magmodules



Best Practices

Advanced Breadcrumbs for Magento 2

Breadcrumbs are a small detail with a disproportionate SEO impact. When configured correctly, they improve crawlability, reinforce site hierarchy in rich results, and reduce bounce rates by giving users a clear sense of where they are. This guide covers recommended configurations based on real-world experience with the Advanced Breadcrumbs module for Magento 2 — including common scenarios, patterns that work well at scale, and mistakes that are easy to make but hard to undo once your catalog grows.

General Guidelines

Do's

 Keep "Respect Navigation Path" enabled — it gives the most natural breadcrumb experience for customers browsing your catalog
 Keep "Deepest Path" as strategy unless you have a specific reason to change it
 Set negative weights on non-product categories like "Sale", "New Arrivals", "Clearance" — these are marketing categories, not structural ones
 Enable JSON-LD structured data — it's the main way search engines pick up breadcrumbs for rich results
 Use product-level overrides sparingly — only for edge cases where the automatic system fails
 Test breadcrumbs by viewing page source (not just visually) to confirm they're server-rendered
 Set custom labels per store view for multi-language stores

Don'ts

 Don't set weights on every category — only use weights where the default strategy picks the wrong path
 Don't use "First Assigned" strategy — it's unpredictable and depends on internal Magento sort order
 Don't disable JSON-LD unless you have another structured data source for breadcrumbs
 Don't forget to exclude non-structural categories (Sale, Seasonal, Brand-only) with negative weights
 Don't enable breadcrumbs on every page type just because you can — cart and checkout breadcrumbs add little SEO value

Common Scenarios

Scenario 1: Standard E-commerce Store

Use case: Single-language store with a straightforward category tree (Clothing > Men/Women > Subcategories)

Configuration:

General:

- Enable Module: Yes

Display Settings:

- Show Home Crumb: Yes
- Home Label: Home
- Show Current Page: Yes
- Separator: >

Structured Data:

- Enable JSON-LD: Yes
- Include Home in JSON-LD: Yes

Category Selection:

- Strategy: Deepest Path
- Exclude Non-Anchor: No

Page Types:

- Enabled: Category Pages, Product Pages, CMS Pages

Result: Clean breadcrumbs like Home > Clothing > Men > Jackets > Product Name. JSON-LD generates matching structured data. No weights needed — deepest path handles everything automatically.

Scenario 2: Store with Marketing Categories

Use case: Store has both structural categories (Clothing > Shoes > Sneakers) and marketing categories (Sale, New In, Best Sellers, Gift Ideas)

Configuration:

Same as Scenario 1, plus:

Category weights:

- "Sale" category: weight -1 (excluded)
- "New In" category: weight -1 (excluded)
- "Best Sellers" category: weight -1 (excluded)
- "Gift Ideas" category: weight -1 (excluded)
- All structural categories: weight 0 (default, uses strategy)

Result: Products in both "Sneakers" and "Sale" will always show Home > Clothing > Shoes > Sneakers > Product, never Home > Sale > Product. Marketing categories are excluded from breadcrumb consideration entirely.

Scenario 3: Multi-Language Store

Use case: Store with EN, NL, DE store views

Configuration:

Same base config, plus per store view:

EN store view:

- Home Label: Home
- Cart Label: Shopping Cart
- Account Label: My Account

NL store view:

- Home Label: Home
- Cart Label: Winkelwagen
- Account Label: Mijn Account

DE store view:

- Home Label: Startseite
- Cart Label: Warenkorb
- Account Label: Mein Konto

Result: Breadcrumbs display in the correct language per store view. Category names are already translated via Magento's category store view data.

Scenario 4: Complex Catalog with Priority Categories

Use case: Large store where products belong to many categories and you want specific categories to take priority (e.g., brand categories should always win over generic ones)

Configuration:

Category weights:

- "Nike" (brand category): weight 100
- "Adidas" (brand category): weight 100
- "Running Shoes" (type category): weight 50
- "Men's Shoes" (gender category): weight 25
- "Sale": weight -1

Strategy: Highest Weight (since you're actively managing weights)

Result: A Nike running shoe shows Home > Nike > Running Shoes > Product Name (brand-first hierarchy). Without weights, deepest path might pick a different route.

Scenario 5: Navigation-Aware Breadcrumbs

Use case: Store where breadcrumbs should reflect the customer's actual browsing path, not a static category assignment. Common request from UX teams who want breadcrumbs to feel contextual.

Configuration:

Category Selection:

- Respect Navigation Path: Yes
- Navigation Overrides Product Override: Yes
- Strategy: Deepest Path (used as fallback for direct landings)

Result: A customer browsing "Women > Dresses" who clicks on a product sees Home > Women > Dresses > Product Name. The same product reached via "Sale > Summer" shows Home > Sale > Summer > Product Name. Landing directly on the product URL (e.g. from Google) falls back to the strategy-based category (deepest path).

When to set "Navigation Overrides Product Override" to No: If you have products with carefully curated primary breadcrumb categories for SEO purposes and you always want those to take precedence — even over the customer's navigation. In that case, navigation only fills in for products that don't have a manual override.

Scenario 6: SEO-Focused Configuration

Use case: Store where SEO is the top priority, want maximum search engine visibility. Note: navigation-aware breadcrumbs are session-based and not visible to crawlers (which land directly on URLs), so this configuration focuses on what search engines see.

Configuration:

- Strategy: Deepest Path (gives most hierarchy context)
- JSON-LD: Enabled
- Include Home in JSON-LD: No (Google recommends omitting home for cleaner rich results — though including it is also fine)
- Show Current Page: Yes (final breadcrumb confirms to users and crawlers what page they're on)
- Page Types: Category, Product, CMS (skip cart/checkout/account — these are noindex pages anyway on most stores)
- Set negative weights on all non-structural categories

Result: Clean, consistent, deep breadcrumb paths across all indexable pages. Structured data matches visual breadcrumbs exactly.

Common Mistakes

Mistake: Setting weights on ALL categories

Why it's wrong: If every category has a weight, you're micromanaging instead of letting the strategy work. It becomes unmaintainable as your catalog grows.

Correct approach: Only set weights where the default strategy picks the wrong path. Use negative weights to exclude non-structural categories. Leave everything else at 0.

Mistake: Using "Highest Weight" strategy without setting weights

Why it's wrong: If no categories have weights (all are 0), this strategy falls back to deepest path silently. It's confusing and means you have a misleading config.

Correct approach: Only use "Highest Weight" if you've actually set meaningful weights on your categories. Otherwise use "Deepest Path".

Mistake: Enabling breadcrumbs on all page types

Why it's wrong: Cart, checkout, and account pages are usually noindex. Breadcrumbs there add visual noise without SEO benefit.

Correct approach: Enable breadcrumbs on Category, Product, and CMS pages. Only add other page types if they're indexed and you want navigation context there.

Mistake: Different structured data sources

Why it's wrong: If you have another module also outputting BreadcrumbList JSON-LD (e.g., a rich snippets module), you'll get duplicate structured data. Google may ignore both or pick the wrong one.

Correct approach: Disable breadcrumb output in other modules. Use Advanced Breadcrumbs as the single source for both visual breadcrumbs and JSON-LD.

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 Advanced Breadcrumbs extension on magmodules.eu

All articles for Advanced Breadcrumbs

Installation

1	Installatie met Composer (aanbevolen)
2	Installatie via de Adobe Marketplace
3	Installatie via FTP en SSH

Configuration

1	Configuratiegids

Troubleshooting

1	Probleemoplossing

Usage Guide

1	Snelstartgids

Background

1	**Best Practices (current)**
2	Breadcrumbs en SEO

