Seznam.cz IndexNow & Webmaster - User Guide

Complete architectural reference, configuration options, Seznam Webmaster API integration, and SeznamBot diagnostic workflow for PrestaShop 9.2+.

1. Architecture & Dual Seznam.cz API Integration

`Seznam.cz IndexNow & Webmaster` (`seznamindexnow`) combines two official Seznam.cz search engine interfaces with a local `SeznamBot/4.0` diagnostic crawler without using core overrides:

- **Seznam IndexNow Push Engine (`https://search.seznam.cz/indexnow`):** Automatically generates and maintains the physical root verification file `/<key>.txt` (UTF-8 without BOM) and submits new, updated, and deleted canonical URLs individually (`GET`) or in bulk batches up to 10,000 URLs (`POST` JSON). Notifications are automatically shared across the entire IndexNow network (Seznam.cz, Microsoft Bing, Yandex, Naver, Yep).
- **Seznam Webmaster API Pull & Priority Reindex (`https://reporter.seznam.cz/wm-api/`):** Downloads categorized URL lists (`/web/documents` : `index` , `content` /downloaded, `redirect` , `error`), daily historical indexation counts (`/web`), SeznamBot stored page metadata (`/web/document`), and triggers guaranteed priority on-demand reindexation (`/web/document/reindex` , up to 500 URLs/day).
- **Local SeznamBot/4.0 SEO Diagnostic Inspector:** Crawls shop URLs with the official SeznamBot User-Agent to verify HTTP status, response time, redirect targets, `robots.txt` rules, `meta robots` , `X-Robots-Tag` , canonical link match, `<title>` , `<meta name="description">` , and `<h1>` .

> **Storefront Performance & Sitemap Hygiene Guarantee**
>
> Entity save hooks (products, categories, CMS articles) queue canonical URLs in the database in under 1 ms so Back Office saving never blocks. The built-in Sitemap Sanitizer automatically excludes non-indexable system pages (cart, order, login, account, search) from `GSITEMAP_DISABLE_LINKS` and filters every URL against `robots.txt` before submission.

2. Step-by-Step Installation & Setup

1	**Install the module in PrestaShop 9.2+** Upload `seznamindexnow_v1.0.0.zip` via `Modules > Module Manager` or install from CLI. The module automatically creates its tables, generates a 32-character IndexNow key, writes `/<key>.txt` into your shop root, and registers `nalezny.cz > Seznam.cz IndexNow` .
2	**Connect Seznam Webmaster API** Sign in to `https://reporter.seznam.cz/wm/` , verify your domain (via root file `seznam-wmt-*.txt` or the module's meta tag option), copy your API key from the **API** tab, and save it in `nalezny.cz > Seznam.cz IndexNow` .
3	**Sanitize Sitemap & Run Initial Sync** Click **Sanitize & Regenerate XML Sitemap**, then click **Scan Catalog & Push Changes to IndexNow** and **Pull Seznam Webmaster API Data**.

3. Complete Configuration Reference

All settings are stored in the PrestaShop `Configuration` table and managed on `AdminModules&configure=seznamindexnow`:

Configuration Key	Default / Range	Exact Behavior in Shop
`SEZNAMINDEXNOW_KEY`	Auto 32-char hex (`8-128`)	IndexNow verification key (`a-zA-Z0-9-`). Automatically written to `/<key>.txt` in the PrestaShop root directory and sent in every IndexNow request.
`SEZNAMINDEXNOW_WM_API_KEY`	`""` (string)	API key from `reporter.seznam.cz/wm/`. Enables pulling indexed, downloaded, redirected, and error URL lists, daily history, document metadata, and priority reindexing.
`SEZNAMINDEXNOW_WMT_META_CODE`	`""` (string)	Optional verification code injected as `<meta name="seznam-wmt" content="...">` on the homepage via `displayHeader` when root file verification is not used.
`SEZNAMINDEXNOW_AUTO_HOOKS`	`1` (Enabled)	Automatically queues canonical URLs across all active shop languages when products, categories, or CMS pages/categories are added, updated, or deleted.
`SEZNAMINDEXNOW_INSTANT_PUSH`	`0` (Disabled)	When `0` (recommended), hooks only flag `needs_submit = 1` in DB (< 1 ms) for batch cron delivery. When `1`, changes are pushed to IndexNow immediately on save.
`SEZNAMINDEXNOW_AUTO_CLEAN_SITEMAP`	`1` (Enabled)	Automatically adds non-indexable system pages (`cart`, `order`, `authentication`, `my-account`, `search`, etc.) to `GSITEMAP_DISABLE_LINKS`.
`SEZNAMINDEXNOW_AUTO_REINDEX_GAP`	`1` (Enabled)	During cron runs, automatically sends non-indexed sitemap URLs to Seznam Webmaster priority reindexation (`POST /wm-api/web/document/reindex`).
`SEZNAMINDEXNOW_REINDEX_DAILY_LIMIT`	`50` (`1-500`)	Maximum priority reindexation requests sent per day (Seznam Webmaster API hard limit is 500 URLs/day). Recommended range: `50-150`.
`SEZNAMINDEXNOW_CRON_TOKEN`	Auto 40-char hex	Security token required when invoking `cron_seznam.php` over HTTPS.

4. URL Explorer Statuses & Diagnostic Codes

- **Indexed (`indexed`):** Page is actively included in the Seznam.cz search index.
- **Downloaded - Not Indexed (`downloaded`):** SeznamBot crawled the URL (present in `content`), but has not selected it for the search index yet. Use the local SeznamBot inspector to check for canonical mismatches or missing metadata, or trigger **Priority Reindex**.
- **Crawl Error (`error`) / Redirected (`redirected`):** SeznamBot encountered an HTTP 4xx/5xx error, timeout, `robots.txt` block, or 301/302 redirect.
- **Orphan URL (`orphan`):** URL still tracked by Seznam Webmaster that is no longer present in your active shop sitemap.

5. Automated Cron & PrestaShop CLI Commands

Recommended Server Cron & CLI Operations

```
# Run full catalog diff scan, IndexNow batch push, Webmaster API sync & SeznamBot audit
php /path/to/prestashop/modules/seznamindexnow/cron_seznam.php --inspect
# Force-submit all canonical sitemap URLs to Seznam IndexNow API
php /path/to/prestashop/modules/seznamindexnow/cron_seznam.php --force-all
# Upgrade module and clear PrestaShop cache
php bin/console prestashop:module upgrade seznamindexnow && php bin/console cache:clear --env=prod
```