

SEO Improvements

- Delivered for FEP7 as JR51957
- New properties for the SEO URL Keyword Generator:
 - InvalidName: A comma-delimited list of strings to remove from the generated URLs
 - fixedName: A comma-delimited list of substitution strings to use
- Allows to change, for example, input URLs like these: http://mycompany/mystore/myproduct^#blue"\$large

into:

http://mycompany/mystore/myproduct-blue_large

Requires change to the wc-admin-component.xml file. The above example would need the following configuration:

```
<_config:property name="InvalidName" value="\x5E\x23,\x22\x24"/>
```

<_config:property name="fixedName" value="-,_"/>

$$^{= \times 5E}$$
, # = \x23, " = \x22, \$ = \x24

Troubleshooting steps remain unchanged for the SEO URL Keyword Generator utility.

http://www.ibm.com/support/knowledgecenter/SSZLC2 7.0.0/com.ibm.commerce.developer.doc/concepts/csdwcadmincominfra.htm



Trademarks, disclaimer, and copyright information

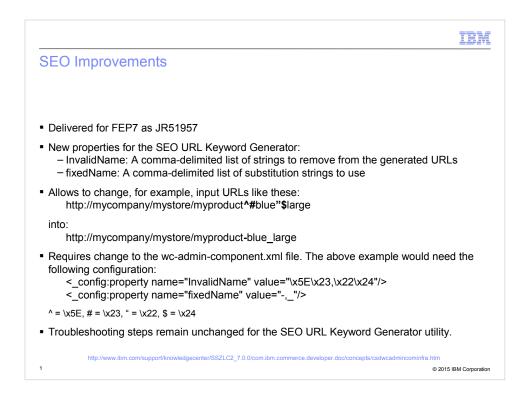
IBM, the IBM logo, ibm.com, Coremetrics, DB2, PowerVM, Rational, WebSphere, and z/VM are trademarks or registered trademarks of International Business Machines Corp., registered in many jurisdictions worldwide. Other product and service names might be trademarks of IBM or other companies. A current list of other IBM trademarks is available on the web at "Copyright and trademark information" at http://www.ibm.com/legal/copytrade.shtml

Other company, product, or service names may be trademarks or service marks of others.

THE INFORMATION CONTAINED IN THIS PRESENTATION IS PROVIDED FOR INFORMATIONAL PURPOSES ONLY. WHILE EFFORTS WERE MADE TO VERIFY THE COMPLETENESS AND ACCURACY OF THE INFORMATION CONTAINED IN THIS PRESENTATION, IT IS PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EXPRESS OR IMPLIED. IN ADDITION, THIS INFORMATION IS BASED ON IBM'S CURRENT PRODUCT PLANS AND STRATEGY, WHICH ARE SUBJECT TO CHANGE BY IBM WITHOUT NOTICE. IBM SHALL NOT BE RESPONSIBLE FOR ANY DAMAGES ARISING OUT OF THE USE OF, OR OTHERWISE RELATED TO, THIS PRESENTATION OR ANY OTHER DOCUMENTATION. NOTHING CONTAINED IN THIS PRESENTATION IS INTENDED TO, NOR SHALL HAVE THE EFFECT OF, CREATING ANY WARRANTIES OR REPRESENTATIONS FROM IBM (OR ITS SUPPLIERS OR LICENSORS), OR ALTERING THE TERMS AND CONDITIONS OF ANY AGREEMENT OR LICENSE GOVERNING THE USE OF IBM PRODUCTS OR SOFTWARE.

© Copyright International Business Machines Corporation 2015. All rights reserved.

© 2015 IBM Corporation



The SEO URL Keyword Generator is an existing utility that you can run to generate SEO URLs for all your category and product pages.

A common request for this utility is to provide specific substitution strings for certain values.

In this example, we may see URLs with the string caret, hashtag, or a quote followed by a dollar sign. If we wanted to replace caret, hashtag with a dash and quote, dollar sign with an underscore character, we could, with this new feature, use the configuration shown here in the configuration file for the SEO URL Keyword Generator utility.

In other words, this new feature allows for two new properties for the utility's configuration file: InvalidName and fixedName. The former specifies a comma-delimited list of character strings that should be replaced, while the latter defines the replacement strings.

The feature is delivered in interim fix JR51957 and is available for feature pack 7 and later.



Trademarks, disclaimer, and copyright information

IBM, the IBM logo, ibm.com, Coremetrics, DB2, PowerVM, Rational, WebSphere, and z/VM are trademarks or registered trademarks of International Business Machines Corp., registered in many jurisdictions worldwide. Other product and service names might be trademarks of IBM or other companies. A current list of other IBM trademarks is available on the web at "Copyright and trademark information" at http://www.ibm.com/legal/copytrade.shtml

Other company, product, or service names may be trademarks or service marks of others.

THE INFORMATION CONTAINED IN THIS PRESENTATION IS PROVIDED FOR INFORMATIONAL PURPOSES ONLY. WHILE EFFORTS WERE MADE TO VERIFY THE COMPLETENESS AND ACCURACY OF THE INFORMATION CONTAINED IN THIS PRESENTATION, IT IS PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EXPRESS OR IMPLIED. IN ADDITION, THIS INFORMATION IS BASED ON IBM'S CURRENT PRODUCT PLANS AND STRATEGY, WHICH ARE SUBJECT TO CHANGE BY IBM WITHOUT NOTICE. IBM SHALL NOT BE RESPONSIBLE FOR ANY DAMAGES ARISING OUT OF THE USE OF, OR OTHERWISE RELATED TO, THIS PRESENTATION OR ANY OTHER DOCUMENTATION. NOTHING CONTAINED IN THIS PRESENTATION IS INTENDED TO, NOR SHALL HAVE THE EFFECT OF, CREATING ANY WARRANTIES OR REPRESENTATIONS FROM IBM (OR ITS SUPPLIERS OR LICENSORS), OR ALTERING THE TERMS AND CONDITIONS OF ANY AGREEMENT OR LICENSE GOVERNING THE USE OF IBM PRODUCTS OR SOFTWARE.

© Copyright International Business Machines Corporation 2015. All rights reserved.

2 © 2015 IBM Corporation