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User's Manual

Module: Direct URL

Connecting Ecommerce and ERP

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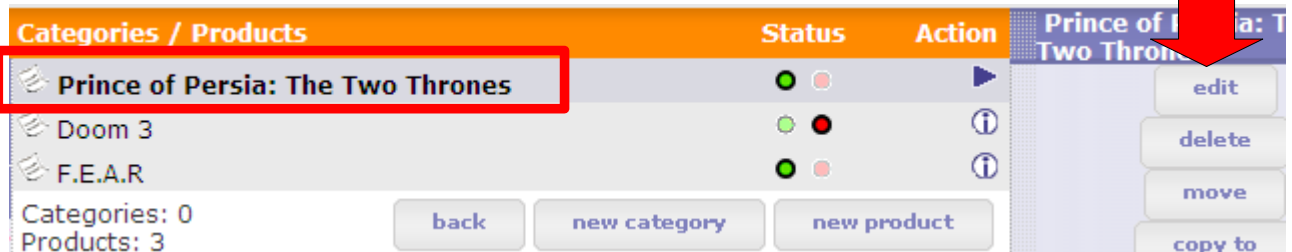
CREATING PRODUCT DIRECT URL3

Introduction

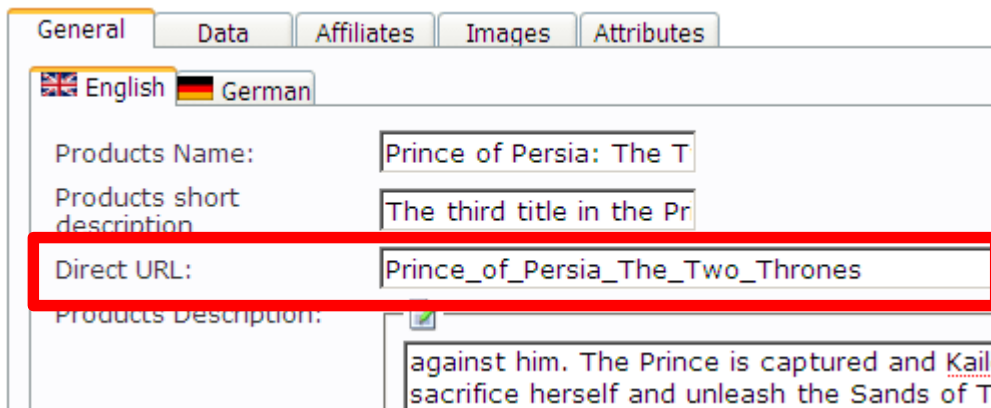
The Direct URL module will allow webshop Administrator to create clear and SEO-targeted URLs for any Product page of the webshop. This helps getting better page positions, because Search Engines pay attention to URLs like one of points of their analysis. So an overloaded and unclean link can be considered as irrelative to the product – not a good point in terms of SEO.

Creating Product Direct URL

1. To create the product's direct URL, go to **Admin Panel > Catalog** section and select a product.
2. Click the **Edit** button.

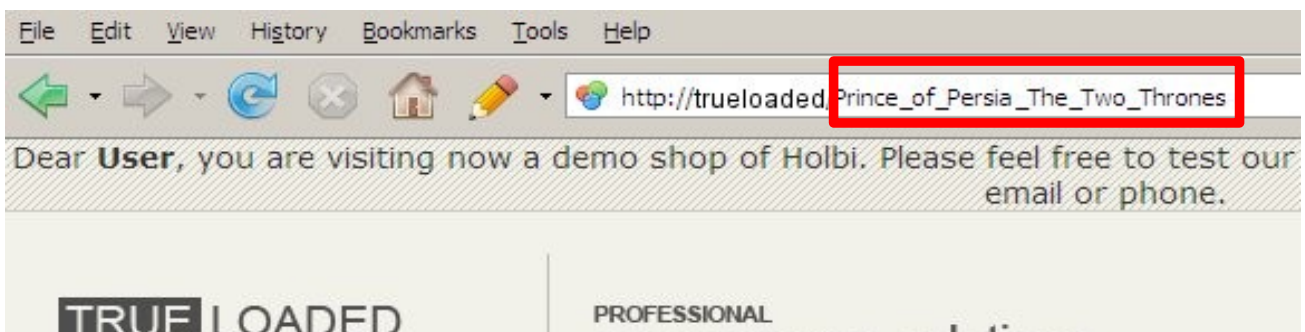


3. In the **Direct URL** field specify Product Name so as you wish it to be displayed at the end of Product Info Page URL on frontend. Please use the «_» symbol to separate the words.



4. Click **Preview**, and then – the **Update** button.

On the webshop frontend > Product Info page the direct URL will look like this:



Direct URL differs from the common one by absence of «.html» at the end of the link, absence of long category/sub-category path inside the link, and lastly – by its good look.

Compare it to the usual link:

