

ETECHFLOW MODULE

# AI SEO

*Magento 2 Extension - Activation, Configuration & Usage Guide*

*AI-generated SEO meta titles & descriptions for your catalog - powered by Anthropic (Claude) or  
OpenAI (GPT)*

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## 1. Introduction

AI SEO writes optimised meta titles and meta descriptions for your products automatically, using a Large Language Model. Instead of hand-writing SEO copy for every SKU, you select products in the catalog grid, click one button, and the module asks Claude (Anthropic) or GPT (OpenAI) to draft a meta title and description for each one - shaped by your brand voice and length limits.

The drafts land in a review queue (current value vs the AI suggestion) where you Apply them individually, mass-apply, or delete - or you can switch on Auto-apply to write them straight to the product. The module installs as a standard Magento 2 extension; configuration lives under Stores > Configuration > ETECHFLOW > AI SEO, and the review queue under Marketing > AI SEO > AI SEO Suggestions. Activation is handled by a Stripe-hosted checkout inside the admin.

### Key Features

Feature	Description
<b>Bulk generate</b>	Select products in Catalog > Products and run 'Generate AI Meta (Etechflow)'
<b>Review before publish</b>	Suggestions land in an admin grid (current vs AI); Apply, mass-apply or delete
<b>Auto-apply</b>	Optionally write AI meta straight to the product, skipping the review queue
<b>Provider-agnostic</b>	Anthropic Messages API or OpenAI Chat Completions - pick the provider and model
<b>Length-aware</b>	Clamps output to your configured meta title / description character limits
<b>Brand voice</b>	A configurable tone/instruction is injected into every prompt
<b>Encrypted API key</b>	Your LLM key is stored encrypted; the master switch is off by default
<b>CLI command</b>	<code>bin/magento etechflow:aiseo:generate --product-id=ID</code> for scripted/testing runs
<b>Stripe-based licensing</b>	Subscribe inside Magento Admin and the licence key activates instantly
<b>Domain-bound licence</b>	Licence is bound to one Magento domain; a valid licence is always required

## 2. What the Module Does

For each selected product the module builds a prompt from the product's name, SKU and description, adds your brand-voice instruction and length limits, and sends it to the chosen LLM. The model returns a JSON {title, description}; the module stores it as a reviewable suggestion and, on approval (or automatically), writes it back to the product's meta\_title and meta\_description fields.

*Internally: AiClient (calls the LLM) -> MetaGenerator (builds the prompt, parses the JSON, clamps length) -> SuggestionProcessor (stores the suggestion; writes it to the product on approval).*

### Supported providers

Provider	API	Example model
Anthropic (Claude)	Anthropic Messages API	claude-sonnet-4-6
OpenAI (GPT)	OpenAI Chat Completions	gpt-4o-mini

*i Grid generation runs synchronously and is capped at 25 products per run (each LLM call takes a few seconds). For large catalogs, run in smaller batches.*

### 3. Module Configuration in Magento Admin


AI SEO is configured from Stores > Configuration > ETECHFLOW > AI SEO. The page has panels for Module Status (read-only banner), License, Payment (Stripe), General (provider/model/key/auto-apply) and Output (length limits + brand voice). Settings are scope-aware (Default / Website / Store View).

**Figure 3.1 - The AI SEO section in the ETECHFLOW configuration menu.**



# Configuration

  
DASHBOARD

  
SALES

  
CATALOG

  
CUSTOMERS

  
MARKETING

  
CONTENT

  
REPORTS

  
ETECHFLOW

  
STORES

FAQ / Help Centre

Mega Menu

Extra Options Plugin

Rich Snippets (JSON-LD)

Redirect Manager

AI SEO

AI SEO MODULE

Meta Templates

Back-in-Stock Notification

Supplier Autoflow

SEO Audit

AI SEO appears in the left-hand ETECHFLOW configuration list, alongside the other SEO-suite modules.

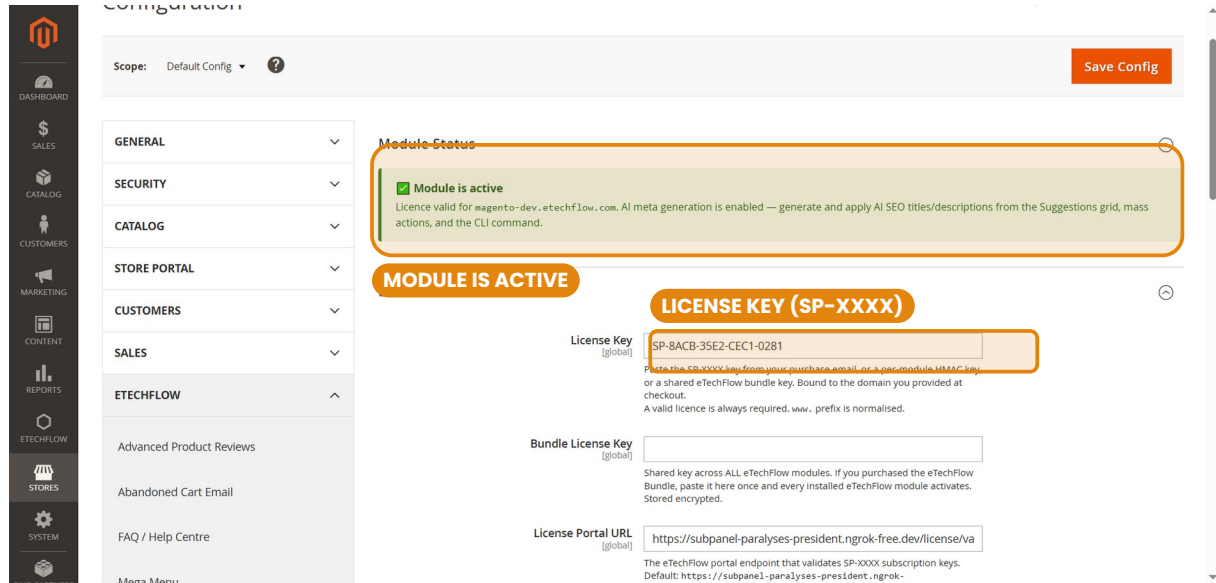
#### 4. Two Ways to Get Access

Way	When to use it
<b>Way 1 - Subscribe inside Magento Admin</b>	You have not bought a licence yet. Pick a plan and pay by card via Stripe inside the admin; the SP-XXXX key is generated and saved automatically.
<b>Way 2 - Enter licence key manually</b>	You already received an SP-XXXX key by email. Paste it into the License Key field, Save Config, and flush caches. A shared eTechFlow Bundle key activates every installed eTechFlow module at once.

## 5. Configuration - Every Setting Explained

### 5.1 Module Status Panel

Figure 5.1 - Module Status (active) and License section.



The green 'Module is active' banner confirms the licence is valid for the current host and that AI meta generation is enabled from the Suggestions grid, the grid mass action and the CLI. Below it, the License section holds the License Key, the shared Bundle key, the License Portal URL and the read-only auto-managed 'Last Issued Key'.

### 5.2 License Section

Field	What it does
License Key	Your SP-XXXX subscription key (or a per-module HMAC key). Bound to the domain; www. is normalised.
Bundle License Key	A shared key that activates ALL installed eTechFlow modules at once. Stored encrypted.
License Portal URL	The eTechFlow endpoint that validates SP-XXXX keys. Change only if eTechFlow notifies you.
Last Issued Key	Read-only audit field, auto-populated when the portal first accepts a key. Do not edit.

### 5.3 Payment (Stripe)

Figure 5.2 - Payment (Stripe) settings.

**Payment (Stripe)**

**Stripe Secret Key** [global] \*\*\*\*\* **SECRET KEY (ENCRYPTED)**  
 Your Stripe sk\_test\_... (test mode) or sk\_live\_... (live). Used to create the Checkout Session when a merchant clicks Pay on the gate page. Stored encrypted.

**Stripe Publishable Key** [global] pk\_test\_51S42xbCEqsVa1fwcsEn2y2wN69UMoech1yHzcsuE0w.  
 Your Stripe pk\_test\_... or pk\_live\_... key.

**Currency** [global] usd **CURRENCY (usd)**  
 Three-letter Stripe currency code, lowercase. Default: usd.

The Stripe Secret Key, Publishable Key and Currency power the in-admin 'buy a licence' checkout. The secret key is stored encrypted and is only used to create the Stripe Checkout session.

## 5.4 General - Provider, Model, API Key & Auto-apply

Figure 5.3 - General and Output settings.

**Configuration** Save Config

**General**

**Enable AI SEO** [store view] Yes

**AI provider** [store view] OpenAI (GPT) **PROVIDER**

**Model** [store view] gpt-4o-mini **MODEL ID**  
 e.g. claude-sonnet-4-6 (Anthropic) or gpt-4o-mini (OpenAI)

**API key** [store view] \*\*\*\*\* **API KEY**

**Apply automatically** [store view] Yes **AUTO-APPLY**

---

**Output**

**Max meta title length** [store view] 60

**Max meta description length** [store view] 160

**Brand voice / tone** [store view] Professional, concise, benefit-led. UK English. **BRAND VOICE**  
 Guidance added to the prompt (tone, language, dialect).

General: Enable AI SEO (master switch, off by default); AI provider (here OpenAI (GPT)); Model (here gpt-4o-mini - use claude-sonnet-4-6 for Anthropic); API key (encrypted); and Apply automatically (Yes writes meta straight to the product, No sends it to the review queue first).  
 Output: the meta title and description length limits, and the Brand voice / tone instruction added to every prompt.

Setting	Default	Purpose
Enable AI SEO	No	Master switch
AI provider	Anthropic	Anthropic (Claude) or OpenAI (GPT)
Model	claude-sonnet-4-6	The model id, e.g. gpt-4o-mini for OpenAI
API key	-	Your LLM API key (encrypted)
Apply automatically	No	Write straight to product vs review queue

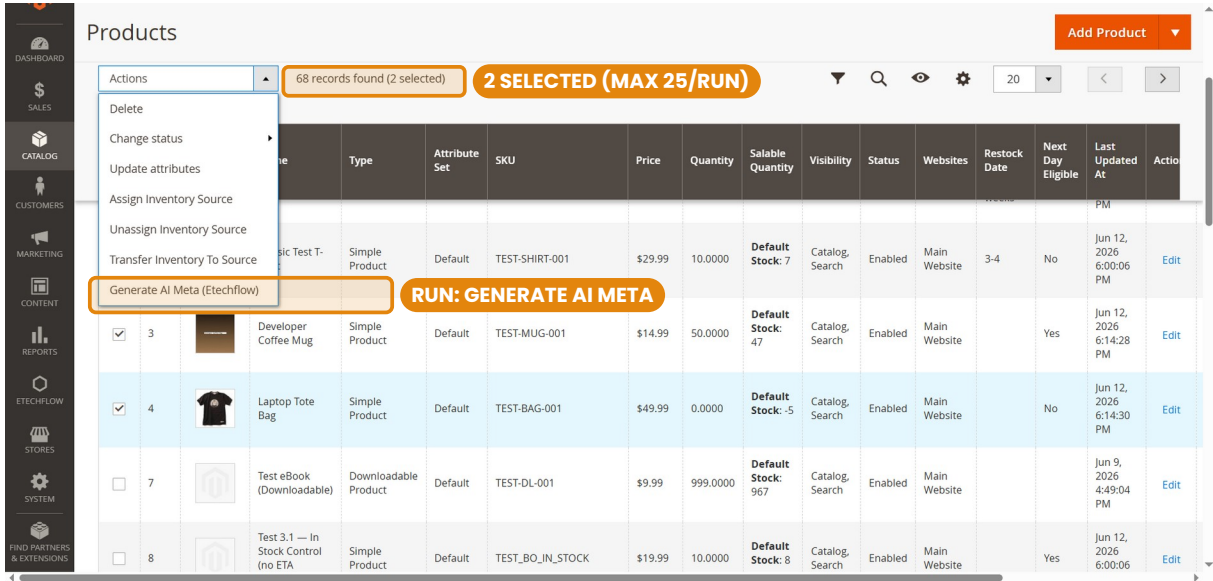
### 5.5 Output - Length Limits & Brand Voice

Setting	Default	Purpose
Max meta title length	60	Title character cap
Max meta description length	160	Description character cap
Brand voice / tone	-	Tone/language guidance added to the prompt (e.g. 'Professional, concise, benefit-led. UK English.')

## 6. Generating AI Meta

### 6.1 From the Product Grid (bulk)

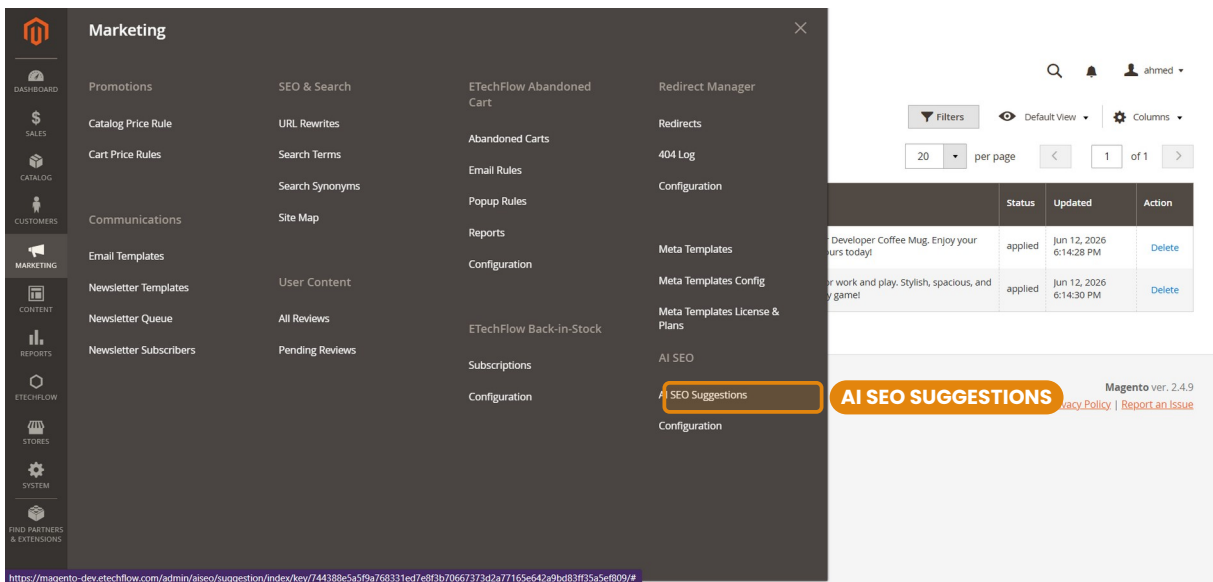
Figure 6.1 - Catalog > Products > 'Generate AI Meta (Etechflow)'



Tick the products you want, open the Actions menu and choose 'Generate AI Meta (Etechflow)'. The module calls the LLM for each selected product (up to 25 per run) and creates a suggestion for each.

### 6.2 Where Suggestions Go

Figure 6.2 - Marketing > AI SEO > AI SEO Suggestions.



Generated suggestions are listed under Marketing > AI SEO > AI SEO Suggestions (with Configuration alongside it).

## 7. Reviewing & Applying Suggestions

Figure 7.1 - The AI SEO Suggestions review grid.

The screenshot displays the 'AI SEO Suggestions' interface. At the top, a yellow banner states '2 AI suggestion(s) generated — review them under AI SEO Suggestions.' Below this, there are buttons for 'SUGGESTIONS GENERATED' and 'MASS-APPLY / DELETE'. A table with 3 records is shown, with columns for ID, Product ID, AI Meta Title, AI Meta Description, and Status. The status column shows 'error', 'applied', and 'applied' for the three rows. The footer includes 'Copyright © 2026 Magento Commerce Inc. All rights reserved.' and 'Magento ver. 2.4.9'.

ID	Product ID	AI Meta Title	AI Meta Description	Status	Applied / Error Time	Action
2	2			error	Jun 12, 2026 6:08:30 PM	Delete
3	3	Developer Coffee Mug - Perfect for Coding Sessions	Elevate your coding experience with our Developer Coffee Mug. Enjoy your favourite brew while you code. Order yours today!	applied	Jun 12, 2026 6:14:23 PM	Delete
4	4	Stylish Laptop Tote Bag for Everyday Use	Discover our Laptop Tote Bag, perfect for work and play. Stylish, spacious, and practical. Shop now to elevate your carry game!	applied	Jun 12, 2026 6:14:00 PM	Delete

Each row shows the Product ID, the AI Meta Title, the AI Meta Description, and a Status. From the Actions menu you can mass-apply or mass-delete; per row you can Delete. Here two suggestions are 'applied' ('Developer Coffee Mug - Perfect for Coding Sessions' and 'Stylish Laptop Tote Bag for Everyday Use') and one is 'error' - the status column makes failed generations obvious so you can retry or remove them.

Status	Meaning
applied	The AI meta has been written to the product's meta_title / meta_description
pending	Generated and waiting in the queue for you to Apply
error	The generation failed for that product (e.g. an API error) - delete and retry

## 8. Result on the Storefront

Figure 8.1 - The applied AI meta on the live product page.

The screenshot shows a web browser displaying the 'Developer Coffee Mug' product page on the LUMA storefront. The page URL is [magento-dev.etchflow.com/developer-coffee-mug.html](https://magento-dev.etchflow.com/developer-coffee-mug.html). The product title is 'Developer Coffee Mug' and the price is '\$22.00'. An AI meta inspection tool is overlaid on the right side of the page, showing the following details:

- Title:** Developer Coffee Mug - Perfect for Coding Sessions (50 characters)
- Description:** Elevate your coding experience with our Developer Coffee Mug. Enjoy your favourite brew while you code. Order yours today! (122 characters)
- Keywords:** Developer Coffee Mug (1 value)
- URL:** <https://magento-dev.etchflow.com/developer-coffee-mug.html>
- Canonical:** Canonical URL is not defined.
- Robots Tag:** INDEX,FOLLOW
- Author:** Author is missing.
- Publisher:** Publisher is missing.
- Lang:** en

The tool also displays a table of H1-H6 tags and a summary of meta tags:

H1	H2	H3	H4	H5	H6	Images	Links
1	0	0	0	0	0	6	46

Additional options for the tool include 'Cut this from the code I supply!' (+ \$22.00) and 'Cut this from the image I supply!' (+ \$22.01). The quantity is set to 1.

Inspecting the Developer Coffee Mug page confirms the AI-generated meta is live: the title 'Developer Coffee Mug - Perfect for Coding Sessions' (50 characters) and the description 'Elevate your coding experience with our Developer Coffee Mug...' (123 characters) - both within the configured limits and in the brand voice.

## 9. Domain & License Enforcement

A valid licence is always required - there is no environment toggle or dev-host bypass. The licence is bound to the store's domain (www. is normalised). If the key is missing, wrong, suspended, or the server IP was removed from the portal subscription, the module locks: AI generation is disabled and the admin AI SEO pages redirect to the licence gate (Figure 5.1 shows the healthy, active banner). Re-entering a valid key and flushing caches restores access.

## 10. Support & Contact

For licensing, billing or technical assistance with AI SEO, contact eTechFlow:

<b>Company</b>	eTechFlow Pvt. Ltd.
<b>Email</b>	etechflow0@gmail.com
<b>Module</b>	Etechflow_AiSeo (part of the eTechFlow SEO Suite)