magmodules

Configuration Guide

SEO Meta Templates for Magento 2

Here's where you'll find all the settings for the SEO Meta Templates extension. This guide explains what each option does and when you'd want to use it. We've organized it by section (same as in the admin panel) so you can quickly find what you need. Some options have recommended values for common setups included.

Complete reference for all SEO Meta Templates configuration options.

Location: Stores > Configuration > Magmodules > SEO Meta Templates

General

Enabled

Turns the module on or off. When disabled, no templates are applied and your original meta tags remain untouched.

Template Settings

Title Max Length

Maximum character length for generated meta titles. When a processed template exceeds this limit, the text is truncated at the nearest word boundary.

Recommended: 60 characters — this is the typical Google SERP title display limit.

Description Max Length

Maximum character length for generated meta descriptions. Same word-boundary truncation as titles.

Recommended: 160 characters — standard meta description display limit in search results.

Override Mode

Controls how templates interact with existing meta data on your products and categories.

Always Override — Templates always replace existing meta values, even if a product already has a manually entered meta title or description. Use this when you want consistent, template-driven meta tags across your entire catalog.

Fallback Only — Templates only apply when the existing meta field is empty. Products with manually entered meta tags keep their custom values. Use this when you have some products with hand-crafted meta but want templates to fill in the gaps for the rest.

When to use:

- Use "Always Override" when you want uniform meta tags generated from product attributes
- Use "Fallback Only" when you have a mix of manually optimized and auto-generated meta tags

Debug & Logging

Debug Mode

Enables extended logging to `var/log/`. Useful when troubleshooting why a template isn't applying as expected.

Managing Templates

Templates are managed separately from system configuration.

Location: Marketing > SEO Meta Templates > Manage Templates

Template Fields

Each template has:

- **Template Name** — Internal name for reference in the admin grid
- **Active** — Toggle to enable/disable individual templates
- **Entity Type** — What this template applies to: Product, Category, or CMS Page
- **Store Views** — Which store views this template applies to
- **Priority** — Lower numbers = higher priority. When multiple templates match, the one with the lowest priority number wins

Template Patterns

Four template fields control what gets generated:

- **Meta Title Template** — Generates the `<title>` tag and meta title
- **Meta Description Template** — Generates the meta description tag
- **Meta Keywords Template** — Generates the meta keywords tag
- **H1 Template** — Overrides the visible H1 heading on the page

Variable Syntax

Use curly braces to insert dynamic values:

Variable	Description

`{name}`	Product name, category name, or CMS page title
`{sku}`	Product SKU (products only)
`{price}`	Product price as a bare number, 34.00 (products only)
`{price_with_currency}`	Product price with the currency of the store, €34.00 (products only)
`{currency}`	Currency symbol of the store, € (products and categories)
`{color}`	Color attribute value (products only)
`{brand|manufacturer}`	Fallback chain — uses first non-empty value
`{category}`	Deepest assigned category (products) or category name
`{parent_category}`	Direct parent category
`{parent_category_1}`	Grandparent category
`{parent_category_2}`	Great-grandparent category
`{categories}`	Full breadcrumb path (e.g., "Clothing > Men > Shirts")
`{store_name}`	Current store view name

Any product attribute code can be used as a variable. If the product has a `material` attribute, `{material}` works.

Fallback Chains

Use the pipe `|` character to create fallback chains:

`{brand|manufacturer|provider}` — tries `brand` first, then `manufacturer`, then `provider`. Uses the first one that has a value.

Optional Wrapping

Use square brackets to conditionally include text:

`[Buy {color} products]` — the entire block (including "Buy" and "products") is removed if `{color}` is empty. This prevents broken-looking meta tags like "Buy products".

You can combine these: `[Shop {brand|manufacturer} ]{name}[ in {color}]`

Conditions (Product Templates Only)

Product templates can use Magento's native conditions builder to target specific products. For example, apply a template only to products with SKU matching a pattern, or products in a specific attribute set. Category and CMS page templates ignore conditions.

Preview

Use the preview feature at the bottom of the template form to test your template against a real product (by SKU), category (by ID), or CMS page (by identifier) before saving.

Matching Entities

Show matching entities in the Conditions section answers what the template applies to, using the conditions as they stand on the form — nothing has to be saved first. For a product template with conditions it reports how many of the products it checked match, and lists the first twenty; for a template without conditions, and for category and CMS page templates, it reports everything in the template's scope.

The check walks the catalogue in PHP, the same way the storefront evaluates the conditions, so it stops after the first 1000 entities and says so. On a large catalogue the answer is a sample, not a total.

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 SEO Meta Templates extension on magmodules.eu

All articles for SEO Meta Templates

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

Usage Guide

1	Best Practices