magmodules



CMS Pages and Homepage Setup

Alternate Hreflang Tags for Magento 2

This guide explains how to configure hreflang for CMS pages and the homepage using the Alternate Hreflang Extension. Unlike products and categories, CMS pages don't have automatic language relationships in Magento, so the module provides a grouping system to connect translations. Learn how to use the "Alternate Language Category" field to link your multilingual content pages correctly.

Why CMS Pages Are Different

Products and Categories

Products and categories have built-in parent-child relationships across store views:

- Same product ID in multiple stores = automatic connection
- Product in EN store and FR store with same ID = translations
- Module automatically generates hreflang tags

CMS Pages and Homepage

CMS pages are independent per store view:

- No automatic relationship between pages
- Homepage in EN store ≠ homepage in FR store (from Magento's perspective)
- "About Us" page has no link to French "À Propos" page
- **You must manually group them**

The Alternate Language Category Field

When editing a CMS page, you'll see a new section: **Alternate Language Settings**

This contains:

- **Alternate Language Category** - Select existing category or create new one
- **New Category** - Enter name for a new grouping

How It Works

1. **All pages in the same category link to each other with hreflang tags**
2. **Pages in different categories don't link to each other**
3. **Ungrouped pages (no category) have no hreflang tags**

Think of it like: "These pages are the same content, just in different languages"

Step-by-Step Setup

Example: About Us Page

You have these CMS pages:

- `about-us` (English store)
- `a-propos` (French store)
- `uber-uns` (German store)

Step 1: Edit English Page

Navigate to: **Content → Pages → About Us**

1. Scroll to **Alternate Language Settings**
2. Click **New Category** field
3. Enter: `about-page`
4. Save page

Step 2: Edit French Page

Navigate to: **Content → Pages → À Propos**

1. Scroll to **Alternate Language Settings**
2. Select dropdown: `about-page` (now available)
3. Save page

Step 3: Edit German Page

Navigate to: **Content → Pages → Über Uns**

1. Scroll to **Alternate Language Settings**
2. Select dropdown: `about-page`
3. Save page

Result:

All three pages now have hreflang tags:

```
<!-- On English page -→
<link rel="alternate" hreflang="en-us" href="https://example.com/about-us" />
<link rel="alternate" hreflang="fr-fr" href="https://example.fr/a-propos" />
<link rel="alternate" hreflang="de-de" href="https://example.de/uber-uns" />
```

Homepage Setup

The homepage works exactly the same way.

Example: Multilingual Homepage

Step 1: Edit Homepage (English store)

Navigate to: **Content → Pages → Home Page** (in English store view)

1. Scroll to **Alternate Language Settings**
2. New Category: `homepage`
3. Save

Step 2: Edit Homepage (French store)

Switch to French store view, then:

Navigate to: **Content → Pages → Page d'accueil** (in French store view)

1. Scroll to **Alternate Language Settings**
2. Select: `homepage`
3. Save

Step 3: Repeat for other stores

Each store's homepage → select `homepage` category

Result:

```
<link rel="alternate" hreflang="en-us" href="https://example.com/" />
<link rel="alternate" hreflang="fr-fr" href="https://example.fr/" />
<link rel="alternate" hreflang="de-de" href="https://example.de/" />
```

Common CMS Page Scenarios

Scenario 1: Simple Multi-Language Site

Pages to group:

- Homepage in all languages → category: `homepage`
- About page in all languages → category: `about-page`
- Contact page in all languages → category: `contact-page`
- Privacy policy in all languages → category: `privacy-page`

Setup:

```
Category: homepage
├── Home (EN) - example.com/
├── Accueil (FR) - example.fr/
└── Startseite (DE) - example.de/

Category: about-page
├── About Us (EN) - example.com/about-us
├── À Propos (FR) - example.fr/a-propos
└── Über Uns (DE) - example.de/uber-uns

Category: contact-page
├── Contact (EN) - example.com/contact
├── Contact (FR) - example.fr/contact
└── Kontakt (DE) - example.de/kontakt
```

Scenario 2: Different Content Per Region

Some pages only exist in certain languages.

Example: Legal pages that differ by country

```
Category: privacy-eu
├── Privacy Policy (EN-GB) - example.co.uk/privacy
├── Politique de confidentialité (FR) - example.fr/confidentialite
└── Datenschutz (DE) - example.de/datenschutz

Category: privacy-us
└── Privacy Policy (EN-US) - example.com/privacy
(No other languages - US-specific content)

Category: terms-eu
├── Terms & Conditions (EN-GB) - example.co.uk/terms
├── Conditions Générales (FR) - example.fr/conditions
└── AGB (DE) - example.de/agb
```

Important: Don't link EU privacy pages to US privacy pages if the content differs significantly.

Scenario 3: Promotional Landing Pages

Campaign in multiple markets:

```
Category: summer-sale-2024
├── Summer Sale (EN-US) - example.com/summer-sale
├── Soldes d'été (FR-FR) - example.fr/soldes-ete
├── Sommerschlussverkauf (DE-DE) - example.de/sommer-sale
└── Summer Sale (EN-GB) - example.co.uk/summer-sale
```

All pages promote same sale, different languages → group together.

Category Naming Best Practices

Good Category Names

✅ Descriptive and unique:

- `homepage`
- `about-page`
- `shipping-info`
- `return-policy`
- `faq-general`

✅ Include campaign/year if temporary:

- `black-friday-2024`
- `spring-sale-2024`

✅ Use store/region if content differs:

- `privacy-eu`
- `privacy-us`
- `terms-b2b`
- `terms-b2c`

Bad Category Names

❌ Too generic:

- `page1`
- `cms`
- `group-a`

❌ Language-specific:

- `about-us-english` (category is for ALL languages)
- `french-pages`

Why: Category name is internal only. Use it to identify which pages belong together, not which language they are.

Verifying Your Setup

Test Individual Pages

1. Enable debug mode in module configuration
2. Visit CMS page with `?show-alternate=1`

   ```
   https://example.com/about-us?show-alternate=1
   ```

3. Verify hreflang tags appear
4. Check all grouped pages are listed

Test Homepage

Visit homepage with debug parameter:

```
https://example.com/?show-alternate=1
```

Check output shows all store homepages.

Common Issues

Problem: Tags not appearing

Check:

- CMS Pages enabled in module configuration
- All pages in group have same category name
- Pages assigned to correct store views
- Cache cleared after changes

Problem: Wrong pages grouped together

Check:

- Category spelling is exactly the same

- Not confusing similar page types (e.g., "Terms B2B" vs "Terms B2C")

Working with Multiple Store Groups

If you have separate product lines:

```
Group 1: Fashion Stores
└── Category: homepage-fashion
    ├── Fashion Home (EN) - fashion.com/
    ├── Mode (FR) - mode.fr/
    └── Mode (DE) - mode.de/

Group 2: Electronics Stores
└── Category: homepage-electronics
    ├── Electronics Home (EN) - electronics.com/
    ├── Électronique (FR) - electronique.fr/
    └── Elektronik (DE) - elektronik.de/
```

Don't cross-link: Fashion homepage should not link to Electronics homepage, even in same language.

Bulk Setup Tips

For Many CMS Pages

1. **Create category naming scheme first:**
   - List all CMS page types
   - Define category name for each type
   - Document in spreadsheet
2. **Update in batches:**
   - Group by page type (all "About" pages first)
   - Create category on first page
   - Apply same category to translations
3. **Use consistent naming:**
   - `homepage` not `home-page` or `home_page`
   - Stick to one format project-wide

Recommended Categories for Standard Pages

Common pages on most sites:

```
homepage          → All homepage variations
about-page        → About Us pages
contact-page      → Contact pages
shipping-info     → Shipping information
return-policy     → Return/refund policies
privacy-page      → Privacy policies
terms-page        → Terms & conditions
faq-general       → General FAQ pages
```

Important Notes

Store View Assignment

CMS pages must be assigned to correct store views:

- English "About Us" → assigned to English store
- French "À Propos" → assigned to French store
- **Don't assign same page to multiple stores** (defeats the purpose)

URL Keys

Each page should have appropriate URL for its language:

- ✅ `about-us` (English)
- ✅ `a-propos` (French)
- ✅ `about-us` (used in all stores)

Category Field Is Optional

Pages without a category simply won't have hreflang tags:

- Single-store sites don't need it
- Store-specific pages (no translations) don't need it
- Only group pages that are true translations

Debugging

Self-Test

Run module self-test:

1. Admin → Magmodules → Alternate Hreflang → Developer → Self-Test
2. Check CMS Pages section
3. Verify grouped pages detected

Check Categories

No admin overview of categories exists. To audit:

1. Export CMS pages with categories (custom SQL or export)
2. Review which pages share categories
3. Verify groupings are correct

SQL to list categories:

```
SELECT
    cms_page.title,
    cms_page.identifier,
    cms_page.alternate_category
FROM cms_page
WHERE cms_page.alternate_category IS NOT NULL
ORDER BY cms_page.alternate_category, cms_page.title;
```

Key Takeaways

1. **CMS pages don't auto-link** - you must group them manually
2. **Use "Alternate Language Category" field** in CMS page edit form
3. **Same category = pages link with hreflang tags**
4. **Category names are internal** - use descriptive names
5. **Homepage is just another CMS page** - group it the same way
6. **Don't group unrelated pages** - only true translations
7. **Test with** `?show-alternate=1` to verify setup
8. **Clear cache after changes** to see results

Need More Help?

Documentation:

- All Help Articles - Complete documentation overview

Support:

- Contact Support - Get help from our team

For a complete overview of features and configuration options, see the Alternate Hreflang Tags extension on magmodules.eu

All articles for Alternate Hreflang Tags

Installation

1	Installation using Composer (recommended)
2	Installation using the Adobe Marketplace
3	Install through FTP and SSH

Configuration

1	Quick Start Guide
2	Configuration Guide
3	**CMS Pages and Homepage Setup** **(current)**

Troubleshooting

1	Troubleshooting

Background

1	Alternate Link Groups for Products and Categories
2	Best Practices
3	Understanding Hreflang Tags

