



Cross-Links Grid

Cross-Linking for Magento 2

This guide covers the cross-link management interface in [Cross-Linking](#). The grid is where you create, edit and manage all your keyword-to-URL rules. Each rule defines a keyword to match in your content and the link to create when it's found. You can manage rules individually or use mass actions to update multiple rules at once.

Location: Marketing → Cross-Links

Grid Overview

Column	Description
ID	Internal cross-link rule ID
Keyword	The word or phrase to match in content
URL	The link target (relative or absolute URL)
Title	Optional title attribute shown as tooltip on hover
Max Replacements	Maximum times this keyword is replaced per page (0 = unlimited)
Nofollow	Whether <code>rel="nofollow"</code> is added to the link
Active	Whether the rule is currently active
Store IDs	Which store views this rule applies to (0 = all)
Priority	Processing order — higher priority rules are applied first

Creating a Cross-Link Rule

Click **Add New Cross-Link** to open the form.

Required Fields

- **Keyword** — The word or phrase to match. Uses word boundary matching, so "yoga" matches the word "yoga" but not "yogalicious"
- **URL** — The link target. Use relative URLs for internal links (e.g., `/collections/yoga.html`) or absolute URLs for external links

Optional Fields

- **Title** — Shows as a tooltip when hovering over the link

- **Active** — Enable or disable the rule without deleting it
- **Store Views** — Select specific store views or leave on "All Store Views"
- **Nofollow** — Adds `rel="nofollow"` to the link. Use for external or affiliate links
- **Target** — Link target attribute: `_blank` (new tab), `_self` (same tab), `_parent`, `_top`, or none
- **CSS Class** — Custom CSS class for styling cross-links differently from regular links
- **Max Replacements** — How many times this keyword is replaced per page. Set to 1 for most rules. Set to 0 for unlimited (up to the page-level max)
- **Priority** — Higher numbers are processed first. Use this when keywords overlap (e.g., give "yoga mats" a higher priority than "yoga")

Editing a Cross-Link Rule

Click the **Edit** action in the grid row, or click the row itself, to open the edit form. All fields are editable. Save to apply changes. Remember to flush cache after making changes.

Deleting a Cross-Link Rule

Two ways to delete:

1. **From the grid** — Select the checkbox next to the rule, then use **Mass Actions → Delete**
2. **From the form** — Click the **Delete** button in the edit form

Both show a confirmation dialog before deleting.

Mass Actions

Select one or more rules using the checkboxes, then choose an action:

Action	Description
Delete	Remove selected rules permanently
Enable	Set selected rules to active
Disable	Set selected rules to inactive

Filtering and Searching

Fulltext Search

The search bar at the top searches across keyword, URL, and title fields.

Column Filters

Click the filter icon on any column header to filter:

- **ID** — Number range filter
- **Keyword** — Text search
- **URL** — Text search
- **Title** — Text search
- **Max Replacements** — Number range filter
- **Nofollow** — Yes/No dropdown
- **Active** — Yes/No dropdown
- **Store IDs** — Text search
- **Priority** — Number range filter

Tips

- **Start small** — Create 5-10 rules for your most important keywords before expanding
- **Set max replacements to 1** for most rules to avoid over-linking
- **Use priority wisely** — When keywords overlap (e.g., "yoga" and "yoga mats"), give the longer/more specific keyword a higher priority
- **Check store scoping** — If a rule isn't working, verify the store view assignment
- **Flush cache** after any changes — cross-links are cached with the page content

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
2	Quick Start Guide

Troubleshooting

1	Troubleshooting
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Grids

1	Cross-Links Grid (current)
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Background

1	Best Practices
2	CLI Commands

