

ETECHFLOW MODULE

Meta Templates

Magento 2 Extension - Activation, Configuration & Storefront Guide

Rule-based meta title, description and keyword templates with {{variable}} placeholders - applied automatically to product, category and CMS pages

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1. Introduction

Meta Templates is a Magento 2 SEO extension that fills in the meta title, meta description and meta keywords on your storefront automatically, using reusable rules instead of hand-editing every product. You write a rule once - for example `{{product.name}} | Buy at {{store.name}}` - and it is applied at render time to every matching product, category or CMS page.

The module installs as a standard Magento 2 extension, adds a configuration section under Stores > Configuration > ETECHFLOW > Meta Templates, and adds a rule manager under Marketing > Meta Templates. Activation is handled by a Stripe-hosted checkout inside the admin - no FTP, no copy-paste keys, no manual licence files.

Key Features

Feature	Description
Three page types	Separate rules for Product, Category and CMS pages
{{variable}} placeholders	Pull live data into the meta - product name, price, SKU, category, store name, and more
Optional fallback	<code>{{product.brand Genuine Part}}</code> uses the text after the pipe when the variable is empty
Any attribute	<code>{{product.<attribute_code>}}</code> resolves any product/category attribute; dropdown labels are decoded
Scoping	Per store view, plus an optional 'Limit to Category ID' for product rules
Priority	When several rules match, the highest-priority rule wins
Two apply modes	Fill-empty (never overwrites manual meta) or Override (always applies)
Title-safe	The title is set via a read-time plugin so it wins even when another extension also sets it
Stripe-based licensing	Subscribe inside Magento Admin and the licence key activates instantly
Domain-bound licence	Licence is bound to one Magento domain; a valid licence is always required

2. What the Module Does

When a shopper opens a product, category or CMS page, Meta Templates finds the best matching rule for that page, substitutes the `{{variables}}` with the page's real data, and writes the result into the page `<head>` as the meta title, description and keywords. Search engines and social previews then see a complete, on-brand snippet for every page - with zero manual SEO work per product.

Available variables

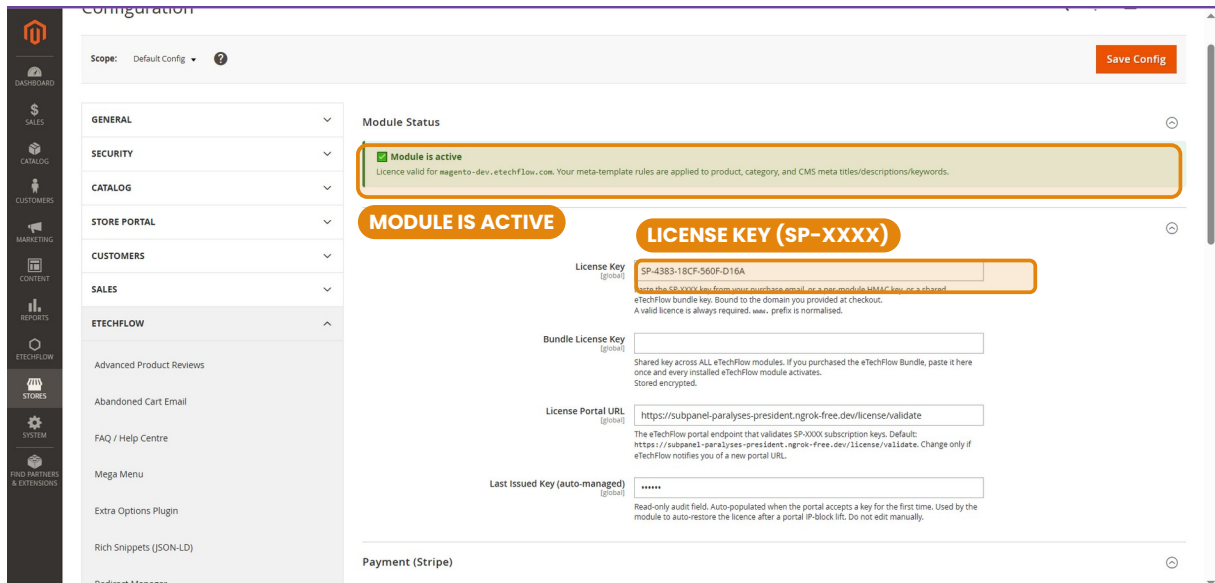
Object	Variables you can use
Product	<code>{{product.name}}</code> , <code>{{product.sku}}</code> , <code>{{product.price}}</code> , <code>{{product.category}}</code> (deepest), <code>{{product.<attribute_code>}}</code>
Category	<code>{{category.name}}</code> , <code>{{category.description}}</code> , <code>{{category.<attribute_code>}}</code>
CMS	<code>{{cms.title}}</code>
Store	<code>{{store.name}}</code> , <code>{{store.url}}</code>
Fallback	<code>{{variable fallback text}}</code> - used when the variable resolves to empty

i The price variable is formatted in the store currency, and `{{product.category}}` resolves to the product's deepest assigned category.

3. Module Configuration in Magento Admin

After installing the module, configure it from Stores > Configuration > ETECHFLOW > Meta Templates. The page is divided into panels - Module Status (read-only banner), License, Payment (Stripe), General (the Enable switch and Apply mode) and an Available Variables reference. All settings are scope-aware - set them at Default Config, Website or Store View level.

Figure 3.1 - Stores > Configuration > ETECHFLOW > Meta Templates.



The green 'Module is active' banner confirms the licence is valid for magento-dev.etechflow.com and that meta-template rules are being applied to product, category and CMS pages. 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'.

i After saving any configuration change, flush Configuration and Page caches from System > Cache Management (or run bin/magento cache:flush).

4. Two Ways to Get Access

Way	When to use it
Way 1 - Subscribe inside Magento Admin	You have not bought a licence yet. Plan selection and card payment happen inside the admin frame via Stripe - no separate browser tab.
Way 2 - Enter licence key manually	You already received an SP-XXXX key by email (for example, a multi-site bundle, or you activated on another domain first).

Way 1 - Subscribe Inside Magento Admin

Open the Meta Templates configuration while you have no valid licence. The module detects the empty/invalid licence and replaces the page with the Subscription Required gate; click 'Select Plan & Pay' to pick a plan and pay by card through Stripe. On success the SP-XXXX key is generated and saved automatically, and the module unlocks.

Way 2 - Enter Licence Key Manually

On the gate, click 'Enter License Key' to jump to the License section. Paste your SP-XXXX key into the License Key field and click Save Config, then flush caches. A shared eTechFlow Bundle key may be pasted into the Bundle License Key field instead to activate every installed eTechFlow module at once.

5. Subscription Plans

Meta Templates is offered on three monthly tiers. Pricing is shown on the in-admin gate page.

Plan	Price	Includes
Starter	\$9 / month	Product, category and CMS meta templates; variables with fallbacks; fill-empty or override mode; single store
Professional	\$19 / month	Everything in Starter + unlimited rules, per-category targeting, priority-ordered matching, multi-store
Enterprise	\$39 / month	Everything in Professional + unlimited stores/domains, priority support + SLA

6. Configuration - Every Setting Explained

6.1 Module Status Panel

A read-only banner at the top of the configuration that tells you, at a glance, whether the module is live. It has two states - active (green) and licence-invalid (amber). Figure 3.1 shows the active state; the locked state is shown in Section 10.

6.2 License Section

Field	What it does
License Key	Your SP-XXXX subscription key (or a per-module HMAC key). Bound to the domain provided at checkout; 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 of a new URL.
Last Issued Key	Read-only audit field, auto-populated when the portal first accepts a key. Used to auto-restore the licence after a portal IP-block lift. Do not edit.

6.3 Payment (Stripe)

These keys power the in-admin 'buy a licence' checkout. They are only used to create the Stripe Checkout session when a merchant clicks Pay on the gate; the secret key is stored encrypted.

Figure 6.1 - Payment (Stripe) settings.

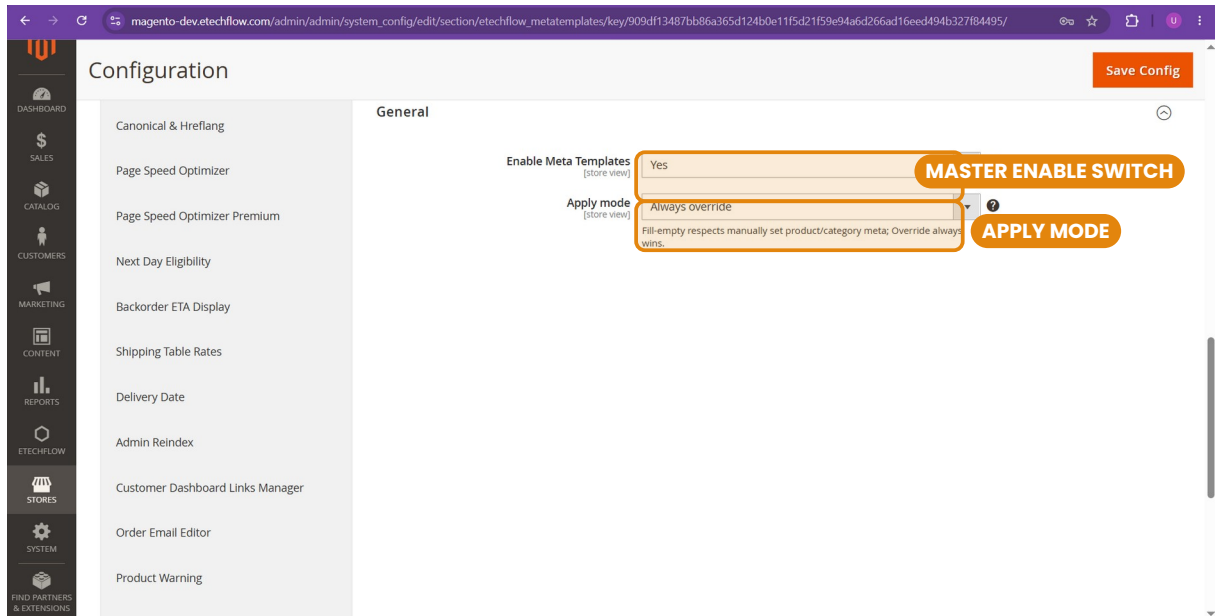
The screenshot shows the 'Payment (Stripe)' configuration page. It features three main settings:

- Stripe Secret Key** (global): A text input field containing six dots. To its right is a blue button labeled 'STRIPE SECRET KEY (ENCRYPTED)'. Below the field is a small text description: '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): A text input field containing a long alphanumeric string: 'pk_test_51542xbCEqsVa1fwcsEn2y2wN69UMoech1yHzcsuE0wZL6CD6EaqLB2wr7l'. Below the field is a small text description: 'Your Stripe pk_test_... or pk_live_... key.'
- Currency** (global): A text input field containing 'usd'. To its right is a blue button labeled 'CURRENCY (DEFAULT usd)'. Below the field is a small text description: 'Three-letter Stripe currency code, lowercase. Default: usd.'

Enter your Stripe Secret Key (sk_test_... or sk_live_...), Publishable Key (pk_test_... or pk_live_...) and a three-letter Currency code (default usd).

6.4 General - Enable & Apply Mode

Figure 6.2 - General settings.



Enable Meta Templates is the master switch - when set to No, no templates are applied. Apply mode chooses between 'Always override' (the template always wins) and 'Only fill empty' (the template only fills meta a product or category does not already have). See Section 9 for the difference in practice.

6.5 Available Variables

The configuration also lists every placeholder you can use in a rule (see the table in Section 2), including the fallback syntax `{{variable|fallback}}`.

7. Creating Template Rules

Rules are created under Marketing > Meta Templates > Add New Template. Every rule shares the same shape: a Rule Name, an 'Applies To' page type, a Store View, an optional 'Limit to Category ID' (product rules), a Priority, a Status, and the three template fields (Meta Title, Meta Description, Meta Keywords).

7.1 Product Rule

Figure 7.1 - A product template rule.

The screenshot shows a web form for creating a product template rule. At the top right, there are buttons for 'Back', 'Delete', and 'Save Template'. The form is divided into two sections: 'General' and 'Meta Templates'.
In the 'General' section:
- 'Rule Name' is 'TEST - Product meta (auto)'.
- 'Applies To' is 'Product pages', with a callout 'PAGE TYPE: PRODUCT'.
- 'Store View' is 'All Store Views'.
- 'Limit to Category ID' is empty, with a note: 'Optional. For product rules only — applies the template only to products in this category. Leave blank for all.'
- 'Priority' is '10', with a callout 'PRIORITY (HIGHEST WINS)' and a note: 'Higher priority wins when multiple rules match.'
- 'Status' is 'Enable'.
In the 'Meta Templates' section:
- 'Meta Title' is '{{product.name}} | Buy at {{store.name}}'.
- 'Meta Description' is 'Buy {{product.name}} for {{product.price}} at {{store.name}}, SKU {{product.sku}}, fast delivery.' with a note: 'e.g. Shop {{product.name}} from only {{product.price}}. Fast UK delivery from {{store.name}}.'
- 'Meta Keywords' is '{{product.name}}, {{product.sku}}, buy online'.

Applies To = Product pages. The Meta Title uses {{product.name}} | Buy at {{store.name}}, and the description pulls the live price and SKU: 'Buy {{product.name}} for {{product.price}} at {{store.name}}. SKU {{product.sku}}, fast delivery.' Priority 10 decides the winner if multiple product rules match; 'Limit to Category ID' would restrict it to one category.

7.2 Category Rule (with fallback)

Figure 7.2 - A category template rule using a fallback.

The screenshot shows a configuration page for a CMS rule. On the left is a vertical sidebar with icons for Dashboard, Sales, Catalog, Customers, Marketing, Content, Reports, Ecommerce, Stores, System, and Partners & Extensions. The main content area is titled 'General' and contains the following fields:

- Rule Name:** TEST - Category meta (auto)
- Applies To:** Category pages (highlighted with an orange box and labeled 'PAGE TYPE: CATEGORY')
- Store View:** All Store Views
- Limit to Category ID:** (empty)
- Priority:** 10
- Status:** Enable

Below the 'General' section is the 'Meta Templates' section:

- Meta Title:** {{category.name}} | {{store.name}}
- Meta Description:** Browse our {{category.name}} range at {{store.name}}. {{category.description| Top picks and best sellers.}} (highlighted with an orange box and labeled 'FALLBACK AFTER THE PIPE')
- Meta Keywords:** {{category.name}}, shop online, {{store.name}}

Applies To = Category pages. The description is 'Browse our {{category.name}} range at {{store.name}}. {{category.description| Top picks and best sellers.}}' - the fallback after the pipe is used for any category that has no description of its own.

7.3 CMS Rule

Figure 7.3 - A CMS template rule.

The screenshot shows a configuration page for a CMS rule. On the left is a vertical sidebar with icons for Dashboard, Sales, Catalog, Customers, Marketing, Content, Reports, Ecommerce, Stores, System, and Partners & Extensions. The main content area is titled 'General' and contains the following fields:

- Rule Name:** TEST - CMS meta (auto)
- Applies To:** CMS pages (highlighted with an orange box and labeled 'PAGE TYPE: CMS')
- Store View:** All Store Views
- Limit to Category ID:** (empty)
- Priority:** 10
- Status:** Enable

Below the 'General' section is the 'Meta Templates' section:

- Meta Title:** {{cms.title}} | {{store.name}} (highlighted with an orange box and labeled '{{cms.title}} PLACEHOLDER')
- Meta Description:** Welcome to {{cms.title}} at {{store.name}}. Find out more.
- Meta Keywords:** {{cms.title}}, {{store.name}}

Applies To = CMS pages, using {{cms.title}} and {{store.name}}. This single rule covers static pages such as the Privacy and Cookie Policy.

8. Storefront Behaviour - Rendered Results

The proof is in the page source. For each page type below, the rule from Section 7 has been resolved and written into the page <head> - the title, description and keywords now reflect the real page data.

8.1 Product Page

Figure 8.1 - Product page source.

```
Line wrap
1 <!doctype html>
2 <html lang="en">
3   <head prefix="og: http://ogp.me/ns# fb: http://ogp.me/ns/fb# product: http://ogp.me/ns/product#">
4     <script>
5       var LOCALE = 'en\u002DUS';
6       var BASE_URL = 'https\u003A\u002F\u002Fmagento\u002Ddev.etchflow.com\u002F';
7       var require = {
8         'baseUrl': 'https\u003A\u002F\u002Fmagento\u002Ddev.etchflow.com\u002Fstatic\u002Fversion1781260035\u002Ffrontend\u002FMagento\u002Ffluma\u002Fen_US'
9       };</script>
10    <meta name="title" content="Developer Coffee Mug | Buy at Main Website Store"/>
11    <meta name="description" content="Buy Developer Coffee Mug for $14.99 at Main Website Store. See test-mug-001, last delivery."/>
12    <meta name="keywords" content="TEST-MUG-001"/>
13    <meta name="robots" content="INDEX,FOLLOW"/>
14    <meta name="viewport" content="width=device-width, initial-scale=1"/>
15    <meta name="format-detection" content="telephoneno"/>
16    <title>Developer Coffee Mug | Buy at Main Website Store</title>
17    <link rel="stylesheet" type="text/css" media="all" href="https://magento-dev.etchflow.com/static/version1781260035/frontend/Magento/luma/en_US/mage/calendar.css" />
18    <link rel="stylesheet" type="text/css" media="all" href="https://magento-dev.etchflow.com/static/version1781260035/frontend/Magento/luma/en_US/css/styles-m.css" />
19  </head>
20  <body>
21  </body>
22 </html>
```

RENDERED META TITLE

LIVE PRICE + SKU RESOLVED

The product rule rendered: title 'Developer Coffee Mug | Buy at Main Website Store', and a description that resolved the SKU (TEST-MUG-001) and live price (\$14.99) straight from the product.

8.2 Category Page

Figure 8.2 - Category page source.

```
Line wrap
1 <!doctype html>
2 <html lang="en">
3   <head prefix="og: http://ogp.me/ns# product: http://ogp.me/ns/product#">
4     <script>
5       var LOCALE = 'en\u002DUS';
6       var BASE_URL = 'https\u003A\u002F\u002Fmagento\u002Ddev.etchflow.com\u002F';
7       var require = {
8         'baseUrl': 'https\u003A\u002F\u002Fmagento\u002Ddev.etchflow.com\u002Fstatic\u002Fversion1781260035\u002Ffrontend\u002FMagento\u002Ffluma\u002Fen_US'
9       };</script>
10    <meta name="title" content="Key Accessories | Main Website Store"/>
11    <meta name="description" content="Browse our Key Accessories range at Main Website Store. Top picks and best sellers."/>
12    <meta name="keywords" content="Key Accessories, shop online, Main Website Store"/>
13    <meta name="robots" content="INDEX,FOLLOW"/>
14    <meta name="viewport" content="width=device-width, initial-scale=1"/>
15    <meta name="format-detection" content="telephoneno"/>
16    <title>Key Accessories | Main Website Store</title>
17  </head>
18  <body>
19  </body>
20 </html>
```

CATEGORY META TITLE

FALLBACK TEXT USED

The category rule rendered: title 'Key Accessories | Main Website Store'. Because this category had no description, the fallback text 'Top picks and best sellers.' was used - exactly as configured in Figure 7.2.

8.3 CMS Page

Figure 8.3 - CMS page source.

```
Line wrap
1 <!doctype html>
2 <html lang="en">
3   <head prefix="og: http://ogp.me/ns# product: http://ogp.me/ns/product#">
4     <script>
5       var LOCALE = 'en\u002DUS';
6       var BASE_URL = 'https\u003A\u002F\u002Fmagento\u002Ddev.etchflow.com\u002F';
7       var require = {
8         'baseUrl': 'https\u003A\u002F\u002Fmagento\u002Ddev.etchflow.com\u002Fstatic\u002Fversion1781260035\u002Ffrontend\u002FMagento\u002Ffluma\u002Fen_US'
9       };</script>
10    <meta name="title" content="Privacy and Cookie Policy | Main Website Store"/>
11    <meta name="description" content="Welcome to Privacy and Cookie Policy at Main Website Store. Find out more."/>
12    <meta name="keywords" content="Privacy and Cookie Policy, Main Website Store"/>
13    <meta name="robots" content="INDEX,FOLLOW"/>
14    <meta name="viewport" content="width=device-width, initial-scale=1"/>
15    <meta name="format-detection" content="telephoneno"/>
16    <title>Privacy and Cookie Policy | Main Website Store</title>
17  </head>
18  <body>
19  </body>
20 </html>
```

CMS TITLE RESOLVED

RENDERED FROM CMS RULE

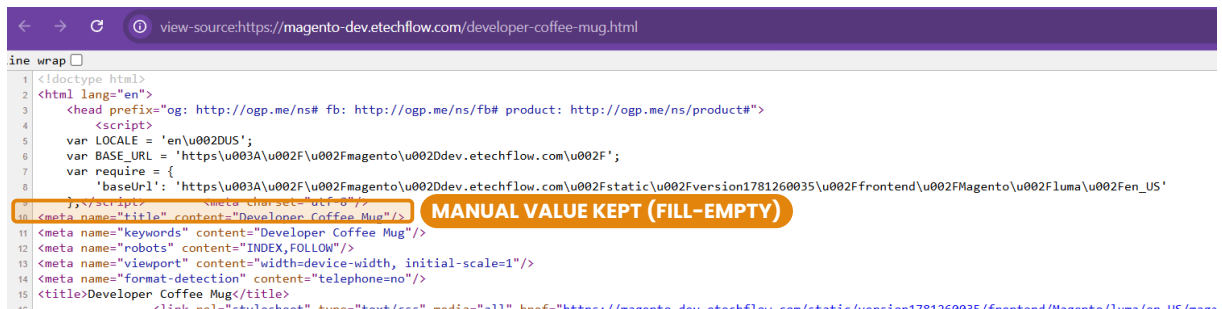
The CMS rule rendered on the Privacy and Cookie Policy page: 'Privacy and Cookie Policy | Main Website Store' with a matching description and keywords.

9. Apply Mode - Fill-Empty vs Override

The Apply mode setting (Section 6.4) decides what happens when a product or category already has its own meta filled in manually:

Mode	Behaviour
Always override	The template always wins and replaces any existing meta on the page.
Only fill empty	The template only fills meta fields that are blank; any meta a product/category already has manually is left untouched.

Figure 9.1 - Fill-empty respects a manually set value.



```
1 <!doctype html>
2 <html lang="en">
3   <head prefix="og: http://ogp.me/ns# fb: http://ogp.me/ns/fb# product: http://ogp.me/ns/product#">
4     <script>
5       var LOCALE = 'en\u002DUS';
6       var BASE_URL = 'https\u003A\u002F\u002Fmagento\u002Ddev.etchflow.com\u002F';
7       var require = {
8         'baseUrl': 'https\u003A\u002F\u002Fmagento\u002Ddev.etchflow.com\u002Fstatic\u002Fversion1781260035\u002Ffrontend\u002FMagento\u002FLuma\u002Fen_US'
9       };
10      </script>
11      <meta name="title" content="Developer Coffee Mug"/>
12      <meta name="keywords" content="Developer Coffee Mug"/>
13      <meta name="robots" content="INDEX,FOLLOW"/>
14      <meta name="viewport" content="width=device-width, initial-scale=1"/>
15      <meta name="format-detection" content="telephone=no"/>
16      <title>Developer Coffee Mug</title>
```

Here the product's manually entered meta ('Developer Coffee Mug') is preserved rather than being replaced by the template, because Apply mode is set to 'Only fill empty'. Switching to 'Always override' would let the template title win instead.

10. 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, so one key works for both). If the key is missing, wrong, suspended, or the server IP was removed from the portal subscription, the module silently disables itself: meta rules stop applying on the storefront and the admin Templates page redirects to the licence gate.

Figure 10.1 - Module Status when the licence is invalid.

The screenshot shows the Magento Configuration page for the ETECHFLOW module. The 'Module Status' section is highlighted with an orange box and contains the following text:

INVALID LICENCE: MODULE DISABLED

Licence key invalid for this host
A licence key has been entered, but it does not match the expected key for host magento-dev.etchflow.com. The module is silently disabled. Common causes: server IP removed (new key), key suspended, or stray whitespace in the field. www. is normalised — one key works for

The 'License' section is also highlighted with an orange box and contains the following text:

License Key (global)
KEY DOES NOT MATCH HOST

Bundle License Key (global)

License Portal URL (global)
The eTechFlow portal endpoint that validates SP-XXXX subscription keys. Default:

The amber 'Licence key invalid for this host' banner names the host it expected and lists the common causes - wrong key, server IP removed, domain moved, key suspended, or stray whitespace in the field.

11. Support & Contact

For licensing, billing or technical assistance with Meta Templates, contact eTechFlow:

Company	eTechFlow Pvt. Ltd.
Email	etechflow0@gmail.com
Module	Etechflow_MetaTemplates (part of the eTechFlow SEO Suite)