

ArmMage CanonicalTag for Magento 2

User Guide

Version: 1.0

Compatibility: Magento Open Source & Adobe Commerce 2.4+

Introduction

Overview

ArmMage CanonicalTag is an SEO extension for Magento 2 that automatically generates essential SEO metadata for your storefront.

The module improves search engine optimization by adding:

- Canonical URLs
- Hreflang alternate language tags
- JSON-LD structured data
- Breadcrumb schema
- Homepage Organization schema
- WebPage and CollectionPage schema

The extension is fully compatible with Magento's native SEO functionality and is designed to complement—not replace—the built-in catalog SEO features.

Features

The module provides the following functionality:

- Canonical URLs for:
 - Homepage
 - CMS Pages
 - Contact Page
 - Category Pages (fallback)
- Product Pages (fallback)
- Automatic hreflang generation for multilingual stores
- Structured data (JSON-LD):

- BreadcrumbList
- WebPage
- CollectionPage
- Organization
- Multi-store compatible
- Multi-language compatible
- Uses Magento's native catalog canonical whenever available

Installation

Enable the module:

```
php bin/magento module:enable ArmMage_CanonicalTag
php bin/magento setup:upgrade
php bin/magento cache:flush
```

For production mode:

```
php bin/magento setup:static-content:deploy -f
php bin/magento cache:flush
```

Configuration

Navigate to:

Stores → Configuration → ArmMage → SEO (Canonical, Hreflang, Schema)

The configuration page contains the following settings.

Setting	Default	Description
Enable SEO Module	Yes	Master switch for the entire extension
Canonical for CMS Pages	Yes	Adds canonical tags to CMS pages and homepage
Canonical for Contact Page	Yes	Adds canonical tag to the Contact page

Setting	Default	Description
Canonical for Category Pages (Fallback)	Yes	Used only when Magento native canonical is disabled
Canonical for Product Pages (Fallback)	Yes	Used only when Magento native canonical is disabled
Enable Hreflang Tags	Yes	Outputs alternate language links
Enable Breadcrumb JSON-LD	Yes	Adds BreadcrumbList schema
Enable WebPage / CollectionPage Schema	Yes	Adds structured data to CMS, category and contact pages
Enable Organization Schema	Yes	Outputs Organization schema on homepage

Page Coverage

Homepage

The homepage outputs:

- Canonical URL
- Hreflang links
- x-default hreflang
- Organization JSON-LD

Example:

```
<link rel="canonical" href="https://example.com/" />

<link rel="alternate" hreflang="en-US"
href="https://example.com/" />

<link rel="alternate" hreflang="ru-RU"
href="https://example.com/ru/" />

<link rel="alternate" hreflang="x-default"
href="https://example.com/" />
```

CMS Pages

Examples:

- About Us
- Privacy Policy
- Terms & Conditions

Outputs:

- Canonical URL
 - Hreflang
 - WebPage schema
 - Breadcrumb schema
-

Category Pages

Outputs:

- Magento native canonical (recommended)
 - Module fallback canonical (if native disabled)
 - Hreflang
 - CollectionPage schema
 - Breadcrumb schema
-

Product Pages

Outputs:

- Magento native canonical (recommended)
- Module fallback canonical (optional)
- Hreflang
- Breadcrumb schema

Magento already outputs Product structured data, therefore this module intentionally does **not** generate Product JSON-LD to avoid duplication.

Contact Page

Outputs:

- Canonical URL

- Hreflang
 - WebPage schema
 - Breadcrumb schema
-

Canonical URL Rules

The module automatically creates clean canonical URLs.

It:

- Removes tracking parameters

```
?utm_source=  
?utm_campaign=  
?fbclid=
```

- Removes unnecessary query parameters
- Preserves category pagination

```
?p=2  
?p=3
```

- Uses store-specific URLs
-

Hreflang

The extension automatically generates alternate language URLs based on each Store View locale.

Magento configuration:

Stores → Configuration → General → Locale Options

Example:

Locale	Output
hy_AM	hy-AM
en_US	en-US

Locale	Output
ru_RU	ru-RU
de_DE	de-DE
fr_FR	fr-FR

The module also outputs:

```
<link rel="alternate"
hreflang="x-default"
href="https://example.com/" />
```

Structured Data

BreadcrumbList

Generated for:

- CMS pages
- Categories
- Products
- Contact page

WebPage

Generated for:

- CMS pages
- Contact page

CollectionPage

Generated for:

- Category pages
-

Organization

Generated only on:

- Homepage

Includes:

- Store Name
- Homepage URL
- Organization type

Magento Native Compatibility

Magento already supports:

- Product canonical
- Category canonical
- Product structured data

The ArmMage extension automatically detects these settings and only generates fallback canonical tags when necessary.

Recommended Magento settings:

Stores

↓

Configuration

↓

Catalog

↓

Catalog

↓

Search Engine Optimization

Enable:

- Use Canonical Link Meta Tag For Categories = Yes
- Use Canonical Link Meta Tag For Products = Yes

This is the recommended configuration.

Multi-Store Requirements

For proper operation ensure:

- Each store has its own Base URL
 - Store codes are configured correctly
 - Locales are assigned
 - Products exist in each store
 - Categories exist in each store
 - CMS pages are available in each store
-

Verifying the Output

Open any storefront page.

Right click:

View Page Source

Search for:

canonical

hreflang

application/ld+json

Example homepage output:

```
<link rel="canonical" href="https://example.com/" />

<link rel="alternate"
hreflang="hy-AM"
href="https://example.com/" />

<link rel="alternate"
hreflang="ru-RU"
href="https://example.com/ru/" />

<link rel="alternate"
hreflang="en-US"
href="https://example.com/en/" />

<link rel="alternate"
hreflang="x-default"
href="https://example.com/" />

<script type="application/ld+json">
...
</script>
```

Validation Tools

Recommended validation tools:

- Google Rich Results Test
- Schema Markup Validator
- Google Search Console URL Inspection

Troubleshooting

Missing Canonical

Check:

```
php bin/magento module:status ArmMage_CanonicalTag
```

Ensure:

- Module enabled
 - SEO Module = Yes
 - Cache flushed
-

Missing Hreflang

Verify:

- Store Base URLs
 - Locale configuration
 - CMS page exists in every store
 - Product assigned to every store
-

Duplicate Canonical

Do not enable both:

- Magento native canonical
- Module fallback canonical

for the same page type.

The recommended configuration is:

Magento native → Categories & Products

ArmMage → Homepage, CMS, Contact

JSON-LD Validation Warnings

Product pages intentionally contain:

- Magento Product structured data
- ArmMage Breadcrumb schema

This is expected behavior and does not indicate an error.

Static File Errors

If frontend templates fail to load:

```
php bin/magento setup:static-content:deploy -f  
php bin/magento cache:flush
```

Disabling Individual Features

You may disable any feature independently.

Examples:

Disable only hreflang:

```
Enable Hreflang Tags = No
```

Disable Breadcrumb schema:

```
Enable Breadcrumb JSON-LD = No
```

Disable Organization schema:

```
Enable Organization Schema = No
```

Always flush Magento cache afterwards.

Merchant Support Checklist

Before contacting support, collect the following information:

- Store URL
- Magento version
- Current Store View
- Store locale
- Screenshot of page source
- HTML inside the `<head>` section

- SEO module configuration values
- Magento mode (Developer or Production)

Run:

```
php bin/magento module:status ArmMage_CanonicalTag
```

Module Structure

Purpose	Location
Admin Configuration	etc/adminhtml/system.xml
Default Values	etc/config.xml
Layout	view/frontend/layout/default.xml
SEO Template	view/frontend/templates/head/seo.phtml
URL Resolver	Model/PageUrlResolver.php
Schema Builder	Model/SchemaBuilder.php
View Model	ViewModel/Seo.php

SEO Best Practices

This extension covers:

- Canonical URLs
- Hreflang
- Structured Data

For optimal SEO, it is also recommended to maintain:

- XML Sitemap
- Unique Meta Titles
- Unique Meta Descriptions
- Clean URL Rewrites
- HTTPS Consistency
- Proper robots.txt rules
- Layered Navigation indexing strategy
- Optimized page speed
- Internal linking strategy

Compatibility

- Magento Open Source 2.4+
- Adobe Commerce 2.4+
- Multi-store
- Multi-language
- Magento native catalog SEO
- Magento Product structured data

Support

For implementation details or customization, refer to the module source code:

```
app/code/ArmMage/CanonicalTag
```

or contact the ArmMage support team.