



Configuration Guide

Cross-Linking for Magento 2

Here's where you'll find all the settings for the [Cross-Linking extension](#). This guide explains what each option does and when you'd want to use it. We've organized it the same way as the admin panel so you can quickly find what you need. The module has a simple setup — general settings plus per-entity-type controls for products, categories and CMS pages.

All configuration options explained.

Location: Stores → Configuration → Magmodules → Cross-Linking

General

Version Check

Displays the current module version and checks for available updates. Use this to stay up-to-date with the latest features and bug fixes.

Enabled

Master switch for the entire module. When disabled, no cross-links are inserted anywhere on the store, regardless of other settings.

Case Insensitive

Match keywords regardless of capitalization. When enabled, a rule for "Yoga" will also match "yoga", "YOGA" and "yOgA" in your content.

When to enable:

- Your content has inconsistent capitalization
- You want broader matching without creating duplicate rules

When to disable:

- You need exact case matching (e.g., brand names like "iOS" shouldn't match "IOS")

Products

Enable for Products

Turn cross-linking on or off specifically for product pages. When enabled, the module scans product descriptions and short descriptions for matching keywords.

Max Links Per Page

The maximum number of cross-links to insert on a single product page. Once this limit is reached, no more keywords are replaced — even if there are more matching rules.

Recommended:

- Start with 5-10 for standard product pages
- Use lower values (2-3) for pages with short descriptions
- Higher values (15-20) for content-heavy product pages

Categories

Enable for Categories

Turn cross-linking on or off specifically for category pages. When enabled, the module scans category descriptions for matching keywords.

Max Links Per Page

The maximum number of cross-links to insert on a single category page.

Recommended:

- Start with 5-10 for categories with description text
- Keep in mind that category descriptions are often shorter than product descriptions

CMS Pages

Enable for CMS Pages

Turn cross-linking on or off specifically for CMS pages. When enabled, the module scans CMS page content and CMS block content for matching keywords.

Important: This only works on content rendered through Magento's CMS template filter. Content hardcoded in .phtml template files (like the Hyva default homepage hero) is not affected.

Max Links Per Page

The maximum number of cross-links to insert on a single CMS page.

Recommended:

- Start with 5-10 for standard content pages
- Blog-style pages with lots of text can use higher values (10-20)

Cross-Link Rules

Cross-link rules are managed at **Marketing → Cross-Links**. Each rule defines a keyword to match and the link to create.

Keyword

The word or phrase to match in content. Uses word boundary matching — "yoga" matches the word "yoga" but not "yogalicious" or "ayoga".

URL

The link target. Can be a relative URL (e.g., `/collections/yoga.html`) or absolute URL (e.g., `https://example.com/yoga`).

Title

Optional title attribute on the anchor tag. Shows as a tooltip on hover in most browsers.

CSS Class

Optional CSS class added to the anchor tag. Useful for styling cross-links differently from regular links.

Target

Link target attribute (`_blank`, `_self`, etc.). Leave empty for default behavior (opens in same window).

Max Replacements

Maximum number of times this specific keyword is replaced per page. Set to 0 for unlimited (will replace every occurrence up to the page-level max).

Recommended:

- 1 for most keywords — avoid over-linking the same word
- 0 (unlimited) only for very important keywords on content-heavy pages

Nofollow

Add `rel="nofollow"` to the generated link. Use this for links that shouldn't pass link equity.

When to use:

- External links
- Affiliate links
- Links to non-essential pages

Priority

Higher priority rules are processed first. When multiple rules could match overlapping text, the higher priority rule wins. Rules with the same priority are sorted by keyword length (longer keywords first).

Example:

- "yoga mats" (priority 10) matches before "yoga" (priority 5)
- Both "yoga mats" and "yoga" with same priority — "yoga mats" wins because it's longer

Store Views

Which store views this rule applies to. Select "All Store Views" to apply everywhere, or select specific stores for targeted rules.

Active

Enable or disable individual rules without deleting them.

Debug & Logging

Debug Mode

Enable detailed logging for troubleshooting. Logs which keywords are replaced, how many times, and on which store.

When to enable:

- Setting up for the first time
- Troubleshooting why a keyword isn't being replaced
- Verifying replacement counts

When to disable:

- Production environments after verification
- Logs are getting too large

Self-Test

Run diagnostic tests on your configuration. Checks module status, PHP version and Magento compatibility.

How the Replacement Algorithm Works

Understanding the processing order helps you configure rules effectively:

1. **Rules are loaded** from the database, filtered by store view and active status
2. **Rules are sorted** by priority (highest first), then by keyword length (longest first) as a tiebreaker
3. **For each rule**, the module scans the content for the keyword
4. **Matches are skipped** if they appear inside existing `<a>` tags or HTML tag attributes
5. **Replacements stop** when either the rule's max replacements or the page-level max links limit is reached
6. **Word boundary matching** ensures "yoga" matches the standalone word but not "yogalicious"

This means a rule with priority 10 always processes before a rule with priority 5, regardless of keyword length. When two rules have the same priority, the longer keyword processes first.

Tip: Use the CLI preview command to see exactly how rules are applied to a specific product, category, or CMS page:

```
bin/magento magmodules:crosslinking:preview --entity-type=product --entity-id=42
```

Configuration Tips

Start simple:

1. Enable module
2. Enable products and CMS pages
3. Create 5-10 rules for your most important keywords
4. Test and verify using the CLI preview command
5. Expand gradually

For better SEO:

- Use descriptive keywords, not single characters
- Keep max replacements at 1 per keyword for natural reading
- Set page-level limits to avoid over-optimization
- Use priority to ensure important keywords are linked first
- Distribute link juice intentionally — link to pages you want to rank higher

For multi-store setups:

- Create separate rules per store view for localized keywords
- Use "All Store Views" only for brand names and universal terms
- Each store view has its own max links per page settings

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 Cross-Linking extension on magmodules.eu

All articles for Cross-Linking

Installation

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

Configuration

1	Configuration Guide (current)
2	Quick Start Guide

Troubleshooting

1	Troubleshooting
---	---------------------------------

Grids

1	Cross-Links Grid
---	----------------------------------

Background

1	Best Practices
2	CLI Commands

