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Category x Brand

Version 1.5.0

User's guide

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1. Issue

How to get search engines to index category pages filtered by brand, knowing that pages filtered by the native Prestashop filter are not taken into account by search engines

2. Solution

Add new categories containing products by category and then by brand!

3. Advantage

Improves your page offering in search engine results for users searching for products in a particular brand

4. Operation

- The "Create" tab allows you to detect all the categories x brands that can be created, according to the quantity of products they would contain once created
- A "Create" button is used to create the category, which will have a title tag of type "This will automatically contain all products with this category and brand
- The "Modify" tab allows you, once these categories have been created, to improve them by adding a description, images, and also to add missing products.
- These categories, being real Prestashop categories, will be present in your Sitemap file and will naturally be indexed by search engines.
- It is advisable to create a parent category at the root of your tree, which you could name "branded categories", which will contain your x branded categories, in order to isolate them from your classic categories.
- It is also advisable to add a link in the footer of your front office to this parent category, as it provides a gateway for crawlers to crawl and index your "branded x categories".



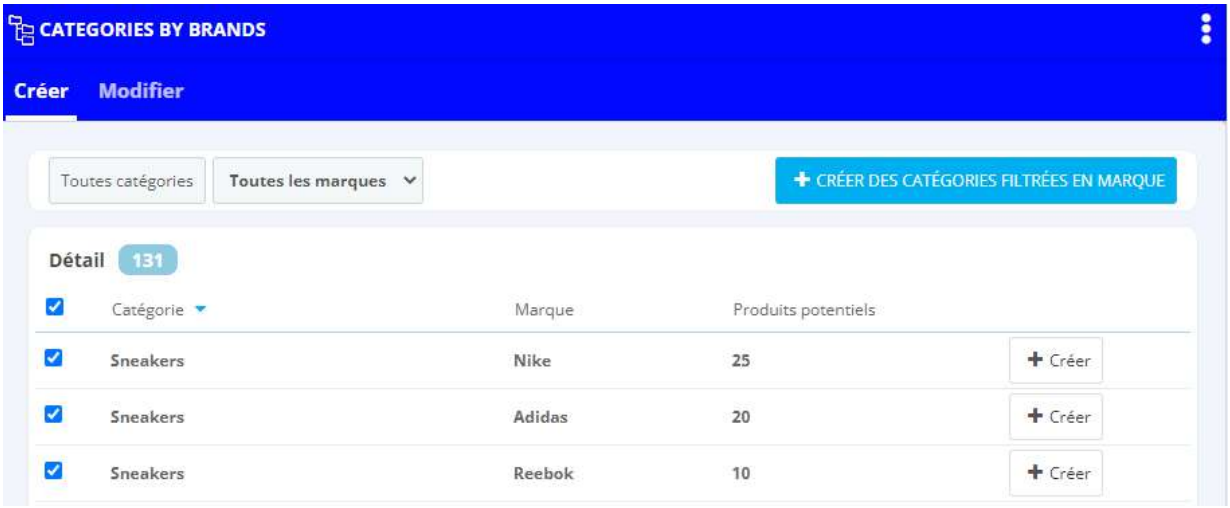
5. Case study

You **sell trainers** in the following brands: **Adidas, Nike, Reebok**

Your category Sneakers contains :

- 25 Nike products
- 20 Adidas products
- 10 Reebok products

In the "Create" tab, the module will therefore display :



By clicking on "Create", it creates these categories, in the parent category you have specified

Without these hybrid categories, when your prospects type in the keyword "trainers" they are unlikely to find you because the keyword is too generic and therefore very competitive.

When they type in Nike trainers, it's your "product" pages that are likely to appear, but they compete with each other and are too specific for a prospect who is interested in Nike trainers without having a specific model in mind.

➔ Your new "Nike trainer" page, containing all Nike trainers, would be a better fit for this query and will be better placed than your product pages and those of your competitors who do not use this principle