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SEO - Page Title and Metadata CSV Importer



DOCUMENTATION

Revision History

Version	Modified	Comment	Extension version
1.0	16/10/2020	Initial writing	1.0.1

Information	2
Installation	2
First installation :	2
Update installation:	3
Configuration	3
General Configuration	4
CSV Configuration	5
Usage	7
Import a file :	7
Download a template of CSV file	7
Create the CSV file	8
Import the CSV file	9

blackbird

Apply the modifications :	10
Enable the Test mode	10

Support	10
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1. Information

SEO - Page Title and Metadata CSV Importer has been developed to facilitate and accelerate the modifications of titles and metadatas with a CSV file and thus easily improve your SEO.

- Define source urls.
 - Link a title and custom metadatas.
 - Specify one or more store views.
- Import a CSV file from the back office.
 - Activate / Modify / Export the entries from the back office.
- Test the metadatas before deploying with a test mode.

2. Installation

First installation :

1. Extract the files from the package to the Magento 2 root directory (or use composer)
2. Run the following command:

```
bin/magento setup:upgrade
```

3. Enable the Module in Stores > Configuration > Blackbird Extensions > Metadata Importer > General Configuration > SEO - Page Title and Metadata CSV Importer Enabled → "Yes".

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Update installation:

1. Use composer
2. (Or) manual installation
 - a. delete the folder "MetadataImporter" in app/code/Blackbird
 - b. extract the files from the package to the Magento 2 root directory.
3. Run the following command:

```
bin/magento setup:upgrade
```

3. Configuration

The configuration of the module is available in the administrator panel :
Stores > Configuration > Blackbird Extensions > Metadata Importer :

The screenshot shows the Magento 2 administrator panel configuration page for the Metadata Importer module. The left sidebar contains navigation icons for Dashboard, Sales, Catalog, Customers, Marketing, Content, Reports, Stores, System, and Find Partners & Extensions. The main content area is titled "Configuration" and includes a search icon, a notification bell with a red "3", and a user profile icon labeled "admin". Below the title, there is a "Scope" dropdown menu set to "Default Config" and a "Save Config" button. The configuration is organized into sections: GENERAL, CATALOG, SECURITY, CUSTOMERS, BLACKBIRD EXTENSIONS (expanded), SALES, YOTPO, and POTENTIAL. The "BLACKBIRD EXTENSIONS" section is expanded to show the "Metadata Importer" configuration. The "GENERAL Configuration" and "CSV Configuration" sections are visible, each with a refresh icon.

General Configuration

SEO - Page Title and Metadata CSV Importer Enabled	Enable or Disable all existing metadata entries
List of Ignored Parameters	The list of url request parameters keys that will be ignored in request url when applying metadata entries.
Enable Metadata Entries Override	Set it to Yes will override previously imported metadata entries. Set it to No in order to import duplicated lines, last imported is the most important.
Default Store View(s) on Metadata Entries Import	Defined the Defaults Store View(s) on CSV metadata import used if the field for Store Ids is missing.
Default Active Property on Metadata Entries Import	Set it to Yes will set Imported Metadata Active on import. This field is used only if "Active" field is missing in the CSV file on import.
Default Test Mode Property on Metadata Entries Import	Set it to Yes will set Test Mode available for Metadata entries on import. This field is used only if "Test Mode" field is missing in the CSV file on import.

General Configuration

SEO - Page Title and Metadata CSV Importer Enabled <small>[store view]</small>	<input type="text" value="Yes"/>	<input checked="" type="checkbox"/> Use system value
	Enable or Disable all existing metadata entries	
List of ignored parameters <small>[global]</small>	<input type="text" value="p, product_list_order, product_list_dir, product_list_mode, product_list_limit"/>	<input checked="" type="checkbox"/> Use system value
	Parameters should be delimited by ", ". The list of url request parameters keys that will be ignored in request url when applying metadata entries.	
Enable Metadata Entries Override <small>[global]</small>	<input type="text" value="Yes"/>	<input checked="" type="checkbox"/> Use system value
	Set it to Yes will override previously imported metadata entries. Set it to No in order to import duplicated lines, last imported is the most important.	
Default Store View(s) on Metadata Entries Import <small>[global]</small>	<input type="text" value="All Store View"/> Default Store View Second Store View	<input checked="" type="checkbox"/> Use system value
	Defined the Defaults Store View(s) on CSV metadata import used if the field for Store Ids is missing.	
Default Active Property on Metadata Entries Import <small>[global]</small>	<input type="text" value="No"/>	<input checked="" type="checkbox"/> Use system value
	Set it to Yes will set Imported Metadata Active on import. This field is used only if "Active" field is missing in the CSV file on import.	
Default Test Mode Property on Metadata Entries Import <small>[global]</small>	<input type="text" value="Yes"/>	<input checked="" type="checkbox"/> Use system value
	Set it to Yes will set Test Mode available for Metadata entries on import. This field is used only if "Test Mode" field is missing in the CSV file on import.	

CSV Configuration

Delimiter	Delimiter for CSV Upload.
Enclosure	Mark of Enclosure for CSV Upload.
Store Ids Delimiter	Delimiter for Store View(s) (using store view ids) for CSV Upload.
Source Import Field Name	The name of the column in the CSV file representing the sources url to import. It is a required field in the CSV file.
Store Ids Import Field Name	The name of the column in the CSV file representing Store View Ids to import.
Title Import Field Name	The name of the column in the CSV file representing the page Title to import.
H1 Import Field Name	The name of the column in the CSV file representing the main content Title (h1) to import.
Active Import Field Name	The name of the column in the CSV file representing the active property of the redirection record(s) to import. (Values between 0 and 1)
Test Mode Property Import Field Name	The name of the column in the CSV file representing the test mode property of the redirection record(s) to import. (Values between 0 and 1)

General Configuration

CSV Configuration

Delimiter <small>[global]</small>	<input type="text" value=","/> Delimiter for CSV Upload.	<input checked="" type="checkbox"/> Use system value
Enclosure <small>[global]</small>	<input type="text" value=""/> Mark of Enclosure for CSV Upload.	<input checked="" type="checkbox"/> Use system value
Store Ids Delimiter <small>[global]</small>	<input type="text" value="/"/> Delimiter for Store View(s) (using store view ids) for CSV Upload.	<input checked="" type="checkbox"/> Use system value
Source Import Field Name <small>[global]</small>	<input type="text" value="source"/> The name of the column in the CSV file representing the sources url to import. It is the only required field in the CSV file.	<input checked="" type="checkbox"/> Use system value
Store Ids Import Field Name <small>[global]</small>	<input type="text" value="store_ids"/> The name of the column in the CSV file representing Store View Ids to import.	<input checked="" type="checkbox"/> Use system value
Title Import Field Name <small>[global]</small>	<input type="text" value="title"/> The name of the column in the CSV file representing the page Title to import.	<input checked="" type="checkbox"/> Use system value
H1 Import Field Name <small>[global]</small>	<input type="text" value="h1"/> The name of the column in the CSV file representing the main content Title (h1) to import.	<input checked="" type="checkbox"/> Use system value
Active Import Field Name <small>[global]</small>	<input type="text" value="active"/> The name of the column in the CSV file representing the active property of the Metadata Entries to import. (Values between 0 and 1)	<input checked="" type="checkbox"/> Use system value
Test Mode Property Import Field Name <small>[global]</small>	<input type="text" value="test_mode"/> The name of the column in the CSV file representing the test mode property of the Metadata Entries to import. (Values between 0 and 1)	<input checked="" type="checkbox"/> Use system value

4. Usage

To access the back office of the extension, go to Marketing > Blackbird > CSV Metadata Importer .

The screenshot shows the Blackbird CSV Metadata Importer interface. On the left is a sidebar menu with categories: DASHBOARD, SALES, CATALOG, CUSTOMERS, MARKETING, CONTENT, REPORTS, STORES, SYSTEM, and FIND PARTNERS & EXTENSIONS. The MARKETING section is expanded, showing sub-items like Promotions, SEO & Search, Customer Engagement, Catalog Price Rule, URL Rewrites, dotdigital Engagement Cloud, Cart Price Rules, Search Terms, dotdigital Chat, Search Synonyms, Exclusion Rules, Blackbird, Site Map, CSV Redirection, User Content, Communications, All Reviews, Email Templates, Pending Reviews, Newsletter Templates, Yoopo Reviews, Newsletter Queue, and Newsletter Subscribers. The main content area has a search bar, a user profile 'admin', and buttons for 'Export All' and 'Enable Test Mode for Current Session'. Below this is a table with columns: Test Mode, No Route Only, File Id, Created At, Updated At, and Store View. The table is currently empty, displaying the message 'We couldn't find any records.' At the bottom right, it says 'Magento ver. 2.4.0' with links for 'Privacy Policy' and 'Report an Issue'.

Import a file :

Download a template of CSV file

Click on “Generate Template” in the back office of SEO - Page Title and Metadata CSV Importer to generate the template file.

The screenshot shows the CSV Metadata Importer interface. The sidebar menu is the same as in the previous screenshot. The main content area has a search bar, a user profile 'admin', and buttons for 'Enable Test Mode for Current Session' and 'Flush Page Cache To Apply Modifications'. Below this is an 'Import' section with a 'Select File to Import' dropdown menu showing 'Choisir un fichier' and 'Aucun fichier choisi'. Below the dropdown are two buttons: 'Import Metadata File' and 'Download Import Template'. Below this is a table with columns: Actions, Store View, ID, Source, Active, Test Mode, File Id, Created At, Updated At, and Metadata. The table has one record with the following data: Store View: All Store Views, ID: 24705, Source: my/custom/route.html, Active: 1, Test Mode: 1, File Id: 47, Created At: 2020-10-20 10:20:28, Updated At: 2020-10-20 10:20:28, Metadata: Custom Metadata Name : My custom metadata value, title_param : 1, h1_param : 1. At the bottom right, it says 'Magento ver. 2.4.0' with links for 'Privacy Policy' and 'Report an Issue'.

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Create the CSV file

Rely on the file template .csv which respects the format of the configuration in Stores > Configuration > Blackbird Extensions > Metadata Importer > CSV Configuration.

The first line represents the name of the columns. The column "source" is mandatory but his name could be modified in the configuration.

Each line represents one url source that is linked to titles or metadatas. The list of available column is :

source (mandatory)	<i>store_ids</i>	<i>active</i>	<i>test_mode</i>	title	h1	Custom Metadata Name
my/url/source	0	1	1	My page Title	My content main Title (h1)	My custom metadata value.
https://mydomain.com/my/url	1/2	0	1		My content Title	

The name of the columns is corresponding to the default values of the field names of columns that are defined in the configuration.

The columns are delimited by the "delimiter" (,), the values are encapsulated by the "enclosure" ("") and the store_ids are delimited by the "store_ids delimiter" (/) which gives the following example :

example.csv :

```
"source","store_ids","active","test_mode","title","h1","Custom Metadata Name"
"my/url/source","0","1","1","My page Title", "My Content Title (h1)", "My custom metadata value."
"https://mydomain.com/my/url","1/2","0","1",, "My Content Title",
```

source (mandatory)	The source url that will be used to link metadatas.
store_ids	The store view id(s) on which metadatas will be applied. If id is 0, it means that metadatas will be applied on all store views. The values of stores are delimited by the "store delimiter" in the configuration. Default : /.

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active	Define if the metadata entry is active. (1 = active, 2 = inactive).
test_mode	Définir si le mode de test est actif pour l'entrée de métadonnées. (1 = active, 2 = inactive).
title	The title of the page to be shown.
h1	The title of the main header (h1) to be shown.
Custom Metadata Name	<i>The column Custom Metadata Name is an additional column which defines a metadata to add. You can add as many columns as you need. The metadatas will be displayed in the page like this :</i> <pre><meta name="Custom Metadata Name" content="My custom metadata value."></pre>

In the case where one of the optional fields is not filled out, the imported metadatas entries will take the default value defined in the configuration.

Import the CSV file

To import a file, click on “Select a file”, then on “Import Metadata File”.

CSV Metadata Importer

Enable Test Mode for Current Session [Flush Page Cache To Apply Modifications](#)

Import

Select File to Import Aucun fichier choisi
Only CSV files are accepted

[Import Metadata File](#) [Download Import Template](#)

Filters Default View Columns

20 per page 1 of 1

Store View	ID	Source	Active	Test Mode	File ID	Created At	Updated At	Metadata
All Store Views	24705	my/custom/route.html	1	1	47	2020-10-20 10:20:28	2020-10-20 10:20:28	Custom Metadata Name : My custom metadata value. title_param : 1 h1_param : 1

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NB : If the field “enable metadata entries override” is enabled, the newly imported entries that have the same source url and the same store view id as the already present entries will be overwritten. If the field “enable metadata override” is disabled, the entries will be duplicated and it is the last imported entry that will be used prioritarilly.

Apply the modifications :

To apply the modifications, you have to **clean page cache** in order to regenerate the pages with the new information.

To do that, you have to click on the button “**Flush Page Cache To Apply Modifications**”.

Or run this command :

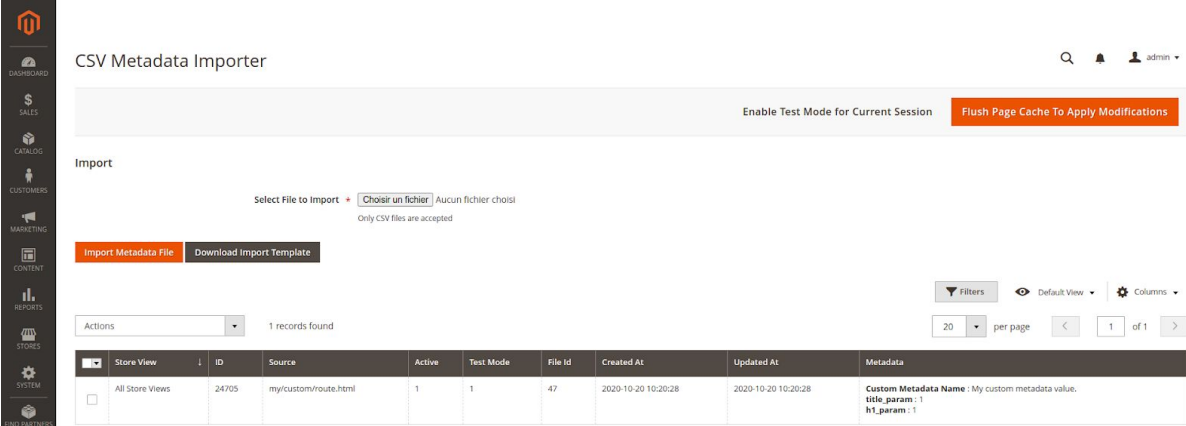
```
php bin/magento cache:clean full_page
```

Enable the Test mode

To enable the **test mode**, click on “Enable Test Mode for Current Session”. The test mode will be activated for one hour for the current session.

To disable the test mode click on “Disable Test Mode”.

*When **Test mode** is enabled, entries that have the field “Test Mode” **active** (= 1) are active for the user that has the **Test mode** enabled.*



The screenshot shows the 'CSV Metadata Importer' page in a Magento admin interface. At the top right, there are buttons for 'Enable Test Mode for Current Session' and 'Flush Page Cache To Apply Modifications'. The 'Import' section includes a file selection area with a 'Choisir un fichier' button and a note that only CSV files are accepted. Below this are buttons for 'Import Metadata File' and 'Download Import Template'. A table displays the import results with the following data:

Actions	1 records found	Filters	Default View	Columns				
20 per page	1 of 1							
Store View	ID	Source	Active	Test Mode	File Id	Created At	Updated At	Metadata
All Store Views	24705	my/custom/route.html	1	1	47	2020-10-20 10:20:28	2020-10-20 10:20:28	Custom Metadata Name : My custom metadata value. title_param : 1 h1_param : 1

At the bottom of the page, there is a copyright notice for 2020 Magento Commerce Inc. and the Magento version 2.4.0, along with links for 'Privacy Policy' and 'Report an Issue'.

5. Support

If you need help, contact us at <https://store.bird.eu/en/contacts/>.