

SEO

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General

How do I add SEO Metadata to a page?

You can use the `\Aero\Marketing\Facades\SearchOptimization` facade to add SEO Metadata to a page.

See below an example of how we do it for `\Aero\Store\Http\Responses\Homepage` & `Aero\Store\Http\Responses\InformationPage` by adding the `Aero\Store\Http\Responses\Steps\Page\AttachMetaData` step:

```
class AttachMetaData
{
    public function handle(\Aero\Responses\ResponseBuilder $builder, \Closure $next)
    {
        /** @var $page \Aero\Content\Models\Page */
        $page = $builder->page;

        if (! $page->key) {
            \Aero\Marketing\Facades\SearchOptimization::setTitle($page->name);
        }

        if ($page->seo) {
            \Aero\Marketing\Facades\SearchOptimization::setCanonical($page->getCanonical());

            if (! empty($page->seo->page_title)) {
                \Aero\Marketing\Facades\SearchOptimization::setTitle($page->seo->page_title,
false);
            }

            if ($page->seo->noindex) {
                \Aero\Marketing\Facades\SearchOptimization::setNoIndex();
            }

            if ($page->seo->nofollow) {
                \Aero\Marketing\Facades\SearchOptimization::setNoFollow();
            }
        }
    }
}
```

```

    }

}

    \Aero\Marketing\Facades\SearchOptimization::setDescription($page->getMetaDescription());

    \Aero\Marketing\Facades\OpenGraph::withPage($page);

    return $next($builder);
}
}

```

Methods

Method	Description
<code>setTitle(\$title, \$appendDefault = true)</code>	Sets the page title, optionally appending the configured default title postfix.
<code>setDescription(string \$description)</code>	Sets the page meta description.
<code>setCanonical(\$canonical)</code>	Sets the canonical URL for the page.
<code>setAmpHtml(string \$url)</code>	Sets the AMP HTML URL.
<code>addAlternativeLanguage(string \$lang, string \$url)</code>	Adds an alternate-language URL with its <code>hreflang</code> language code.
<code>addAlternativeLanguages(array \$languages)</code>	Adds multiple alternate-language URLs.
<code>setNoIndex(bool \$index = true)</code>	Enables or disables the <code>noindex</code> robots directive.
<code>setNoFollow(bool \$follow = true)</code>	Enables or disables the <code>nofollow</code> robots directive.
<code>setRobotContent(?string \$content)</code>	Sets custom robots meta content.
<code>setNext(LengthAwarePaginator \$listings)</code>	Sets the next-page URL for paginated content.
<code>setPrev(LengthAwarePaginator \$listings)</code>	Sets the previous-page URL for paginated content.

Robots Txt

How do I modify robots.txt?

You can modify the `robots.txt` file by extending the `\Aero\Store\Pipelines\RobotsTxt` pipeline.

For example, you can prevent search engines from crawling the admin login page:

```
\Aero\Store\Pipelines\RobotsTxt::extend(function (\Aero\Store\Collections\RobotsTxtCollection
$content, \Closure $next) {
    $adminSlug = config('aero.admin.slug');

    $content->agent('*')->disallow("/{ $adminSlug}");

    return $next($content);
});
```

Parameters

Parameter	Type	Description
<code>\$content</code>	<code>\Aero\Store\Collections\RobotsTxtCollection</code>	The collection of rules for the robots.txt file.
<code>\$next</code>	<code>\Closure</code>	The next step in the pipeline.

Methods

Method	Description
<code>agent(string \$agent)</code>	Gets or creates a new rule collection for the specified user agent.
<code>removeAgent(string \$agent)</code>	Removes a user agent entirely (including all of its defined rules).
<code>allow(string \$value)</code>	Adds an <code>Allow: \$value</code> rule.
<code>removeAllow(string \$value)</code>	Removes an <code>Allow: \$value</code> rule.
<code>disallow(string \$value)</code>	Adds an <code>Disallow: \$value</code> rule.
<code>removeDisallow(string \$value)</code>	Removes an <code>Disallow: \$value</code> rule.

<code>sitemap(string \$value)</code>	Adds an <code>Sitemap: \$value</code> rule.
<code>removeSitemap(string \$value)</code>	Removes an <code>Sitemap: \$value</code> rule.
<code>crawlDelay(string \$value)</code>	Adds an <code>Crawl-delay: \$value</code> rule.
<code>removeCrawlDelay(string \$value)</code>	Removes an <code>Crawl-delay: \$value</code> rule.
<code>requestRate(string \$value)</code>	Adds an <code>Request-rate: \$value</code> rule.
<code>removeRequestRate(string \$value)</code>	Removes an <code>Request-rate: \$value</code> rule.