SEO friendly Layered Navigation URLs Manual

SEO Filters

SEO Filters allows replacement of layered navigation links (e.q. with interchangeable parameters like size and colors) to a SEO-friendly links with more intuitive and human-readable path.

Corresponding settings subsection is located at **Stores -> Configuration -> Mirasvit Extensions -> SEO Filters**.

The only options, available for now, are:

- **Enabled** - enables and disables SEO Filters feature
- **Separator goes between words in complex filter names** - if attribute name consists of several words, this option will define their concatenating to single name with a delimiter. There are the following options:
    - **Do not use separator** - words are not separated at all.
    - **Use "_" as separator** - words will be separated with underline.
    - **Use capital letter as separator** - each word in attribute name will be capitalized.
- **Use custom separator before filters** - allows set custom separator.

Note

Important Note

SEO Filters should only be enabled if you are using **native Magento Layered Navigation** or **Mirasvit Layered Navigation** and there are **no third-party Layered Navigation extensions installed** on your store.

Otherwise, turning on this option can cause unchecked errors and unexpected crushes.

SEO Filters Example

Consider a links, which are generated for different subcategories at **Tops** category page, and displayed as layered navigation sidebar.

Home > Women > Tops

Tops

Shopping Options

CATEGORY ⌄

STYLE ⌄

SIZE ⌄

CLIMATE ⌄

COLOR ⌃

MATERIAL ⌄

PATTERN ⌄

PRICE ⌄

Compare Products

You have no items to compare.

My Wish List

You have no items in your wish list.

Items 1-9 of 50

Breathe-Easy Tank
★★★⯪☆ 2 reviews
$34.00

XS S M L XL

Desiree Fitness Tee
★★★⯪☆ 3 reviews
$24.00

XS S M L XL

Subcategories, displayed above, are constructed dynamically from parameters, that defined in configurable products, and have the following form. For example, let's consider a links for a top of XS size and of Orange

color.

```
http://www.example.com/women/tops-women.html?size=167
http://www.example.com/women/tops-women.html?color=56
```

As you see, link has a dynamic part, which takes form `parameter=ID`, which is not optimal for web indexing.

But if we will set **Marketing > Advanced SEO Suite > Settings > SEO Filters -> Enable** to **Yes**, links will change into:

```
http://www.example.com/women/tops-women/xs.html
http://www.example.com/women/tops-women/orange.html
```

These links are far more SEO-friendly.

Note

Important Note

You should purge ALL cache after enabling/disabling SEO filters, otherwise links will not change.

Command Line Interface

Usage: `php -f bin/magento [options]`

- `mirasvit:seo-filter:rewrites --generate` - generate SEO friendly aliases for attributes and their options (if not generated yet).
- `mirasvit:seo-filter:rewrites --remove` - delete all SEO friendly aliases for attributes and their options.

1.3.59

(2026-05-11)

Fixed

- Improved alias lookup process when parsing multi-value filter URLs

1.3.58

(2026-04-21)

Improvements

- Added i18n support for 15 core locales (ar_SA, cs_CZ, de_DE, es_ES, fr_FR, it_IT, ja_JP, nl_NL, pl_PL, pt_BR, pt_PT, sv_SE, tr_TR, uk_UA, zh_Hans_CN)

1.3.57

(2026-03-03)

Fixed

- Grouped option rewrites are now cleaned up by the `--actualize` command when the referenced grouped option no longer exists

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1.3.56

(2026-01-21)

Fixed

- Fixed a type error in swatch filter parameter processing when numeric request keys were passed to pattern matching
- Fixed duplicate alias suffixes being appended when saving grouped options — the save plugin now detects unchanged aliases and skips redundant processing

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1.3.55

(2025-12-29)

Features

- Product swatches on category listing pages now pre-select the active filter option when browsing via SEO-friendly filter URLs

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1.3.54

(2025-12-17)

Improvements

- Optimized memory usage for large catalogs — added in-memory caching for attribute lookups, display mode checks, and category URL rewrites; switched several services to singletons to avoid duplicate instances

Fixed

- Fixed numeric filter aliases (e.g., `10-20`) being misinterpreted as price ranges when using dash separator

---

1.3.53

(2025-12-15)

Fixed

- Added safety check for malformed URLs that could cause errors when parsing landing page and brand URL paths

---

1.3.52

(2025-11-26)

Fixed

- Fixed breadcrumbs showing raw parameter-style URLs instead of SEO-friendly URLs on filtered category pages

---

1.3.51

(2025-11-11)

Fixed

- Fixed search term being lost when filters are applied on a Landing Page that has a configured search query

---

1.3.50

(2025-10-15)

Fixed

- Fixed 404 errors when using short slash URL format together with a filter prefix — the prefix was being incorrectly counted as a filter segment

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1.3.49

(2025-09-19)

Improvements

- Optimized filter alias lookups by caching "not found" results, reducing repeated database queries on pages with many filter options

Fixed

- SEO aliases are no longer generated for non-filterable attributes — the attribute edit page now hides alias fields for these attributes
- Fixed incorrect URL matching when multi-word filter aliases contain the separator character (e.g., `t-shirt` with dash separator) — the splitting algorithm now uses longest-match-first logic
- The `--actualize` command now also removes rewrites for attributes that are no longer filterable

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1.3.48

(2025-09-02)

Fixed

- Fixed 404 errors with short slash URL format caused by incorrect URL path trimming during matching
- Fixed type error when numeric attribute codes were used as filter parameters

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1.3.47

(2025-08-29)

Fixed

- Fixed canonical URLs and hreflang tags containing raw query parameters instead of SEO-friendly filter URLs when used with Advanced SEO Suite

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1.3.46

(2025-08-26)

Fixed

- Fixed a security issue where unsanitized filter option values could be passed to database queries — special characters are now stripped from filter values

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1.3.45

(2025-08-15)

Fixed

- Fixed the "Enable SEO URL" toggle on the attribute edit page having no effect due to a cached configuration value

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1.3.44

(2025-08-12)

Improvements

- OnSale filter now uses shorter, more SEO-friendly aliases (`onsale/nosale`) instead of the previous verbose format
- Reserved built-in aliases are now protected — if a product attribute option generates a conflicting alias, a unique suffix is automatically added

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1.3.43

(2025-07-17)

Improvements

- SEO-friendly filter URLs now work correctly on Mirasvit Landing Pages with custom URL suffixes

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1.3.42

(2025-05-06)

Features

- Added `--actualize` option to the `mirasvit:seo-filter:rewrites` command to remove rewrites for attribute options that no longer exist in the catalog

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1.3.41

(2025-04-17)

Features

- Added new "Short Underscore" URL format — produces URLs like `category/option1_option2_option3` with underscore-separated filter values

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1.3.40

(2025-04-14)

Fixed

- Fixed PHP 8.4 compatibility — updated deprecated implicit nullable parameter type hints

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1.3.39

(2025-04-09)

Fixed

- Fixed fatal error when Mirasvit Layered Navigation is not installed but the grouped option alias editor is loaded

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1.3.38

(2025-04-08)

Features

- Added ability to set custom SEO aliases for grouped filter options per store view from the admin panel

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1.3.37

(2025-04-03)

Fixed

- Fixed 404 errors on Brand Pages when a custom URL suffix is configured — the suffix was not being stripped before parsing filters

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1.3.36

(2025-03-31)

Features

- Added five new URL format presets: Short Dash, Short Slash, Long Dash, Long Slash, and Long Colon — each with independently configurable attribute and option separators

Fixed

- Fixed error when Mirasvit Layered Navigation module is disabled but its display mode is referenced

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1.3.35

(2025-03-11)

Fixed

- Fixed inconsistent filter ordering in canonical URLs — filters are now always sorted in the same order
- Improved alias conflict detection when saving attributes — in short URL format, the check now also catches conflicts between attribute-level and option-level aliases

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1.3.34

(2025-02-17)

Fixed

- Fixed incorrect URLs for text attributes configured with slider display mode — they are now correctly treated as decimal-type filters
- Fixed SEO filter routing interfering with Amasty Quick Order and other excluded paths
- Fixed Cyrillic soft sign character appearing in generated URL aliases

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1.3.33

(2025-01-23)

Fixed

- Improved Landing Page URL matching by delegating to the Landing Page module's own URL parser, fixing edge cases in multi-store setups

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1.3.32

(2025-01-21)

Fixed

- Fixed apostrophe characters not being removed when generating aliases (e.g., "Women's" no longer produces `women-s`)
- Fixed Landing Page filter matching on stores with multi-store assignments

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1.3.31

(2025-01-14)

Features

- Added ability to enable or disable SEO-friendly filter URLs per individual attribute, independent of the global setting
- ?? New database table `mst_seo_filter_attribute_config` stores per-attribute SEO status

1.3.30

(2024-12-27)

Improvements

- Reorganized admin settings panel with clearer labels and descriptions
- Alias duplication warning now shows the conflicting attribute code for easier troubleshooting

Fixed

- Fixed brand page filtering failing when a custom URL suffix is configured

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1.3.29

(2024-12-19)

Fixed

- Fixed brand page filtering failing when a custom URL suffix is configured
- Alias duplication warning now shows the conflicting attribute code

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1.3.28

(2024-11-26)

Fixed

- Fixed custom price filter alias being ignored — the price filter URL now uses the configured alias instead of the raw attribute code

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1.3.27

(2024-11-22)

Fixed

- Fixed alias uniqueness check being too narrow in short URL format — it now validates across all attributes, preventing collisions between attributes

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1.3.26

(2024-11-05)

Improvements

- Added compatibility with Mirasvit SEO module for generating correct alternative/hreflang URLs with SEO-friendly filters in multi-store setups

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1.3.25

(2024-10-07)

Fixed

- Fixed 404 errors when dash separator is used and one filter alias is a prefix of another (e.g., `blue` vs `blue-green`) — aliases are now sorted by length to prevent ambiguous matching

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1.3.24

(2024-09-26)

Features

- Added "Rewrite Alias Source" setting to control whether aliases are generated individually per store view or inherited from the default store

Fixed

- Fixed brand URL matching being too greedy — partial brand name matches no longer cause incorrect routing
- Fixed dash-separated aliases with multiple options being miscounted during URL parsing

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1.3.23

(2024-09-12)

Fixed

- Fixed 404 errors when a category URL with applied filters partially matches a Landing Page URL
- Fixed Landing Page matching when the module is not installed — a module-enabled check is now performed first

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1.3.22

(2024-06-12)

Features

- Added hyphen as a new separator option for multi-word filter names (e.g., `all-weather` instead of `all_weather`)

Fixed

- Fixed price filter aliases colliding with category URL rewrites, causing 404 errors

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1.3.21

(2024-05-29)

Fixed

- Fixed inactive Landing Pages still being matched and displayed when filters are applied
- Fixed filter rewrites not working when only a single filter is active

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1.3.20

(2024-04-26)

Fixed

- Fixed SEO filter routing incorrectly matching URLs that don't contain the configured filter prefix

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1.3.19

(2024-04-15)

Fixed

- Fixed Landing Page URLs missing the store code in multi-store setups
- Fixed filter rewrites appearing inside Landing Page URLs instead of being appended after them

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1.3.18

(2024-03-20)

Fixed

- Fixed error when building filter URLs for options that have no rewrite configured
- Fixed 404 errors on Brand Pages when filter aliases contain dashes — the dash-counting logic now correctly accounts for dashes within aliases

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1.3.17

(2024-02-26)

Improvements

- Reduced unnecessary database queries during filter URL resolution by skipping redundant alias lookups

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1.3.16

(2024-02-21)

Improvements

- Optimized routing process with stricter URL validation — filter URLs are now verified against expected segment counts before processing, reducing false-positive matches

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1.3.15

(2024-02-20)

Improvements

- Optimized attribute alias lookups with instance-level caching, reducing database queries when building URLs for multiple filter options of the same attribute

Fixed

- Fixed potential XSS vulnerabilities in admin alias management templates

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1.3.14

(2024-01-29)

Features

- Added SEO-friendly filter URL support for Mirasvit Landing Pages

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1.3.13

(2024-01-26)

Improvements

- Reduced unnecessary database queries when loading filter rewrites

Fixed

- Fixed 404 errors on category pages when the URL rewrite ends with a trailing slash

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1.3.12

(2024-01-16)

Improvements

- Reduced rewrite table size by excluding slider and from-to display mode attributes from rewrite generation
- Fixed search queries being incorrectly treated as filter parameters in URLs

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1.3.11

(2024-01-12)

Fixed

- Fixed slider display mode attributes generating unnecessary rewrites that bloated the rewrite table

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1.3.10

(2024-01-12)

Fixed

- Fixed cache key collisions between filter aliases that differ only by hyphens vs underscores (e.g., `blue-sky` vs `blue_sky`)

1.3.9

(2023-11-22)

Fixed

- Fixed trademark and copyright symbols not being properly stripped from generated URL aliases

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1.3.8

(2023-11-20)

Fixed

- Fixed URL suffix being removed from paths that don't actually end with it, corrupting non-filter URLs
- Fixed rewrites being regenerated unnecessarily when one already exists for the same option

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1.3.7

(2023-11-02)

Fixed

- Fixed duplicate rewrite errors crashing the admin attribute save — conflicts now show a warning and auto-generate a unique alias instead
- Fixed categories with the same URL key on different stores sharing cache entries, causing incorrect filter matching

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1.3.6

(2023-10-12)

Fixed

- Fixed double-slash appearing at the end of filter URLs when the URL suffix is a trailing slash

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1.3.5

(2023-07-27)

Improvements

- Added ability to programmatically build SEO-friendly filter URLs via `getUrlWithFilters()` method
- Excluded `available_shipping_methods` attribute from SEO filter configuration

1.3.4

(2023-06-19)

Fixed

- Added `available_shipping_methods` to the attribute exception list to prevent errors on unsupported attribute types

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1.3.3

(2023-05-22)

Fixed

- Fixed product view pages returning unexpected responses when a product URL key resembles a category URL with filters

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1.3.2

(2023-04-04)

Fixed

- Fixed incorrect filter matching when an attribute and one of its options share the same alias

1.3.1

(2023-03-31)

Fixed

- Fixed additional filters from Mirasvit Layered Navigation (stock, rating, sale) not being recognized in Long URL format

1.3.0

(2023-03-22)

Features

- Added CLI command `mirasvit:seo-filter:rewrites` with `--generate` and `--remove` options for bulk managing filter URL rewrites
- Category filter now uses the category's URL key as its SEO alias instead of raw IDs
- Country of manufacture filter now shows country names instead of country codes in URLs

Improvements

- Special characters (trademark, service mark, registered, copyright) are automatically stripped from generated aliases

1.2.10

(2022-12-20)

Fixed

- Fixed unnecessary numeric suffixes being appended to attribute aliases due to overly broad conflict detection

1.2.9

(2022-11-01)

Fixed

- Fixed filter matching returning incorrect results in multistore environments due to missing store ID filter

1.2.8

(2022-10-21)

Improvements

- Added "Clear all" link for filter options per attribute in Mirasvit Layered Navigation

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1.2.7

(2022-10-20)

Features

- Added SEO-friendly URL support for the "Product Attribute Linking" feature in Mirasvit Layered Navigation

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1.2.6

(2022-09-29)

Fixed

- Fixed SEO Filters not working on categories that don't have URL rewrites in the `url_rewrite` table

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1.2.5

(2022-06-20)

Improvements

- Removed deprecated `db_schema_whitelist.json` to prevent conflicts during upgrades

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1.2.4

(2022-06-13)

Fixed

- Fixed inability to save custom attribute aliases in multistore environments
- Fixed incorrect routing on brand pages when a filter option alias matches a brand page URL key

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1.2.3

(2022-06-01)

Fixed

- Fixed missing SEO aliases for Sale and New additional filters — these now generate distinct yes/no aliases

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1.2.2

(2022-05-27)

Fixed

- Fixed inability to save custom aliases in multistore environments

---

1.2.1

(2022-05-24)

Improvements

- Optimized router performance by reducing unnecessary database queries during route matching

---

1.2.0

(2022-05-12)

Improvements

- ?? Switched to Magento declarative database schema — the `mst_seo_filter_rewrite` table is now defined in `db_schema.xml` instead of legacy Setup scripts

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1.1.24

(2022-04-11)

Fixed

- Fixed filter URLs not working correctly on Brand View pages (Mirasvit Brand module)

1.1.23

(2022-04-06)

Improvements

- Added caching layer for SEO filter rewrites, significantly improving page load performance on filtered pages

Fixed

- Fixed attribute alias being regenerated every time the attribute is saved

---

1.1.22

(2022-02-23)

Fixed

- Fixed 404 errors when filters are applied on stores that share the same category URL paths but have different category IDs

---

1.1.21

(2022-02-18)

Fixed

- Fixed slider filter producing incorrect URLs with float/decimal values

---

1.1.20

(2022-02-11)

Fixed

- Fixed "Call to a member function getRequestPath() on null" error when a category has no URL rewrite
- Fixed "strpos(): Empty needle" error when an empty filter alias is encountered

---

1.1.19

(2022-02-02)

Fixed

- Fixed 404 errors when a filter alias includes part of the category URL path
- Fixed empty SEO filter rewrites being generated for options with Arabic text

---

1.1.18

(2022-01-18)

Fixed

- Fixed 404 errors when filters are applied on subcategory pages in certain URL configurations

---

1.1.17

(2022-01-04)

Fixed

- Fixed incorrect category base URL being used in filter URLs
- Fixed 404 errors when an attribute code matches a category URL key in long URL format
- Fixed price slider not working with long URL format
- Fixed empty aliases being generated for attribute options with blank labels
- Fixed wrong category being matched during filter URL resolution, causing 404 errors

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1.1.16

(2021-11-22)

Fixed

- Fixed multiselect filters not working correctly with long URL format
- Fixed inability to remove selected filters from the "clear filter" block when using grouped option display format

---

1.1.15

(2021-11-11)

Improvements

- Duplicate custom option aliases are now blocked — saving an alias that already exists shows a warning instead of silently creating a conflict

---

1.1.14

(2021-10-28)

Fixed

- Fixed custom aliases with more than one dash character not being matched correctly

- Fixed slider filter URLs causing 404 errors

1.1.13

(2021-10-15)

Fixed

- Fixed custom aliases containing dashes creating partially duplicated aliases during URL parsing

---

1.1.12

(2021-08-31)

Fixed

- Fixed price slider filter redirecting to 404 page

1.1.11

(2021-08-19)

Improvements

- Multiselect filter behavior is now configurable per individual attribute instead of being a global setting

---

1.1.10

(2021-07-20)

Fixed

- Fixed SEO filter prefix causing 404 errors on category filter pages
- Fixed decimal filters (slider, from-to) with long SEO rewrite producing incorrect URLs

---

1.1.9

(2021-07-06)

Fixed

- Fixed price filter not working correctly with SEO-friendly URLs

---

1.1.8

(2021-06-23)

Fixed

- Fixed 404 errors on URLs with typos in category path or filter values — invalid URLs now fall through gracefully
- Fixed additional Layered Navigation filters (stock, sale, new) not being recognized in filter URLs

---

1.1.7

(2021-05-31)

Features

- Added SEO-friendly URL support for Layered Navigation "Grouped Options" feature

Fixed

- Fixed custom aliases containing dashes not being matched correctly

---

1.1.6

(2021-05-13)

Fixed

- Fixed filter matching failing when option aliases contain dash characters

---

1.1.5

(2021-04-23)

Fixed

- Fixed filter URLs not working correctly on brand pages
- Fixed "filter by category" not working when SEO filters are active

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1.1.4

(2021-04-21)

Features

- Added "Remove existing aliases" button in admin configuration for resetting all SEO filter rewrites

Improvements

- Improved URL handling for multistore setups

1.1.3

(2021-04-13)

Fixed

- Fixed "Array to string conversion" notice when filtering by price
- Fixed "clear URL" link not working correctly on brand pages

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1.1.2

(2021-04-06)

Fixed

- Fixed error when loading URL rewrites on the attribute edit page

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1.1.1

(2021-03-23)

Fixed

- Fixed issues with disabled categories appearing in filter URL matching
- Fixed pagination parameters appearing in SEO-friendly filter URLs

---

1.1.0

(2021-03-22)

Features

- Added admin UI for managing SEO filter aliases — new "URL Rewrite" tab on the attribute edit page for viewing and customizing attribute and option aliases
- Added new "Long" URL format option that includes the attribute code in the URL (e.g., `/category/color/red-blue`)
- Added configurable URL prefix for filter segments
- Added configurable name separator for multi-word option labels (none, underscore, capital letter)
- ?? Dropped compatibility with Magento 2.1 and 2.2

1.0.29

(2020-12-01)

Fixed

- Fixed brand page URL generation issues when filters are applied

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1.0.28

(2020-11-19)

Fixed

- Fixed inability to apply filters on brand pages

1.0.27

(2020-09-08)

Improvements

- Added translation support for admin configuration labels

1.0.26

(2020-09-04)

Features

- Added "applying mode" — GET parameters from the current request are now preserved when constructing filter URLs

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1.0.25

(2020-08-20)

Improvements

- Reorganized internal plugin structure for better maintainability

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1.0.24

(2020-08-12)

Features

- SEO-friendly filter URLs now work on brand pages (Mirasvit Brand) and "All Products" pages, not just category pages

Fixed

- Fixed `isMultiselectEnabled()` returning incorrect value
- Fixed second click on an active filter not clearing it

1.0.23

(2020-07-29)

Improvements

- Added compatibility with Magento 2.4

1.0.22

(2020-03-23)

Fixed

- Fixed category filter URL losing other applied filters after selection

1.0.21

(2020-03-12)

Fixed

- Fixed category filter using SEO-friendly URL format when multiselect is enabled — now correctly uses GET parameters to prevent routing issues

1.0.20

(2020-03-10)

Fixed

- Fixed unwanted rewrites being generated for weight and other decimal attributes with dash separator

1.0.19

(2020-03-05)

Improvements

- Special symbols (TM, SM, (R), (C)) are now automatically removed from generated filter URL aliases

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1.0.18

(2020-02-20)

Features

- Added configurable custom separator for SEO filter URLs

Fixed

- Fixed multiple filters not being applied simultaneously
- Fixed nested price filter not being displayed or applied correctly

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1.0.14

(2019-10-28)

Improvements

- ?? Major internal restructuring — renamed and reorganized all plugin classes into `Plugin/Frontend/*` and `Plugin/Backend/*` namespaces. Removed separate price rewrite table and consolidated into main rewrite system
- Disabled SEO-friendly URLs for decimal/slider filter values that were causing errors

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1.0.13

(2019-08-09)

Improvements

- Code quality improvements for Magento Marketplace compliance

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1.0.12

(2019-06-04)

Fixed

- Fixed empty URLs being generated for Yes/No attribute filter values
- Fixed pagination issues when FishPig WordPress module is installed

- Fixed router incorrectly matching URL rewrite entries with `request_path = .html`

1.0.11

(2018-11-29)

Improvements

- Added compatibility with Magento 2.3

1.0.10

(2018-11-15)

Fixed

- Fixed "The attribute model is not defined" error when filtering by certain attribute types

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1.0.8

(2018-10-24)

Fixed

- Fixed filter string not being parsed correctly from the URL
- Fixed attribute URLs being rewritten even when the SEO Filter module is disabled

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1.0.7

(2018-08-17)

Fixed

- Fixed incorrect filter URLs when a category with the same URL key exists elsewhere in the catalog

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1.0.6

(2018-07-17)

Fixed

- Fixed incorrect database index on the price rewrite table causing errors

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1.0.5

(2018-07-16)

Fixed

- Fixed "Integrity constraint violation" database error when saving price filter rewrites
- ?? Added separate `mst_seo_filter_price_rewrite` table for price filter storage

1.0.4

(2018-05-29)

Fixed

- Fixed "Undefined property: objectManager" error in swatch multiselect filter plugin

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1.0.3

(2018-05-23)

Fixed

- Fixed compilation error with swatch filter plugin dependency injection

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1.0.2

(2018-05-23)

Fixed

- Fixed incorrect URLs for additional filters in Layered Navigation when using swatch-based multiselect

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1.0.1

(2018-05-17)

Fixed

- Fixed error when filtering by stock status attribute

1.0.0

(2018-04-03)

- Initial release