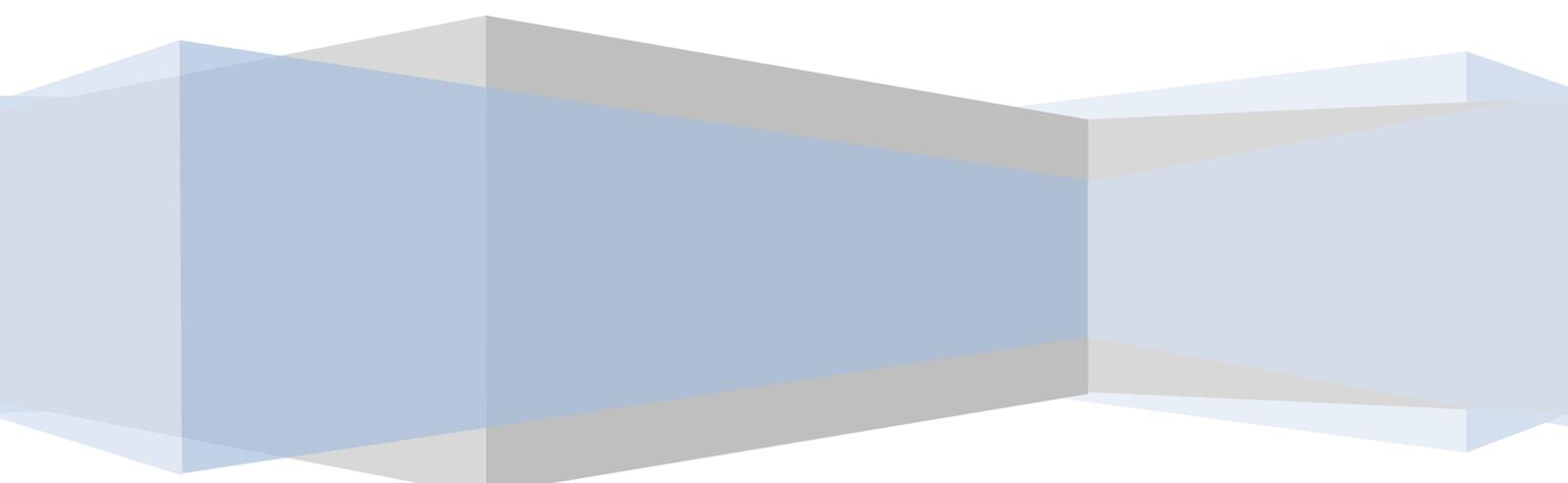




RPL SEF

RPL v 7.9

Realtyna Inc.



*Contents of this manual are applicable to RPL version 7.9 and higher.
Last edited on Jan 8, 2013*

RPL SEF manual

Preface

SEF stands for Search Engine Friendly and is a term used to refer to human readable urls on websites. These types of urls give more search engine value to your websites and all web masters try to create better SEF urls to increase their website ranks in search engines.

RPL is based on Joomla and uses Joomla SEF standards and follows that to create SEF urls for property listings, agent listings and search results. The non-RPL related contents are handled by Joomla itself.

There are some third party extensions developed for Joomla since Joomla 1.0.x because Joomla was not very powerful then when it came to creating SEF urls. Joomla has made it easier and more powerful to manage SEF urls as it has been updated to versions 2.5.x and 3.0.x. RPL only works with Joomla default SEF and there is no guarantee that it works properly with other third party extensions.

Definitions

SEF: Search Engine Friendly URLs on a site.

ALIAS: The text used in urls by Joomla and RPL

URL Prefix: The prefix added before property show urls in order to distinguish them from other links in RPL SEF for properties.

Users Prefix: The prefix added before profile listing urls in order to distinguish them from other links in RPL SEF for agents.

PropertyListing URL Prefix: The prefix added before property listing urls in order to distinguish them from other links in RPL SEF for properties.

Itemid: The value used in Joomla to distinguish a menu and show modules on that menu.

Enabling Joomla SEF

In order to use RPL SEF, you first need to enable Joomla SEF. To do that, follow the instructions below:

1. Login to Joomla backend.
2. Click on Global Configuration Icon under Quick Icons or select Global Configuration from Site menu.
3. Set Search Engine Friendly URLs to Yes under SEO settings. You can modify other parameters if you like but they are not necessary for RPL SEF to work.

Joomla! Administration Login

Use a valid username and password to gain access to the administrator backend.

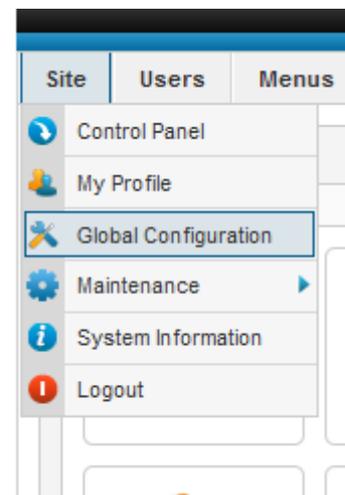
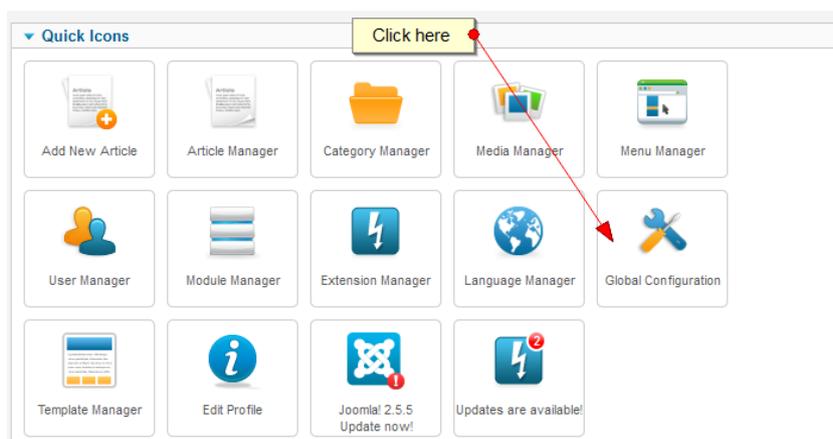
[Go to site home page.](#)



User Name

Password

Language



SEO Settings

Search Engine Friendly URLs Yes No

Use URL rewriting Yes No

Adds Suffix to URL Yes No

Unicode Aliases Yes No

Include Site Name in Page Titles

Configuring RPL SEF plugin

1. Login to Joomla backend.
2. Select Plug-in Manager from Extensions menu.
3. Type sef in front of Filter label and click on Search.
4. Click on System – RPL SEF to go to the edit screen.
5. Start modifying the parameters which is explained in details on the next page.

Joomla! Administration Login

Use a valid username and password to gain access to the administrator backend.

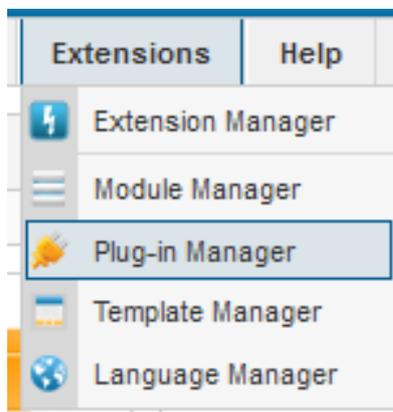
[Go to site home page.](#)



User Name:

Password:

Language:



The image shows the Joomla! Plug-in Manager search results page. A search filter is set to 'sef'. The results list includes 'System - RPL SEF' and 'System - SEF'. Annotations with red arrows point to the search filter and the 'System - RPL SEF' entry.

Filter:

Plug-in Name

System - RPL SEF

System - SEF

Annotations:

- Type sef and click on Search
- Click here after the result appears.

Basic Options

Listing Sef Type	Automatic	Automatic Alias
Unique Pshow Itemid		
Property ID Prefix	Property-	
Item ID Prefix	PropertyShow-	
URL Prefix	rpl	
PropertyListing URL Prefix	search	
Users Prefix	members	
Use Itemid in urls for members	<input type="checkbox"/>	
First Parameter	None	Country
Second Parameter	None	State
Third Parameter	None	City
Fourth Parameter	None	Region
Fifth Parameter	None	Property Type(Villa, Apartment, Land,...)
Sixth Parameter	None	Listing(Sale, Rent, ...)
Seventh Parameter	None	Bedrooms
Eighth Parameter	None	Living Area
Nineth Parameter	None	Project/Building name
Tenth Parameter	None	Price

RPL SEF plugin is the sole thing in charge of making RPL SEF links and parsing them back to the system links to show the contents correctly. It consists of different parameters all of which are going to be explained here.

1. **Listing SEF Type:** This parameter is used to set the way the RPL SEF engine creates SEF links. Sine RPL 7.9, it is made possible to have manual aliases for individual properties. If this parameter is set to Alias mode, the generated links will contain the alias if it is set in property wizard and will be automatically generated if the alias field in property wizard is empty. If this parameter is set to automatic, the alias values for properties will be ignored and the links will be generated automatically.
2. **Unique Pshow Itemid:** This is new to RPL 7.9 and is used to set a global Itemid for property show links. Before RPL 7.9, Itemid for propertyshow links needed to be set in property listing Joomla menu parameters. If this parameter is not set but the Itemid is set property listing Joomla menu; that value will be taken into account for calculating SEF links.
3. **Property ID Prefix:** This is a value added to SEF links before the system ID of a property. The default value for it is Property- and is used to get the ID out of a SEF link when parsing it. As an example; if the system ID of a property is 23 and Property ID Prefix is set to Property-, the generated link will contain /Property-23/. *If you don't like any words for this section, you can simply add a space and your url will contain /23/ only.*
4. **Item ID Prefix:** This is a value added to SEF links before the Item ID that is set for property show page. The default value for it is PropertyShow- and is used to get the Item ID out of a SEF link when parsing it. As an example; if the Item ID of property show page for a property is 105 and Item ID Prefix is set to PropertyShow-, the generated link will contain /PropertyShow-105/. *If you don't like any words for this section, you can simply add a space and your url will contain /105/ only.*
5. **URL Prefix:** As explained in the definitions section, it is the prefix added before property show urls in order to distinguish them from other links in RPL SEF for properties. The default value for it is *rpl*.
6. **PropertyListing URL Prefix:** As explained in the definitions section, it is the prefix added before property listing urls in order to distinguish them from other links in RPL SEF for properties. The default value for it is *search*.
7. **Users Prefix:** As explained in the definitions section, it is the prefix added before profile listing urls in order to distinguish them from other links in RPL SEF for agents. The default value for it is *members*.
8. **Use Itemid in urls for members:** If checked, Itemid will be added to agent SEF links.
9. **First parameter until Tenth parameter:** These are the parameters used in creating automatic SEF links for properties in RPL. The possible values are Location1, Location2, Location3, Location4, Property Type, Listing, bedrooms, Living Area, Project/Building Name and Price. Location1, Location2, Location3 and Location4 can have different names based on the translation but they are normally Country, State, City and Region. If an Item set in these parameters is empty, that will not be included in the SEF link.

IMPORTANT: URL Prefix, PropertyListing URL Prefix and Users Prefix should be unique in the site and no Joomla links should start with them and they should not be null.

Setting ALIAS link in propertywizard

In order to set alias links in order to have your own custom link for properties, you need to make sure that the alias field is enabled in RPL backend->Data Structure->Flex Add-on. To do so:

1. Login to Joomla backend.
2. Select RPL7 from Components menu.
3. Click on Data Structure.
4. Scroll down until you find ALIAS field and make sure the first icon on the left is a green tick.

Joomla! Administration Login

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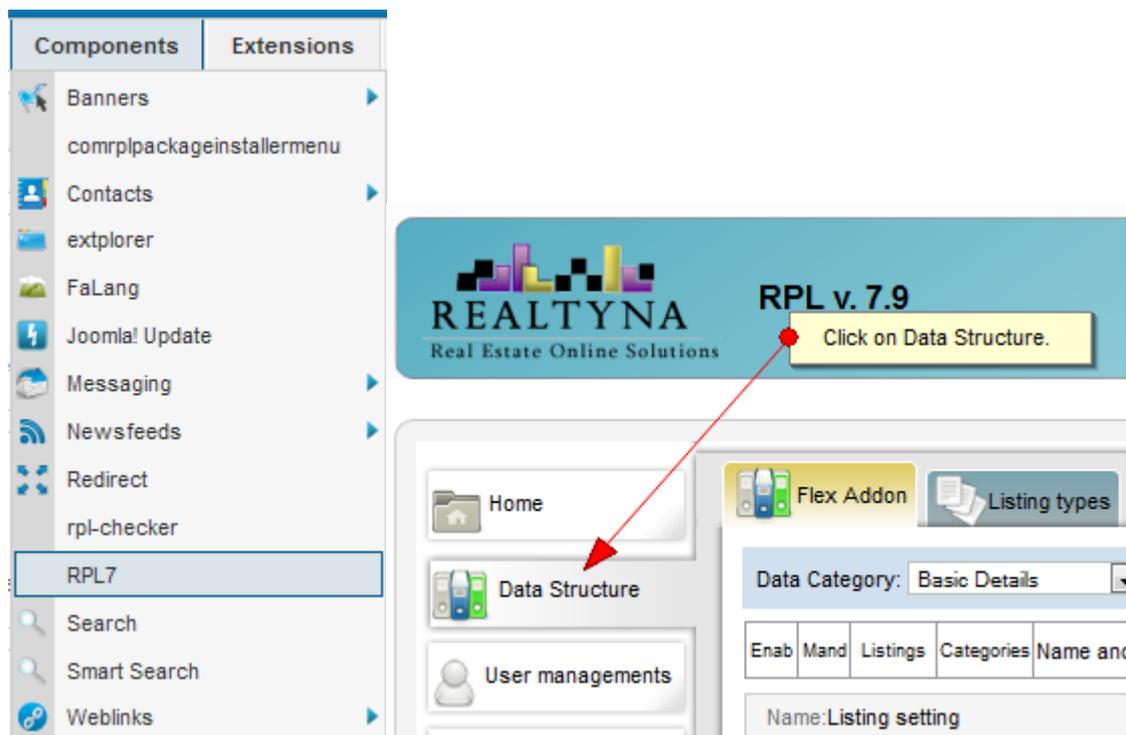
[Go to site home page.](#)



User Name:

Password:

Language:



The screenshot shows the Joomla! administration interface. On the left is a sidebar menu with 'Components' and 'Extensions' tabs. Under 'Components', 'RPL7' is selected. The main content area shows the RPL v. 7.9 header with a 'Click on Data Structure.' callout. Below the header, there are buttons for 'Home', 'Data Structure', and 'User managements'. The 'Data Structure' button is highlighted with a red arrow. To the right, the 'Flex Addon' configuration page is visible, showing a 'Data Category' dropdown set to 'Basic Details' and a table with columns 'Enab', 'Mand', 'Listings', 'Categories', and 'Name anc'. The table contains one row with the value 'Name:Listing setting'.

Name:Description met		Make sure it is a green tick.		ator
✓	☆	All	All	Name:Property description
✓	☆	All	All	Name:ALIAS
✓		All	All	Name:Meta description
✓		All	All	Name:Meta keywords
✓	☆	All	All	Name:Test

After you made sure that the ALIAS field is active, you need to go to your property wizard page and type whatever you like to appear in your link in the alias field text box.

Description meta data:

Property description

B ***I*** **U** ABC |
 ☰ ☰ ☰ ☰ |
 Styles ▾ Paragraph ▾

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 x₂ x² |
 🌀

Type what ever you like to be in your property link here. Invalid characters will be converted to -

Path: p

Toggle editor

ALIAS

Some characters are not allowed to be in urls according to html standards. These characters will be converted to – automatically.

One important feature of SEF in RPL 7.9 and higher is the ability to redirect old property links to the correct ones avoiding duplicate contents and saving search engine values of the links. Let's say you have created your site and used Property- and PropertyShow- as your Property ID and Item ID prefixes and these links are indexed in search engines. After a while, you decide to remove these prefixes and use only space to have more human readable links. Now if a link like

[http://mysite/rpl/United-States/California/Sacramento/For-Sale/2Bedrooms/800sqft/\\$400,000/Property-2/PropertyShow-41](http://mysite/rpl/United-States/California/Sacramento/For-Sale/2Bedrooms/800sqft/$400,000/Property-2/PropertyShow-41) which is indexed in search engines is called on your site and you have already changed the prefixes to be space only, RPL SEF generates the link again based on the current settings of the system and when it finds out that the generated link is different from the incoming link, it will automatically redirect the link to the correct form which in this case would be [http://mysite/rpl/United-States/California/Sacramento/For-Sale/2Bedrooms/800sqft/\\$400,000/2/41](http://mysite/rpl/United-States/California/Sacramento/For-Sale/2Bedrooms/800sqft/$400,000/2/41).

Using this method, the search value of the indexed pages in search engines will be kept.

And finally let's see what kind of settings creates a link like this on our demo website:

[http://demo.realtyna.com/en/rpl/United-States/California/Alamo/Apartment/For-Sale/4Bedrooms/800m2/\\$260,000/Property-2/PropertyShow-35.html](http://demo.realtyna.com/en/rpl/United-States/California/Alamo/Apartment/For-Sale/4Bedrooms/800m2/$260,000/Property-2/PropertyShow-35.html)

▼ **Basic Options**

Listing Sef Type	Automatic ▼
Unique Pshow Itemid	<input type="text"/>
Property ID Prefix	Property-
Item ID Prefix	PropertyShow-
URL Prefix	rpl
PropertyListing URL Prefix	search
Users Prefix	members
Use Itemid in urls for members	<input type="checkbox"/>
First Parameter	Country ▼
Second Parameter	State ▼
Third Parameter	City ▼
Fourth Parameter	Property Type(Villa, Apartment, Land ...) ▼
Fifth Parameter	Listing(Sale, Rent, ...) ▼
Sixth Parameter	bedrooms ▼
Seventh Parameter	Living Area ▼
Eighth Parameter	Price ▼
Nineth Parameter	None ▼
Tenth Parameter	None ▼