them.

## Installation of JPromoter component

### Installation of the component

1. Go to Menu - >Install/Uninstall->Components.
2. In an item **Download package file with the following installation of element** choose a way to zip-archive of **JPromoter** component with the help of a **Browse** button.
3. Press **Upload and install** button.

After that a message about successful installation of the component would appear.

4. Navigate to Joomlamenu->Components->JPromoter 2->SEO Tools and click 'Integrations' button in toolbar to update JPromoter with latest integrations. You need to do this immediately after JPromoter install because there are not all integrations included in component installation package and they can have errors that could be fixed in latest integration updates.
5. Now you need to download .htaccess and copy/overwrite it into Joomla root directory.
6. Enable SEF in Joomla Global configuration.

### Installation of Mambot

Note that mambot is not needed for operating SEF URLs. Mambot is needed only to control meta headers and title. If you are not going to control meta headers with JPromoter simply skip this section.

1. Go to Menu - >Install/Uninstall->Mambots.
2. In an item **Download package file with the following installation of element** choose a way to zip-archive of **JPromoter** mambot with the help of a **Browse** button.
3. Press **Upload and install** button.

### Manual Installation of integrations

Immediately after installation of the component it is necessary to install the last package of integrations. To do it, follow the link

[http://joomlaequipment.com/index.php?option=com\\_docman&task=doc\\_download&gid=17](http://joomlaequipment.com/index.php?option=com_docman&task=doc_download&gid=17)

find the last package of integrations **JPromoter 3dp Integration Package** and extract/overwrite a zip-archive in a folder /administrator/components/com\_jp/sef\_configs

If you have been already using JPromoter for some time and you wish some component integration to take effect (to see some changes) you need to filter SEF urls by this component and delete all URLs. This will allow JPromoter recreate SEF URLs based on latest integration.

## Control Panel

A Control Panel page contains four buttons, with the help of which you may go to a fit section: SEF URLs, SE Simulation, SEO Tools, Configuration.



The page also provides a Summary inlay, where one can see counts of pages that were simulated (Simulate pages), SEF URLs - Search Engine Friendly URLs, pages that were optimized (Optimized Pages), external links to this page from the same site, as well as a number of Images.

Summary	
<b>Counts</b>	
Simulate pages	0
<b>SEF URLs</b>	41
Optimized Pages	1
External Links	0
Images	0

The Control Panel, like other pages, also shows a page, opened with the help of the way. Each word, except for the last one, is a link for moving to a specified page.

[black ice](#) / [com\\_jp](#) / panel

## SEF URLs

SEF URL – Search Engine Friendly URLs

An in-built SEF function of Joomla allows to automatically converse links on sites from a dynamic type:

`http:// index.php?option=com_user&task=UserRegistration`

into a static one:

`http:// component/option,com_user/task,UserRegistration/`

Although such a link looks like SEF, it has no advantages in site optimization for search engines. JPromoter would automatically create a URL basis for site content. For example, virtual shop:

<http://myshop.com/shop/hand-tools/hammer-x123.html>

or an article:

<http://mysite.com/news/latest-news/welcome-to-our-website.html>

Besides understandable reading of such link, it gives an additional advantage when creating sections and pages on a site, for which search optimization is critical.

The whole process is automated, however can be administrated. For example, with a certain setting the same links can look like:

<http://myshop.com/shop/hand-tools/hammer-x123/index.html>

<http://myshop.com/shop/hand-tools/hammer-x123/>

<http://myshop.com/shophammer-x123.html>

<http://myshop.com/shop/hand-tools/hammer-x123.html>

<http://mysite.com/news/latest-news/welcome-to-our-website/>

<http://mysite.com/news/latest-news/welcome-to-our-website/index.html>

<http://mysite.com/welcome-to-our-website/>

<http://mysite.com/latest-news/welcome-to-our-website/index.html>

<http://mysite.com/news/latest-news/welcome-to-our-website.html>

Links of this and another type can be made with the help of JPromoter.

## SEF integrations

SEF integrations are XML files that describe structure and behavior of the component, needing clever links. A package with integrations is downloaded separately. Initial component integrations are for basic components only.

A name of integration file is made as: `jp_com_component.xml`. You may find more detailed information about the file format in Appendix.

## Attributes of site pages

All available pages of a site are shown in table. Strings provide all attributes, relevant to the page. By columns of the attributes you may easily track a pages state.

- **Cmp** – contains icon of a component, which the page belongs to;
- **Page** – includes four items:
  - URL – dynamic URL type / `index.php?option=com_juser&task=UserRegistration`,
  - SEF URL – static URL type/ `component/option,com_juser/task,UserRegistration/` understandable for search engines,
  - Title – a page title, got after simulation, being took from **Title** HTML- code,
  - New – a page title that is propagated in **Optimize page** at editing,

```

URL: /index.php?option=com_content&task=view&id=11&Itemid=9
SEF URL: /blog/example-faq-item-2.html
Title: black ice
New: black ice

```

- **Indexed** – pages after simulation process,
- **Code** – code of a page error, appearing after simulation process,
- **CurrMeta** – Meta tags, propagated in HTML code after simulation process. It consists of three letters TKD, signifying Title, Keywords, Description. <sup>TKD</sup> none of Meta tags is propagated, <sup>TKD</sup> All Meta tags are propagated; depending on what Meta tags are propagated, icons can be also <sup>TKD</sup>, <sup>TKD</sup> and etc;
- **NewMeta** – shows Meta tags, assigned to rewrite current ones. State of the fields looks the same way as an item **CurrMeta**,
- **Index** – shows for search engines, in HTML-code of a page, in Meta tag **Robots**, whether to index this page or not. It has the following icons, explaining the attribute current meaning: - index, - disable indexing. Pressing these icons allows you to change an attribute state;
- **Follow** - shows for search engines, in HTML-code of a page, in Meta tag **Robots**, whether following links takes place in the page for further indexing of linked pages (analogous to a previous item);
- **Published** – disables or enables imaging of assigned Meta tags, as well as a title for the page. It has the following icons, explaining the attribute current meaning: - the page is published, - the page is not published. Pressing these icons allows you to change an attribute state;
- **Status** – shows a so-called page status. The status has three colors: - none of Meta tags is propagated, - at least one Meta tag is propagated, - all Meta tags are propagated.

**Filters**

For convenient and quick operating site pages you are provided with six filters and a search function.

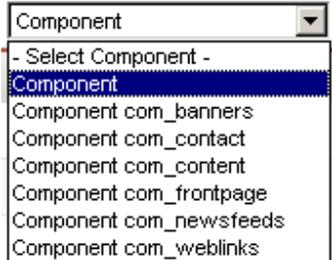
Search can be made by URL, SEF URL, Title, New Title. Moreover, you can choose a conformity degree – strict or non-strict. Put a needed word in a Search text area and press **Search** to start.

Search parameter:  According:  Search text:

By such query you would get all pages, titles of which contain word New – these can be all news pages.

**Select Component Filter**

You may filter by components, which the page belongs to:



- Component – select all components;
- Component com\_banners – pages, related to **banners** component;
- Component com\_contact - pages, related to **contact** component;
- Component com\_content - pages, related to **content** component;
- Component com\_frontpage - pages, related to **frontpage** component;
- Component com\_newsfeeds - pages, related to **newsfeeds** component;
- Component com\_weblinks - pages, related to **weblinks** component.

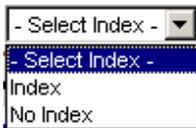
### Select Indexed Filter

Select Indexed Filter allows to filter pages, having passed simulation process.



### Select Index Filter

You may filter indexed and non-indexed pages.



Indexing means that a search robot has visited your site, analyzed it and entered the information in search engine's database. If some page is entered into search engine index, it can be shown in search results. If a page is absent from index, search engine knows nothing about it and, correspondently, cannot use information of this page. You may prohibit robot from indexing certain pages, then the pages would not be visible to search engines. It can be done with service pages.

Databases of search engines are constantly updated, data records can be exposed to changes, can disappear and appear again; therefore a number of indexed site pages varies from time to time.

### Select Follow Filter

You can also use a **Select Follow** Filter.



Follow and No Follow options show prohibition or permission of going by links, available in the document.

Information on indexation (index,noindex) and further following links of a site (follow,nofollow) are specified in a special META tag, assigned for search robots. META tag ROBOT can operate indexation, but only a page it is described in.

Designation "Robots" can consist of the following directives, divided by comma:

- Index –page should be indexed.
- Noindex –page should not be indexed.
- Follow - trace hyperlinks in the page.
- Nofollow – do not trace hyperlinks in the page.
- All - concurrent execution of conditions - index, follow (accepted by default).
- None - concurrent execution of conditions -noindex, nofollow.

If a page is created dynamically or updated too often, there is no necessity to index it, since information about the page at search engines' database and its true content would be different. In this case let search engines not index the page, only trace hyperlinks in it to index the rest part of the site.

If using a tag, disabling tracing hyperlinks, a part of the site can remain non-indexed, since Robots move by hyperlinks inside the site. So, Robots would fail to find pages, transition to which is blocked.

In fact, indexer checks availability of only three values: NOINDEX, NOFOLLOW and NONE, since FOLLOW and INDEX are values by default.

### Select Publish Filter



If you need to see what pages are published, and what ones are not, use a Select Publish filter. Published pages are those downloaded pages, when viewing a site. The site can also include pages that are either not edited to the end or, due to some reasons, not needing users' general access – such pages can be not published or published when it is necessary.

### Select Status Filter

The last of the available filters is **Select Status**.



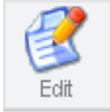
The status meaning has different colors:

-  Red - none of Meta tags is propagated (Meta Title, Meta Keywords, Meta Description);



- Yellow - at least one Meta tag is propagated;
- Green - all Meta tags are propagated.

If you want to propagate a Meta tag, tick off a selected page and press **Edit** in the toolbar.



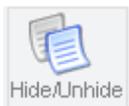
A came-up page includes four input fields, three of which relate to Meta tags - **Meta Keywords, Meta Title and Meta Description.**



To save all changes press a **Save** button in the toolbar.

## Toolbar of Optimization site page

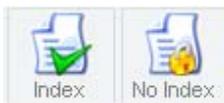
Let's have a look at the toolbar buttons.



To hide or display a page it is necessary to tick it off and press a **Hide/Unhide** button. Those pages, where editing is completed, may be hid, so they would not hinder while working with other pages.



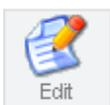
Buttons **Publish** and **Unpublish** allow publishing or not publishing selected pages. If a page is published, it becomes accessible for viewing in the site. If you do not want the page to be accessible, make it Unpublish.



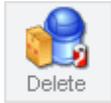
Buttons **Index** and **No Index** allow to enable or disable indexing the page by search engines.



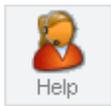
There are also buttons **Follow** and **No Follow**, allowing to enable or disable following page links by search engines.



An **Edit** button is applicable to only one ticked-off page.



A **Delete** button allows to delete ticked-off pages.



A **Help** button opens a help window.

## Editing a site page



To edit a page, tick it off and press an **Edit** button or press a red link **URL**.

A downloaded page includes four input fields: Meta Keywords, Meta Title, Meta Description and Page Title.

**Meta Keywords** tag is assigned for inserting keywords, present in a page text and having a direct relation to the site subject. It is necessary to make a personal set of keywords, most suitable to a described text, for each page. Refrain from inserting function words (prepositions, conjunctions, etc) in the tag, repeating a word two or more times, using a word in a plural form. Words order is arranged by importance level in a descending way. Commonly, keywords order includes no more than 250 signs. Excess signs are not taken into account by search engines.

**Meta Title** displays a page subject and content. Preferably, it should include keywords, however, it is not recommended to repeat them more than two times, as well as one after another. Moreover, it is not recommended to make a long title. It is better to use a personal title for each page.

**Meta Description** presents a brief description of page content that user gets as a result, given out by search engine to his/her query. It is this information that helps a user to take a final decision whether to go into a given-out page by the link or not. Those search engines that take a Meta Description tag into account when estimating pertinency, pay special attention to keywords, containing in it. Insert maximum of keywords in the tag, at that trying to make up sentences that would look like a connected text.

**Page Title**, displayed in a headline, is very important for search engines. The title should include a brief representation of a section's name and content. The most important words should stand closer to the beginning of the tag. There is no sense to make a long title, since all search engines do not take words, exceeding 250 signs, into account. It is desirable that a title would be different in different pages, as well as correspond page text and keywords as much as possible.

A screenshot of a web browser's input field for "Meta Keywords". The field is titled "Meta Kyewords" (note the typo). Below the title, there is a blue "K:" followed by the text "Joomla, joomla". The input field is empty and has a vertical scrollbar on the right side. Below the input field, there are three buttons: "Insert Original", "Insert Default", and "Clear".

Let's consider filling of a **Meta Keywords** tag.

There are several ways of choosing keywords: if pressing an **Insert Original** button – there would be inserted words near a blue letter K; if pressing an **Insert Default** button - there would be inserted words, propagated when filling in a Meta inlay in a Configuration page and, finally, keywords can be entered with the help of keyboard – those, considered the most correct. If you need to clear the field of entered words, press a **Clear** button.

Data for the rest Meta tags is being filled in similarly.

Further, the page includes two inlays: **Keywords and Properties**.

**Keywords** inlay includes all words in the page, with indication in brackets how many times this word is met in a page text. Words, considered key and often repeated, can be entered in a **Meta Keywords** list after ticking them off and pressing an **Assign Keywords** button; the rest words can be ignored by pressing an **Add to Ignore List** button – these words would get into a black-list and would not be shown after following simulation.

At this stage of site optimization, an activity of filling site pages by keywords and phrases, precisely reflecting the site's content, is being held. Choice of keywords is one of the most important stages of site optimization under search engines. Since search engines are the basic source of target visitors, this issue should be paid special attention. Correctly fit keywords would help users find site pages, as well as raise pages rank in query results.

**Properties** inlay displays page properties:

- **Publish** – if this item is ticked off, the page is published;
- **Robot Index** – shows to robots whether to index the page or not;
- **Robot Follow** – shows whether following site links is on or off;
- **SEF url** – writing down a link in the page as SEF; this link can be written down or improved manually, if following rules of propagating a way;
- **Google Sitemap Weight** – here you choose a page value from 0,1 to 1. If several pages have the same name, then Google search engine, when giving out pages, would give a priority to the page, having a higher factor.

To save all changes press a **Save** button  in the toolbar. After saving, **SEF URLs** page is downloaded.

By pressing **Apply** , changes would be entered without rebooting the page. At that, saving of changes does not take place.

None of changes is entered, if pressing **Cancel** , data would remain in an initial mode and the page is downloaded.

## SE Simulation

To start a new simulation, press a **New** button .

In a **Skip Directories** item specify directories, not subject to simulation, as is shown in an example:



**Simulation Options**

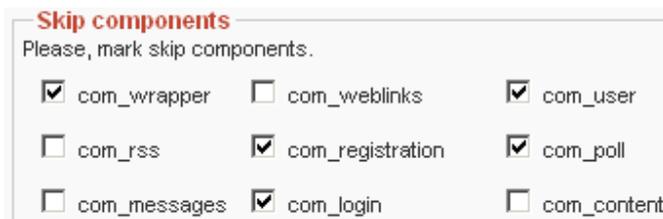
**Skip Directories**

Please, enter skip directories in text area. Each directory must beginning from root - "/" . For example:

/affiliates  
/en  
/demo/templates

/administrator

As long as simulation process can be very slow, it can be carried out by several steps. Tick off components that need to be skipped. Those components that are not ticked off would undergo simulation process.

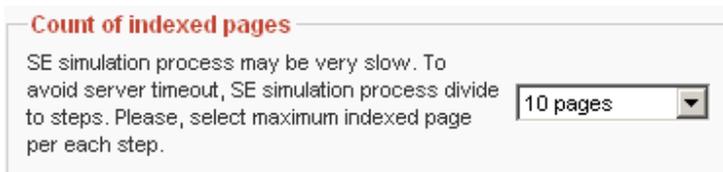


**Skip components**

Please, mark skip components.

<input checked="" type="checkbox"/> com_wrapper	<input type="checkbox"/> com_weblinks	<input checked="" type="checkbox"/> com_user
<input type="checkbox"/> com_rss	<input checked="" type="checkbox"/> com_registration	<input checked="" type="checkbox"/> com_poll
<input type="checkbox"/> com_messages	<input checked="" type="checkbox"/> com_login	<input type="checkbox"/> com_content

Specify a number of pages that would be indexed at a time.



**Count of indexed pages**

SE simulation process may be very slow. To avoid server timeout, SE simulation process divide to steps. Please, select maximum indexed page per each step.

10 pages

To begin simulation process, press a **Start** button .

With each simulation step completed, you get a brief report.

The report specifies time, spent on carrying out the simulation; pages indexed at a time and all indexed pages; links skipped at the stage and all skipped links. Skipped links are those ones, leading to components and directories, not accepted to simulation.

If simulation is carried out incompletely, you get an inscription **Current SE Simulation is not complete!** You may **continue** or **finish** simulation. To continue simulation, press **continue**, then the next step would start, if you press **finish**, simulation would remain incomplete.

**Simulation status**

Simulate execution time ~8 sec

Indexed pages:10 Skip links:9  
All indexed pages:30 All skip links:41

Current SE Simulation is not complete ! You may **continue** or **finish** simulation.

After passing several steps (a number of which would depend on a quantity of pages), simulation is complete. It is recommended to make simulation by little steps of 5-15 pages. Otherwise simulation can be interrupted due to restrictions on script work time, commonly 30 seconds.

To view full report, press **finish**.

**Simulation status**

Simulate execution time ~11 sec

Indexed pages:8 Skip links:129

Current SE Simulation is full complete ! You may **finish** simulation.

Near title you may see a date of carrying out the simulation.



## Reports of SE simulation (2007-04-10 11:38:24)

The report consists of the following inlays: Counts, Pages, External links, Images, Moved, 404, No answer, No HTML. Let's consider each inlay in detail.

The first inlay **Counts** includes:

- Pages in index – a number of indexed pages,
- External Links – a number of external links, leading to the component from the given site
- Images – a number of images in the component.

Counts		Pages	External links	Images	Moved	404	No answer	No HTML
Counts	Numbers							
Pages in index	8							
External Links	5							
Images	7							

The seconds inlay **Pages** provides:

- Page Title – name of pages, being links to site pages,
- HTTP Code - HTTP Code of pages,
- Type – type of links to the page: Int – internal, Ext – external,
- Content – format of page content - text/html, application/xml, application/x-httpd-php and etc.,
- Page size – page size in kilobytes, not determined for external pages,
- Images size – a size of available page images in kilobytes, not determined for external pages,
- Speed for page – time, spent on downloading page with a specified speed, not determined for external pages,

Page Title	HTTP Code	Type	Content	Page size	Images size	Speed for page
<a href="#">black ice - Home</a>	200	Int	text/html	22.19 Kb	0.00 Kb	6.17sec @ 28.8 kbs (22.19 Kb )
<a href="#">black ice - Home</a>	200	Int	text/html	22.34 Kb	0.00 Kb	6.21sec @ 28.8 kbs (22.34 Kb )
<a href="http://www.joomla.org">http://www.joomla.org</a>	200	Ext	text/html	-	-	-

**External links** inlay shows information about external links with indication of HTTP Code of a page, as well as page content view. For some pages it is also indicated a link to a site you would be moved to if following it.

All links to external sites are listed in a **Moved** inlay.

Link	HTTP Code	Content
<a href="http://www.joomla.org">http://www.joomla.org</a>	200	text/html
<a href="http://forum.joomla.org">http://forum.joomla.org</a>	200	text/html
<a href="http://www.opensourcematters.org">http://www.opensourcematters.org</a>	200	text/html
<a href="http://mambasana.ru">http://mambasana.ru</a>	200	text/html
<a href="http://joomlaportal.ru">http://joomlaportal.ru</a>	200	text/html

**Images** inlay allows you to see what images are available, as well as information about them.

- Src of img – links to images location, having pressed which allows you to look at the images in a new window,
- Type – images type: image/gif, image/png and etc.
- Thumbnail – reduced image for preview,
- Image size – image weight in kilobytes,
- width x height – image height and width in pixels,

Counts	Pages	External links	Images	Moved	404	No answer	No HTML
Src of img	Type	Thumbnail	Image size	width x height			
<a href="http://localhost/images/M_images/atom03.gif">http://localhost/images/M_images/atom03.gif</a>	image/gif		0.97 Kb	80 x 15			
<a href="http://localhost/images/stories/asterisk.png">http://localhost/images/stories/asterisk.png</a>	image/png		0.80 Kb	70 x 67			
<a href="http://localhost/images/M_images/opml.png">http://localhost/images/M_images/opml.png</a>	image/png		0.28 Kb	80 x 15			

#### Inlay **Moved**:

- Link – links on a site
- Moved – links to a site you would be moved to,
- HTTP Code – error code HTTP: No answer, 301, 302 and etc.,
- Type – type of links to the page: Int – internal, Ext – external,
- Content - page content - text/html, application/xml, application/x-httpd-php, etc.

Counts	Pages	External links	Images	Moved	404	No answer	No HTML
Link	Moved	HTTP Code	Type	Content			
<a href="http://localhost/joomla/goto/joomla/">http://localhost/joomla/goto/joomla/</a>	<a href="http://www.joomla.org">http://www.joomla.org</a>	No answer	Int	-			
<a href="http://localhost/joomla/goto/opensematters/">http://localhost/joomla/goto/opensematters/</a>	<a href="http://www.opensematters.org">http://www.opensematters.org</a>	No answer	Int	-			

Inlay **404** - error 404 means that none page of the site corresponds a demanded URL. It can happen because of two reasons: the link is invalid or the page, existing before, is deleted.

- Link – link
- Type – type of links to the page: Int – internal, Ext – external,
- Content - page content - text/html, application/xml, application/x-httpd-php, etc.

The next inlay **No answer** contains information on pages, not responding to query. These can be pages, accessible with Internet connected, while in its absence they do not respond to query.

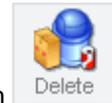
Counts	Pages	External links	Images	Moved	404	No answer	No HTML
Link	Type						
<a href="http://localhost/joomla/goto/joomla/">http://localhost/joomla/goto/joomla/</a>	Int						
<a href="http://localhost/joomla/goto/opensematters/">http://localhost/joomla/goto/opensematters/</a>	Int						

The last inlay **No HTML** provides all pages, not belonging to HTML format. Page content format is specified in a Content item.

Page Title	HTTP Code	Type	Content
<a href="http://localhost/RSS/rss0-91/">http://localhost/RSS/rss0-91/</a>	200	Int	application/rss+xml
<a href="http://localhost/RSS/rss1-0/">http://localhost/RSS/rss1-0/</a>	200	Int	application/xml

All carried-out simulations are listed in **SE Simulation** page. Simulation name is a date of its carrying out and a link to full report.

<input type="checkbox"/>	Simulation Date	Indexed links
<input type="checkbox"/>	2007-04-10 13:39:44	105
<input type="checkbox"/>	2007-04-10 13:23:30	107
<input type="checkbox"/>	2007-04-10 13:21:29	69
<input type="checkbox"/>	2007-04-10 13:20:27	38



To delete an item from the list, tick it off and press a button **Delete** in the toolbar.

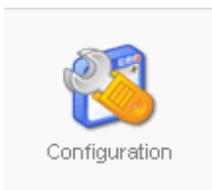
After simulation and filling in New Meta tags the table **SEF URLs** looks like:

Cmp	Page	Indexed	Code	CurrMeta	NewMeta	Index	Follow	Publish	Status
	URL: <a href="#">index.php?option=com_content&amp;task=view&amp;id=11&amp;Itemid=9</a> SEF URL: <a href="#">blog/example-faq-item-2.html</a> Title: black ice      New: black ice	Yes	200	TKD	TKD	✓	✓		✓
	URL: <a href="#">index.php?option=com_content&amp;task=blogsection&amp;id=0&amp;Itemid=9</a> SEF URL: <a href="#">blog/index.html</a> Title: black ice - Blog      New: Joomla! - JoomlaEquipment - JPromoter	Yes	200	TKD	TKD	✓	✓		

## Configuration

In a **Configuration** page it is possible to fill in data that further would be taken by default.

To move to the **Configuration** page, press button:



Or use a **Components** menu, choose a **JPromoter** item from a **v** pulldown list and further choose a **Configuration** item.

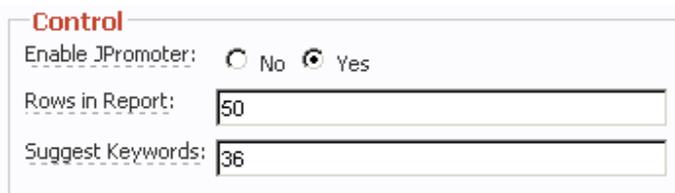
The configuration page contains three inlays:

- General
- Meta
- SEF

## General

**General** inlay includes general options, grouped by value.

### Control



The screenshot shows a configuration box titled "Control" with the following fields:

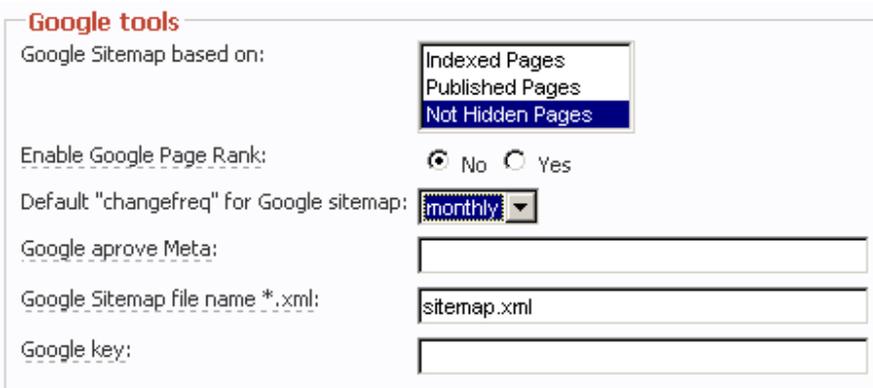
- Enable JPromoter:** Radio buttons for "No" and "Yes". The "Yes" option is selected.
- Rows in Report:** A text input field containing the value "50".
- Suggest Keywords:** A text input field containing the value "36".

Permission to enabling JPromoter – depending on choosing Yes or No, JPromoter component would be enabled or disabled;

Rows in Report – a number of rows, displayed per a report page;

Suggest Keywords – a number of keywords, proposed in Edit page.

### Google Tools



The screenshot shows a configuration box titled "Google tools" with the following fields:

- Google Sitemap based on:** A dropdown menu with three options: "Indexed Pages", "Published Pages", and "Not Hidden Pages". "Not Hidden Pages" is selected.
- Enable Google Page Rank:** Radio buttons for "No" and "Yes". The "No" option is selected.
- Default "changefreq" for Google sitemap:** A dropdown menu with "monthly" selected.
- Google approve Meta:** An empty text input field.
- Google Sitemap file name \*.xml:** A text input field containing "sitemap.xml".
- Google key:** An empty text input field.

- Google Sitemap is based on - Indexed Pages, Published Pages and Not Hidden Pages;
- Permission to enabling Google Page Rank - depending on choosing Yes or No, Google Page Rank would be enabled or disabled;
- Default "changefreq" for Google sitemap – a pulldown list, allowing to choose update frequency: always, every hour, daily, weekly, monthly, annually, never;
- Google approve Meta – operating Google Webmaster tools requires a site check. It is done for uploading files with special names or inserting special Meta tags;

- Google Sitemap file name \*.xml – usually a file name - sitemap.xml. After Google Sitemap generation this file is going to appear in a root catalog domain. It is a Google demand;
- Google key – here you enter a Google key that can be got by address <https://www.google.com/accounts/NewAccount>. If you have an account, enter available information and Google would send you a key.

## PR – Alexa

**PR - Alexa**

Enable Alexa Page Rank:  No  Yes

Alexa key:

Alexa secret key:

- Permission to enabling Alexa Page Rank - depending on choosing Yes or No Alexa Page Rank would be enabled or disabled;
- Alexa key – area for entering Alexa key;
- Alexa secret key - area for entering Alexa private key.

## Meta

Inlay **Meta** is entered data that would be propagated in Meta tags by default.

Reverse Title:

**Reverse Title** – here you may choose one of two options: None or All except published.

If meta empty show default:  No  Yes

Default PageTitle:

Default Meta Title:

Default Meta Author:

Default Meta Copyright:

Default Meta Keywords:

Default Meta Description:

**If meta empty show default** – by selecting Yes, chosen data would be shown by default, with No selected, chosen data would not be shown by default;

- Default Meta Copyright – shows one, possessing rules to the product;
- Default Meta Author – shows an author;
- Default PageTitle – words, serving as a page title, are set by default;
- Default Meta Title – Meta title is set by default;
- Deafault Meta Description – brief Meta description;

- Default Meta Keywords - keywords.

## SEF

The inlay can enable or disable SEF Configuration.

**SEF Configuration**

Enable SEF:  No  Yes

All URLs, used in SEF, must be in Latin regardless of a site language. **Translit configuration** is intended for correct writing URLs, taken from the site database, in Latin. To get this option, manually fill in a table of site letters conformity with the Latin ones in a **Replaced Letters** field, as is shown in a picture.

**Translit configuration**

Replaced Letters:

a	=	a
б	=	b
в	=	v
г	=	g
д	=	d



To save all changes press a **Save** button  in the toolbar; after saving a page of **JPromouter** component, Control Panel is downloaded automatically.



By pressing **Apply**  changes would be entered without rebooting the page. At that, saving of changes does not take place.



None of changes is entered, if pressing **Cancel** , data would remain in an initial mode and Control Panel page of **JPromouter** component is downloaded.

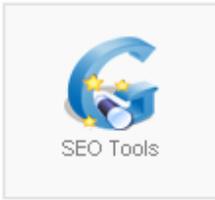
## SEO Tools

SEO Tools page is intended for **Sitemap** generation.

**Sitemap** service allows a more qualitative operating indexation process of site content. **Sitemap** device enables pointing to Google search engine what URL of your website should be indexed and at what intervals. Format of a file itself not only gives search engine a list of URLs, but specifies intervals of indexation, time of the last change and other parameters.

The main advantage of using a **Sitemap** device is in the possibility to specify site sections, inaccessible to users (for example, because of user's interface large branching).

To move to SEO Tools page, press:



Or use a **Components** menu, choose a **JPromouter** item from a v pulldown list and further choose a **Google Tools** item.

For generation press a **Site Map** button in the toolbar. **Name** field contains Google Site Map. **Date** field provides a date of Sitemap generation; if the site is dynamic, all last changes would be entered into the Sitemap. In **Information** field you can propagate a link to the Sitemap in XML format. XML is an open text format for transition data, pointing to necessity of this or that content indexation, to search engines.

Use the following tags in an index file URL (sitemap.xml):

**changefreq** – the most probable frequency of a specified URL's content changing;

**lastmod** – actual date of the last URL updating;

**loc** – URL itself;

**priority** – priority of a specified page with respect to other site pages;

**url** – parent tag for the first four tags above-mentioned;

**urlset** – a tag, uniting tags of the first five types.

After sitemap.xml is created or changed, it can be independently proposed to search engines. In a case with Google it is done with the help of service Webmaster Tools (<https://www.google.com/webmasters/sitemaps/>). Having registered (or logged into your existing Google account), at first add your site's address and then specify a link to a map file. It is recommended to locate **Sitemap** into a root catalog of your Web-server. If you need this process automated, use a special interface (it is standard for all search engines, supporting SiteMap).

**Sitemap** had restrictions on the size of index-file in 10 megabytes.

To move to **Sitemap** by a link, press an icon, located nearby.



If you want to exit from a Google Tools page, press a cPanel button  in the toolbar.

## **Appendix 1**

### **Format of XML-configuration files for creation SEF URL with the help of JPromoter**

#### **Introduction**

One of the main tasks of JPromoter component is generation of so-called SEF URLs ("friendly" links for search engines). CMS Joomla can contain a variety of components, both in-built and of exterior developers. Each such component generates links in its own way, using an individual original procedure.

To cover the whole set of various components, existing at the moment and going to be developed in future, JPromoter uses a special procedure of creating SEF URL, based on special configuration files for each component.

Thus, JPromoter enables to generate a unique configuration file for any component, with the help of which SEF URL, ideally suiting exactly this component, would be generated. Creation of such configuration files does not require programming and additional code change of both JPromoter and component for which configuration is created.

In its structure, in a distribution kit by default, JPromoter contains a number of configuration files for the most widespread Joomla components, such as:

- com\_banners
- com\_contact
- com\_content
- com\_frontpage
- com\_mtree
- com\_newsfeeds
- com\_registration
- com\_remository
- com\_rss
- com\_virtuemart
- com\_weblinks
- com\_wrapper

These configuration files can be corrected at any moment by a user him/herself, according to his/her individual requirements.

However, first of all, the given guide is intended for developers of various components. It is going to assist them in creation of configurations, enabling JPromoter to make an ideal SEF URL exactly for their component.

## Arrangement of configuration files

If you want JPromoter to correctly attach configuration SEF URL to this or that component, a corresponding configuration file should be named in a special mode and be in a special directory.

Naming of a configuration file is performed according to the following pattern: **jp [component name].xml**, where **[component name]** is a standard component name, as it is named in Joomla folders. For example: jp\_com\_content.xml, jp\_com\_rss.xml, jp\_com\_weblinks.xml.

JPromoter makes search of configuration files in the following directories (all directories are specified from a root of Joomla installation package):

```
/administrator/components/[component name]/  
/components/[component name]/  
/administrator/components/com_jp/sef_configs/
```

Where **[component name]** is a standard component name, as it is named in Joomla folders. That is, a configuration file for a certain component may be in both home folder of this very component and in a subfolder sef\_configs of JPromoter folder.

You should remember that search of files is carried out in an aforesaid order, and if a file is found in one of the previous directories, search would not continue in other ones. Thus, configuration files, being in component folders, have a higher priority than JPromoter home configurations. As a result, any developer of various components may include beforehand a configuration file for SEF URL JPromoter in a distribution kit and can be sure that it is his/her home configuration that would be used.

If a configuration file is not found in any of three directories, then JPromoter generate SEF URL the same way as a standard procedure of SEF URL Joomla.

## Configuration file format

JPromoter configuration file format corresponds to XML standard. Actually, a configuration file includes a set of conditions and templates for a correct SEF URL generation in each specific case. All correct configuration files should be written in a strict conformity with XML format and rules of JPromoter SEF configurations files building.

## Configuration structure

Each configuration file, after declaration of XML type, should have a sefconfig root element, containing a configuration description. The root element sefconfig should have a text attribute with a component name and value, equal to a component standard name, as it is named in Joomla folders.

For example: **<sefconfig component="com\_contact">**.

Further, this element's content is divided into two sections: a set of conversion conditions and a set of variable substitutions.

## Conversion conditions

Conversion conditions of standard links into SEF ones are presented as a set of elements with a name “cond”. Each such element comprises a string of text attributes. The whole set of attributes and their values describe a condition under which SEF presentation of Joomla standard link would be generated.

Name of such an attribute is a variable name in GET string of HTML query, while its value is a value that can be taken by this variable to have the condition fulfilled. Let’s consider the following query from a com\_contact component:

**/index.php?option=com\_contact&catid=12&Itemid=3**

A variable “option” is not considered, since the component is specified at the beginning of the configuration. Variables of interest are catid and Itemid. To describe the query, create a cond element with attributes catid, Itemid and specify values they can accept:

**<cond catid="\*" Itemid="\*">**

The condition would trigger at any query, containing GET variables catid and Itemid of any values. Likewise, the query can contain any additional GET variables – the condition would trigger in any case.

A value of any condition attribute can be in the form of any string-constant, enumeration of string-constants via symbols "|" or "\*", denoting any value. For example page="\*" would trigger if a query contains a variable “page” and it is equal to anything, page="showreport" would trigger if there is a variable “page” and it is equal to a string "showreport", a page="shop|registration|exit" would trigger with “page” equal to one of the enumerated strings.

Thus, any query string (a link of a Joomla standard view) can be described, using a set of attributes and their values.

Remember, that conditions check runs by a top-down order, that is, if some condition would trigger, the following conditions would not be considered.

Likewise, an element-condition “cond” contains a mandatory member with a tpl name. This element contains a text string – a template for creating SEF URL, if a corresponding condition would trigger.

The template presents a string, describing SEF URL. The string must begin with a "/" symbol and can contain variable substitutions. For example, a template for the aforesaid condition can be the following: **/{menuitem}/{category}/index.html**. Variable substitutions in the template are menuitem and category. Each variable substitution should be enclosed in braces "{}".

When the condition is triggered, SEF URL is generated with the help of a corresponding template string, where variable substitutions are replaced by their values.

To calculate variable substitution’s values, use the following configuration section - variable substitutions.

## Variable substitution

This section provides all variable substitutions, their names and methods of their value calculus for replacement in templates when making SEF URL.

Each variable substitution is described with the help of var titled elements. Each var element contains two necessary attributes: name и type. Name attribute means a name of a describable variable substitution, while type is a conversion type, calculus method of the variable value.

A conversion type can be of two kinds: string и query.

When it is a string conversion, variable value is evaluated from a string, specified in value element. The string can contain GET variables, enclosed in braces "{}". In this case, when calculating variable substitution's value, GET variables are replaced by their values.

When it is a query conversion, variable value is evaluated with the help of database query. The query is specified in a query element body. When calculating variable substitution's value by query, take value from the first field of a query output first string. Be attentive when making up such queries to avoid a large quantity of unneeded data.

A query string can use GET variables, enclosed in braces "{}".

If querying a database returns an empty set of strings or an error, then variable substitution's value is taken from an empty element body. This element can contain any string, or a key symbol "?". When specifying "?" symbol, variable substitution's value is calculated with the help of forming a unique random string. It is recommended to specify exactly "?" symbol to be safe against doubling SEF links and find out possible errors in the configuration file.

## Conclusion

Structure of a configuration file is intuitively understood, what allows exterior developers to easily create individual configurations for their components.

Before creating a configuration it is recommended to thoroughly inspect a site in browser, filling by this action a SEF URL base. Then filter all links in a JPromoter - SEF URLs inlay, having left links for home components only – all created SEF links would be of a standard SEF Joomla view. Further, separately extract all kinds of original (not SEF) links from the received list. Finally, on a basis of this list, create a configuration file.

After the configuration file is generated, it is necessary to delete all available links to this component and inspect the site once again. That's all – the base is filled in by SEF links, generated according to a new configuration!

As an example of correct configuration files, we strongly recommend to use files in JPromoter distributive and containing SEF configuration for in-built Joomla component, such as: `jp_com_content.xml`, `jp_com_rss.xml`, `jp_com_contact.xml` and etc.