

ETECHFLOW MODULE

SEO Layered Navigation

Magento 2 Extension - Activation, Configuration & SEO Behaviour Guide

Human-readable filter URLs + canonical / robots / sitemap control for layered-navigation pages

Prepared by	eTechFlow Pvt. Ltd.
Contact	support@etechflow.com
Module ID	ETechFlow_SeoLayeredNav
Version	1.0.0
Part of	eTechFlow SEO Suite
Document date	June 2026

Table of Contents

1. Introduction
2. What the Module Does
3. Module Configuration in Magento Admin
4. Two Ways to Get Access
5. Subscription Plans
6. Configuration - Every Setting Explained
 - 6.1 Module Status Panel
 - 6.2 License Section
 - 6.3 General - Readable URLs, URL Format & Multi-select
 - 6.4 Filter Page Indexing (Canonical & Robots)
7. Phase 1 - Readable Filter URLs in Action
 - 7.1 Path Format
 - 7.2 Query Format + Multi-filter
8. Phase 2 - Canonical & Robots in Action
 - 8.1 Single Filter (indexable landing page)
 - 8.2 Multi-filter / Price (non-indexable)
9. Building the Slug Map
10. Domain & License Enforcement
11. Support & Contact

1. Introduction

SEO Layered Navigation turns Magento's ugly filter URLs into clean, human-readable links and then controls exactly which filtered pages search engines are allowed to index. Magento's default layered navigation produces opaque, unindexable URLs like `?manufacturer=2069` and creates a duplicate-content problem; this module fixes both - readable slugs for shoppers, and correct canonical / robots / sitemap signals for Google.

It installs as a standard Magento 2 extension, adds a configuration section under Stores > Configuration > eTechFlow > SEO Layered Navigation, and is theme-agnostic (Hyva + Luma). Everything is OFF by default - storefront URLs are untouched until you opt in and build the slug map. Activation is handled with a domain-bound licence key entered in the admin.

Key Features

Feature	Description
Readable filter URLs	?manufacturer=yale instead of ?manufacturer=2069 - fully two-way (slug <-> option id)
Two URL formats	Query (?manufacturer=yale) or Path (/manufacturer/yale, no query string)
Dropdowns + swatches	Rewrites both filter types; outbound links in the layer are rewritten automatically
Multi-select	Shoppers can pick several values of one filter (disjunctive facets)
Deterministic slugs	'Premier 2000+' always becomes premier-2000, stable across stores and re-runs
Canonical & robots control	Single filter = indexable landing page; multi/price = noindex + base canonical
Indexable whitelist	Choose exactly which attributes may become indexable landing pages
NOINDEX pagination	Keeps ?p=2,3... out of the index (crawl-budget best practice)
XML sitemap	Emits the indexable single-filter landing pages so Google discovers them
Licence-key activation	Activated with a domain-bound licence key; a valid licence is always required.

2. What the Module Does

The module works in three phases, each independently toggled:

Phase	What it does	Toggle
1 - Readable URLs	Replaces option ids in filter links with readable slugs, both ways	General > Enable readable filter URLs
2 - Canonical & robots	Sets the right canonical + robots on each filtered page	Filter Page Indexing > Manage canonical & robots
2.5 - Sitemap	Adds indexable filter landing pages to the XML sitemap	Filter Page Indexing > Add filter pages to sitemap

How a filter URL transforms

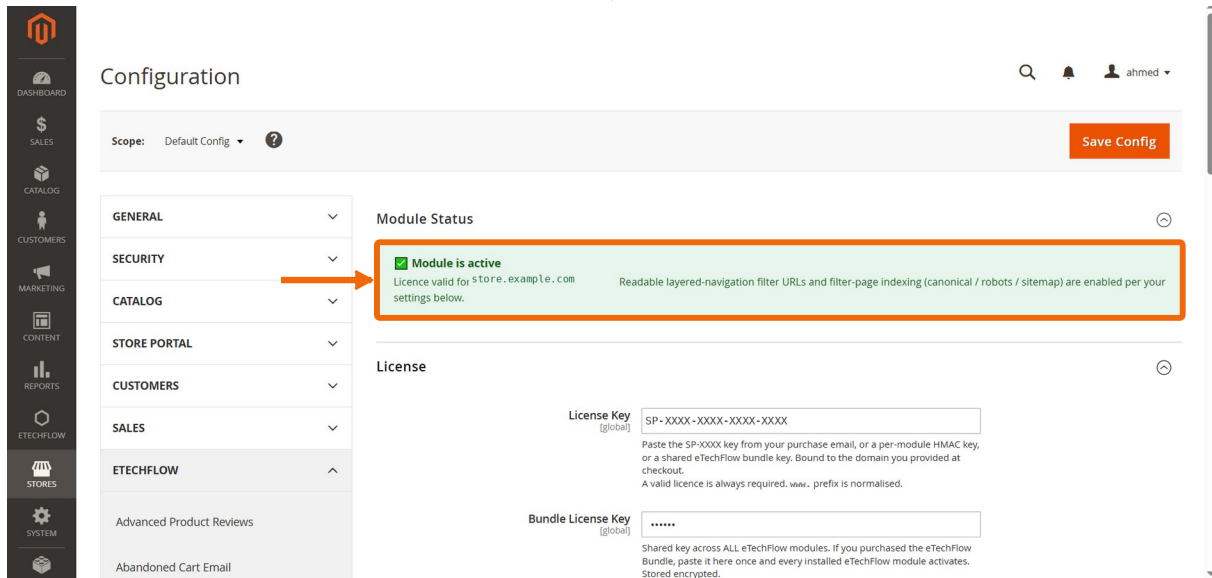
Magento default	This module (Query)	This module (Path)
/cylinder-locks? manufacturer=2069	/cylinder-locks? manufacturer=yale	/cylinder-locks/ manufacturer/yale

i Slugs are stored in the etechflow_seo_filter_alias table and built by a one-click admin action (Marketing > SEO Filter URLs > Rebuild SEO URLs) or the CLI command (Section 9).

3. Module Configuration in Magento Admin

Configure from Stores > Configuration > eTechFlow > SEO Layered Navigation. The page has panels for Module Status (read-only banner), License, General (readable URLs + format + multi-select) and Filter Page Indexing (canonical / robots / sitemap). Settings are scope-aware (Default / Website / Store View).

Figure 3.1 - SEO Layered Navigation **One licence check, instant activation**



The green 'Module is active' banner confirms the licence is valid for the host and that readable filter URLs and filter-page indexing are enabled per the settings below. The License section holds the License Key, the shared Bundle key and the Licence Validation URL.

i After saving any change, flush Configuration + Page caches (System > Cache Management or bin/magento cache:flush). After adding/renaming attribute options, rebuild the slug map (Section 9).

4. Two Ways to Get Access

Way	When to use it
Way 1 - Subscribe inside Magento Admin	No licence yet. Choose a plan from the in-admin gate page and follow the activation flow; the SP-XXXX key is saved automatically.
Way 2 - Enter licence key manually	You already have an SP-XXXX key. Paste it into the License Key field, Save Config, then flush caches. A shared eTechFlow Bundle key works too.

5. Subscription Plans

SEO Layered Navigation is offered on three plans, shown on the in-admin gate page.

Plan	Price	Notes
Weekly	\$9 / week	Full module - readable URLs + canonical/robots/sitemap
Monthly	\$29 / month	Full module
Yearly	\$290 / year	Full module - best value

6. Configuration - Every Setting Explained

6.1 Module Status Panel

A read-only banner showing whether the module is live - green 'active' (Figure 3.1) or amber 'licence invalid' (Section 10).

6.2 License Section

Field	What it does
License Key	Your SP-XXXX licence key (or a per-module HMAC key). Domain-bound; www. normalised.
Bundle License Key	Shared key that activates ALL eTechFlow modules at once. Stored encrypted.
Licence Validation URL	The eTechFlow endpoint that validates licence keys.
Last Issued Key	Read-only audit field, auto-populated when a key is first validated.

6.3 General - Readable Filter URLs

Figure 6.1 - General settings

Turn ugly filter URLs human-readable

General

Enable readable filter URLs [store view] Yes

When enabled, layered-navigation filter links use human-readable slugs (e.g. `?manufacturer=yale`) instead of option ids (`?manufacturer=2069`). Run `bin/magento etechflow:seo-nav:generate-aliases` first to build the slug map.

URL format [store view] Query string (?manufacturer=yale)

Query: `/cylinder-locks?manufacturer=yale`. Path: `/cylinder-locks/manufacturer/yale` (cleaner, no query string). Path needs no rewrite generation — it is resolved live by a router.

Multi-select layered navigation [store view] Yes

Lets shoppers pick several values of one filter (e.g. two brands) and see the combined results — options stay clickable instead of collapsing. Uses disjunctive faceting (one extra search query per active filter; category pages are block-cached).

Enable readable filter URLs turns slugs on. URL format chooses how the slug appears - Query (`?manufacturer=yale`) or Path (`/manufacturer/yale`). Multi-select lets shoppers pick several values of one filter at once (disjunctive faceting).

Figure 6.2 - The same screen with URL format = Path.

Switch to clean path-style URLs

General

Enable readable filter URLs [store view]

When enabled, layered-navigation filter links use human-readable slugs (e.g. `?manufacturer=yale`) instead of option ids (`?manufacturer=2069`). Run `bin/magento etechflow:seo-nav:generate-aliases` first to build the slug map.

URL format [store view]

Query: `/cylinder-locks?manufacturer=yale`. **Path:** `/cylinder-locks/manufacturer/yale` (cleaner, no query string). Path needs no rewrite generation — it is resolved live by a router.

Multi-select layered navigation [store view]

Lets shoppers pick several values of one filter (e.g. two brands) and see the combined results — options stay clickable instead of collapsing. Uses disjunctive faceting (one extra search query per active filter; category pages are block-cached).

Switching URL format to Path produces clean `/category/attribute/slug` URLs with no query string - resolved live by the module's router, so no rewrite generation is needed.

Setting	What it does
Enable readable filter URLs	Master switch for Phase 1 (slugs)
URL format	Query (<code>?attr=slug</code>) or Path (<code>/attr/slug</code>)
Multi-select layered navigation	Pick several values of one filter; options stay clickable

6.4 Filter Page Indexing (Canonical & Robots)

Figure 6.3 - Filter Page Indexing

Control what Google indexes

Filter Page Indexing (canonical & robots)

Controls the `<link rel="canonical">` and `<meta name="robots">` on filtered category pages. Only touches category pages that have an active filter — all other pages are left exactly as they are (incl. any existing SEO module).

Manage canonical & robots on filter pages [store view]

Master switch for everything in this section. Off = no change to any page meta.

Make single-filter pages indexable [store view]

A page with exactly one attribute filter (e.g. `?manufacturer=yale`) gets INDEX,FOLLOW + a self-canonical, becoming its own landing page. Off = treat single filters like multi.

Limit indexable filters to these attributes [store view]

Comma-separated attribute codes (e.g. `manufacturer,collection`). Blank = any single attribute filter is indexable.

Robots for multi-filter / non-indexable pages [store view]

Applied to pages with 2+ filters, a price filter, or a non-indexable single filter. Canonical points to the base category.

Add indexable filter pages to XML sitemap [store view]

Emits the single-filter landing pages into the sitemap so search engines discover them. Only the whitelisted attributes above, and only category+value pairs that have products. Leave the whitelisted blank = nothing emitted.

NOINDEX paginated pages (?p=2, ?p=3 ...) [store view]

Adds NOINDEX,FOLLOW to listing pages beyond page 1 (crawl-budget best practice; the modern replacement for `rel=prev/next`, which Google retired in 2019). Canonical still points to page 1.

Phase 2 controls the canonical + robots tags on filtered pages only (it never touches unfiltered pages).

Setting	What it does
Manage canonical & robots on filter pages	Master switch for Phase 2
Make single-filter pages indexable	A single whitelisted filter gets INDEX,FOLLOW + a self-canonical (its own landing page)
Limit indexable filters to these attributes	Whitelist of attribute codes. Blank = every single filter is indexable
Robots for multi-filter / non-indexable pages	Applied to 2+ filters, price, or non-whitelisted single filters (default NOINDEX,FOLLOW); canonical -> base category
Add indexable filter pages to XML sitemap	Emits whitelisted single-filter landing pages (with products) into the sitemap. Blank whitelist = nothing emitted
NOINDEX paginated pages	Adds NOINDEX,FOLLOW to ?p=2,3...; canonical still points to page 1

7. Phase 1 - Readable Filter URLs in Action

7.1 Path Format

Figure 7.1 - A filtered category

Readable path URLs on live filters

The screenshot shows a web browser with the address bar containing the URL `store.example.com test-products.html/shipping_type/oversized-bulky`. Below the browser, the LUMA logo is visible. A navigation menu includes [Test Products](#), [Car Keys](#), [Key Accessories](#), [Tools & Equipment](#), and [faqs](#). A breadcrumb trail shows [Home](#) > [Test Products](#). The main heading is

Test Products

. A section titled 'Now Shopping by' shows a filter for **Shipping Type: Oversized / Bulky** with a 'Clear All' link. Below this is a 'Shopping Options' section with a 'PRICE' dropdown menu. A 'Compare Products' section states 'You have no items to compare.' and a 'My Wish List' section states 'You have no items in your wish list.' On the right, two product cards are shown: 'Developer Coffee Mug' with a price of **\$14.99** and 'Coffee Be' with a price of **\$24.99**. The 'Developer Coffee Mug' card also displays a star rating of 4 stars and '12 Reviews'.

With URL format = Path, applying the Shipping Type = Oversized / Bulky filter produces the clean URL `/test-products.html/shipping_type/oversized-bulky` (no ?query). 'Now Shopping by' confirms the filter is active and 4 matching products are shown.

7.2 Query Format + Multi-filter

Figure 7.2 - The same filter in Query

Query format with multi-filter

The screenshot shows a web browser with the URL `store.example.com test-products.html?shipping_type=oversized-bulky`. The page displays the LUMA logo and a navigation menu with items: Test Products, Car Keys, Key Accessories, Tools & Equipment, and faqs. Below the navigation, there is a breadcrumb trail: Home > Test Products. The main heading is 'Test Products'. On the left, there are filters for 'Now Shopping by' (4 Items), 'Shipping Type: Oversized / Bulky' (with a 'Clear All' link), and 'Shopping Options'. Under 'Shopping Options', there are two expandable sections: 'PRICE' and 'SHIPPING TYPE'. The 'PRICE' section shows three price ranges: '\$0.00 - \$9.99 (1)', '\$10.00 - \$19.99 (1)', and '\$20.00 and above (2)'. The 'SHIPPING TYPE' section shows 'Oversized / Bulky (4)'. On the right, there are two product cards: 'Developer Coffee Mug' with a 4-star rating and '12 Reviews' priced at '\$14.99', and 'Coffee Beans 1kg' priced at '\$24.99'.

With URL format = Query the URL is `/test-products.html?shipping_type=oversized-bulky`. The Price filter is also available, so a shopper can stack filters - which is exactly the case Phase 2 marks non-indexable.

8. Phase 2 - Canonical & Robots in Action

The robots/canonical behaviour depends on how many filters are active:

Page	Robots	Canonical
Plain category (no filter, page 1)	unchanged (Magento default)	unchanged
Single whitelisted filter	INDEX,FOLLOW	self-canonical (landing page)
2+ filters / price / non-whitelisted	NOINDEX,FOLLOW	base category
Pagination ?p=2,3...	NOINDEX,FOLLOW	page 1

8.1 Single Filter - indexable

Figure 8.1 - Page source of a single

Single filter stays indexable

```
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\u002Fdev\u002Fetechflow.com\u002F';
7       var require = {
8         'baseUrl': 'https\u003A\u002F\u002Fmagento\u002Fstatic\u002Fversion1781357690\u002Ffrontend\u002Fmagento\u002Ffluma
9       };</script> <meta charset="utf-8"/>
10    <meta name="title" content="Test Products"/>
11    <meta name="robots" content="INDEX,FOLLOW"/>
12    <meta name="viewport" content="width=device-width, initial-scale=1"/>
13    <meta name="format-detection" content="telephone=no"/>
14    <title>Test Products</title>
```

A page with exactly one whitelisted filter renders `<meta name="robots" content="INDEX,FOLLOW">` - it is treated as its own SEO landing page (with a self-canonical).

8.2 Multi-filter / Price - non

Figure 8.2 - Page source of a multi

Multi-filter pages go noindex

```
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\u002Fdev\u002Fetechflow.com\u002F';
7       var require = {
8         'baseUrl': 'https\u003A\u002F\u002Fmagento\u002Fstatic\u002Fversion1781357690\u002Ffrontend\u002Fmagento\u002Ffluma\u002Fen_US'
9       };</script> <meta charset="utf-8"/>
10    <meta name="title" content="Test Products"/>
11    <meta name="robots" content="NOINDEX,FOLLOW"/>
12    <meta name="viewport" content="width=device-width, initial-scale=1"/>
13    <meta name="format-detection" content="telephone=no"/>
14    <title>Test Products</title>
15    <link rel="stylesheet" type="text/css" media="all" href="https\u003A\u002F\u002Fmagento\u002Fstatic\u002Fversion1781357690\u002Ffrontend\u002Fmagento\u002Ffluma\u002Fen_US/m
```

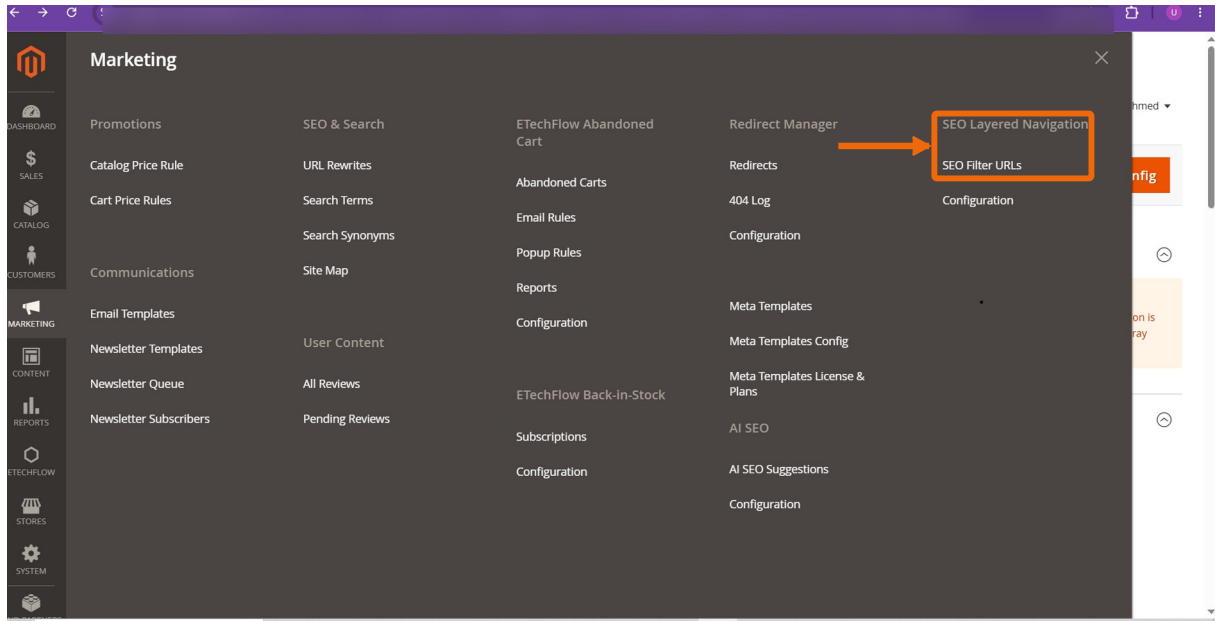
A page with two or more filters (or a price filter, or a non-whitelisted filter) renders `<meta name="robots" content="NOINDEX,FOLLOW">` and a canonical back to the base category - keeping duplicate filter combinations out of Google's index.

9. Building the Slug Map

Readable URLs need a slug map (option id <-> slug), stored in etechflow_seo_filter_alias. Build or rebuild it after enabling the module, after a product import, or after adding/renaming attribute options:

Figure 9.1 - Admin menu: Marke

Build the slug map from admin



The module adds a 'SEO Layered Navigation' column to the Marketing menu with two entries: 'SEO Filter URLs' - the one-click 'Rebuild SEO URLs' page that regenerates the slug map - and 'Configuration', a shortcut to the module settings under Stores > Configuration > eTechFlow > SEO Layered Navigation.

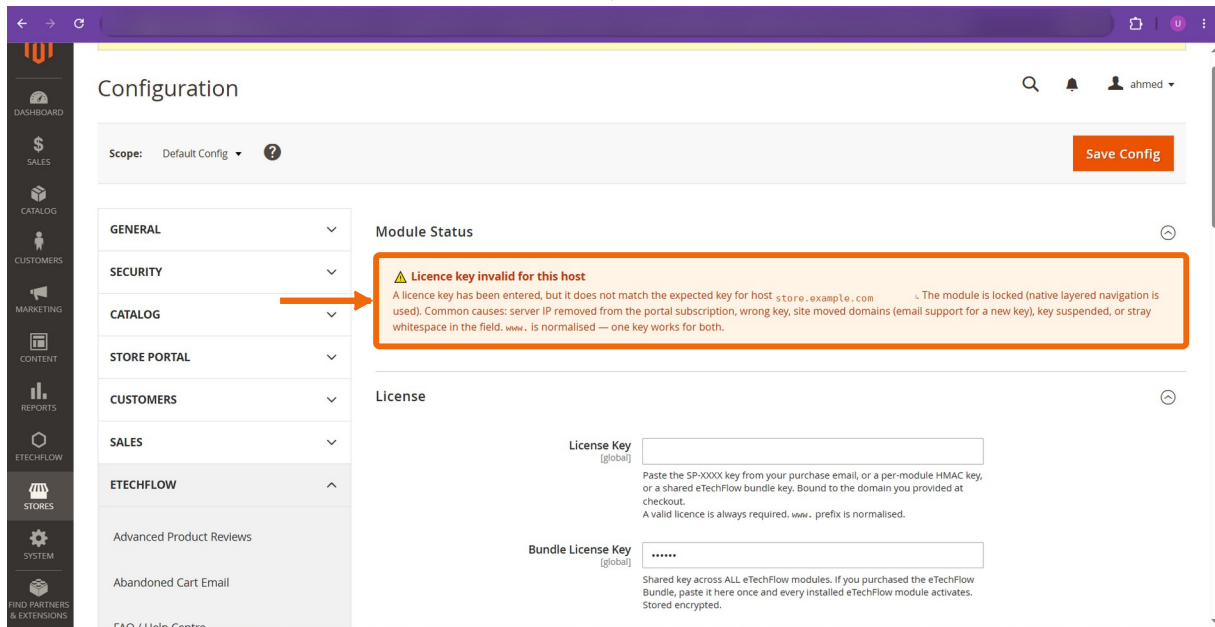
Method	How
Admin (one click)	Marketing > SEO Filter URLs > Rebuild SEO URLs (optional store-scope picker)
CLI	bin/magento etechflow:seo-nav:generate-aliases [--attribute=code] [--store=0] [--dry-run]

i Both share one code path. Re-running is safe: it DELETES + re-INSERTs per attribute, so renamed options update and stale slugs never linger; label collisions get a -2 / -3 suffix.

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. normalised). If the key is missing, wrong, suspended, or the server IP was removed from the portal subscription, the module locks: readable URLs and filter-page indexing stop, and the admin pages redirect to the licence gate.

Figure 10.1 - Module Status when **Clear alerts when a licence fails**



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, stray whitespace). Re-entering a valid key and flushing caches restores access.

11. Support & Contact

For licensing or technical assistance with SEO Layered Navigation, contact eTechFlow:

Company	eTechFlow Pvt. Ltd.
Email	support@etechflow.com
Module	ETechFlow_SeoLayeredNav (part of the eTechFlow SEO Suite)