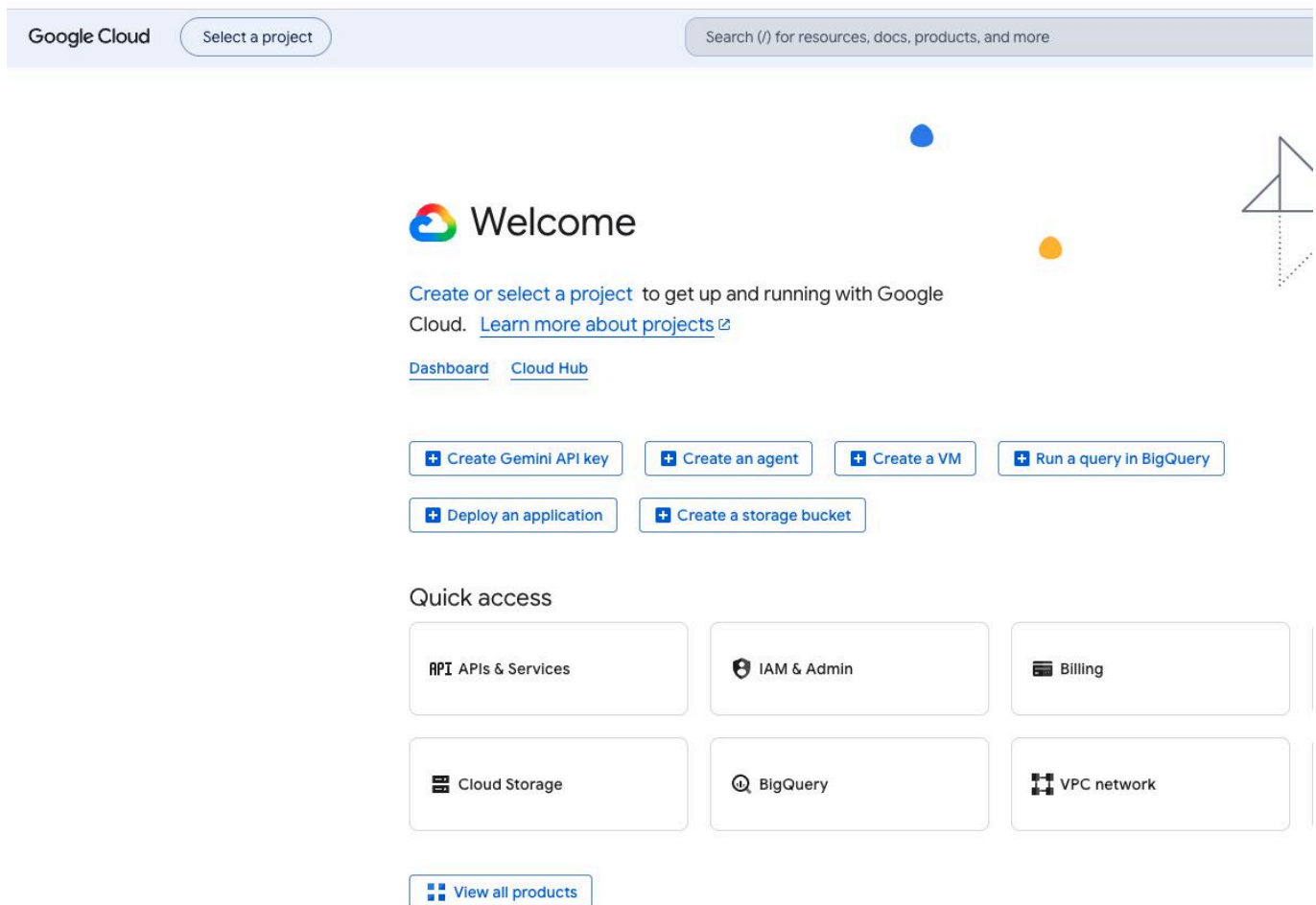


The Magento AI SEO Analysis extension integrates your Magento store with Google Analytics 4 (GA4), Google Search Console (GSC), and advanced AI models (OpenAI ChatGPT or Anthropic Claude) to provide product-level SEO recommendations directly inside your catalog management workflow.

Google Cloud Platform Setup

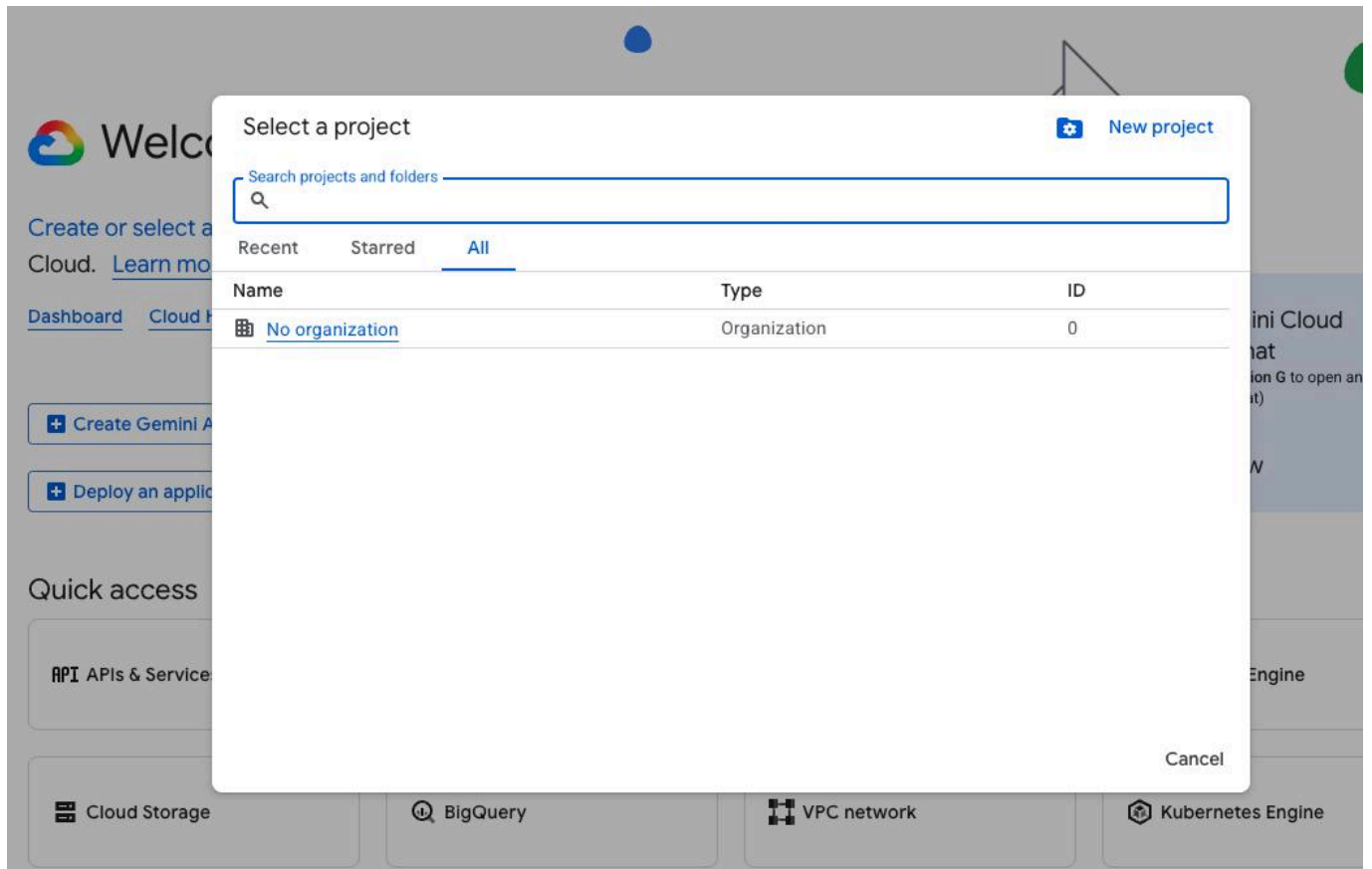
Step 1: Open Google Cloud Console

Go to console.cloud.google.com and sign in using the Google account that has administrator access to your Google Analytics and Google Search Console properties.



Step 2: Create a New Project

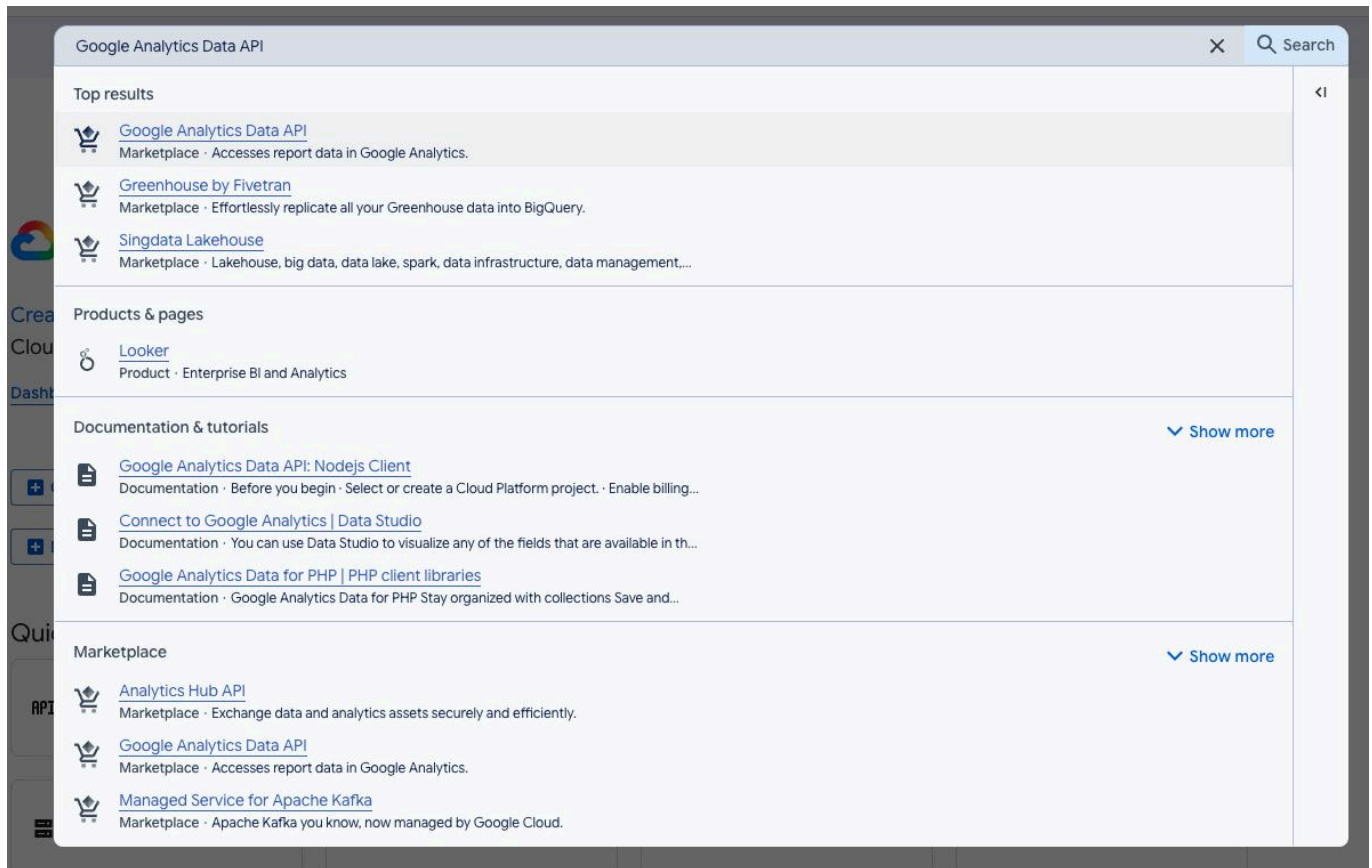
- At the top navigation bar, click the Project Picker dropdown next to the "Google Cloud" logo.
- Click New Project.
- Enter a recognizable project name (e.g., My Store SEO).
- Click Create and wait a few seconds. Ensure the new project is selected in the dropdown.



Step 3: Enable Required Google APIs

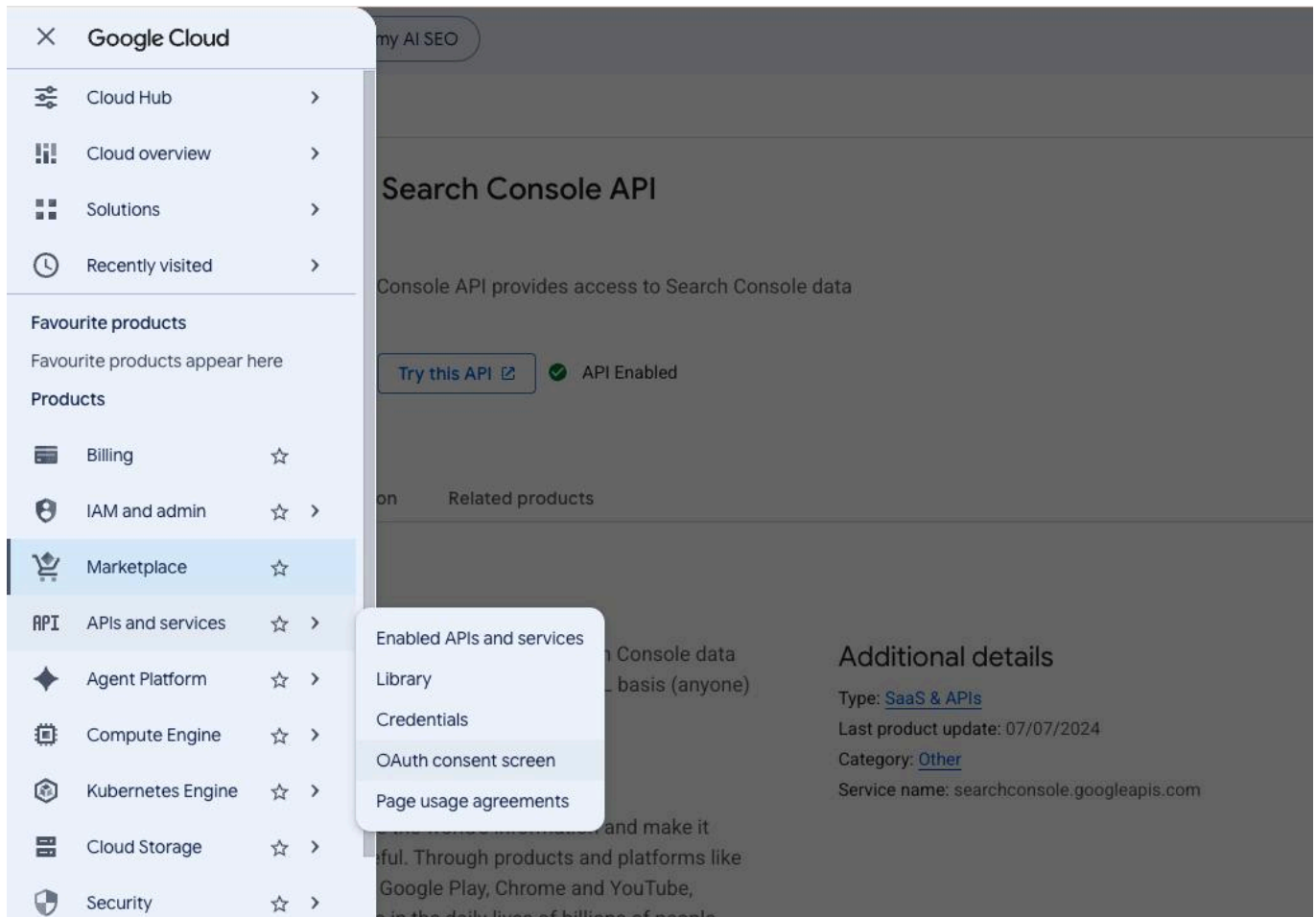
In the Google Cloud Console, enable the three required APIs:

- Search for Google Analytics Admin API in the top search bar, select it, and click Enable.
- Search for Google Analytics Data API, select it, and click Enable.
- Search for Google Search Console API, select it, and click Enable.

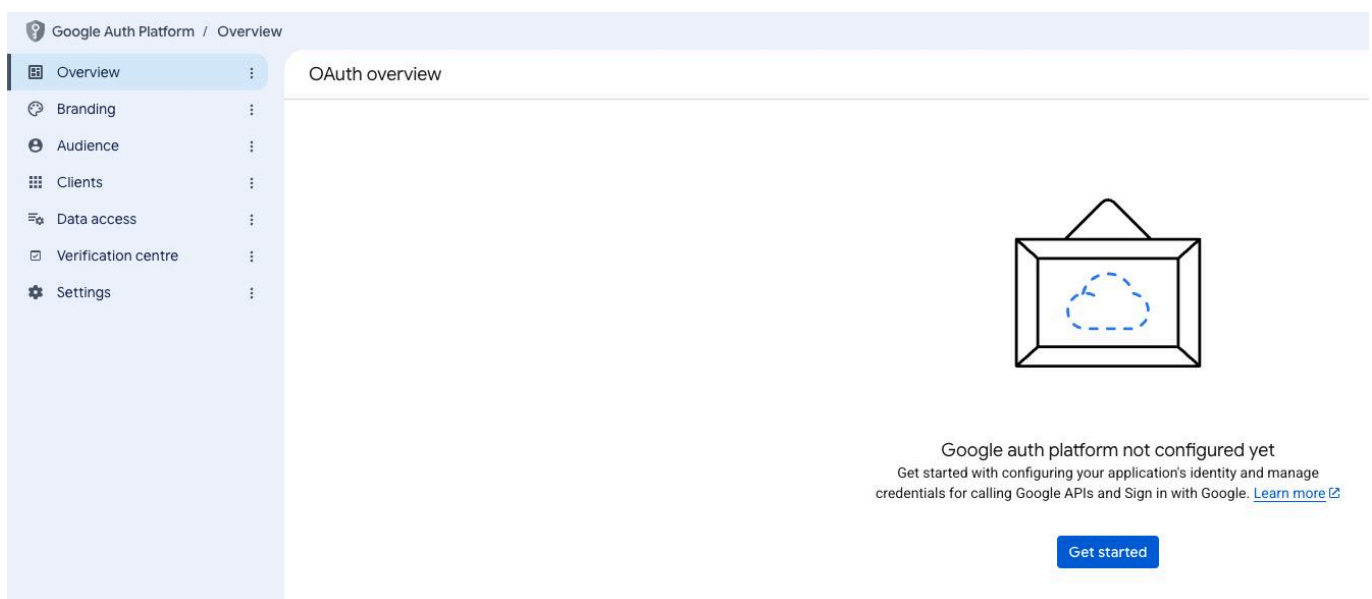


Step 4: Configure OAuth Consent Screen

- Navigate to APIs & Services > OAuth consent screen in the left sidebar.



- Click Get Started under the OAuth Overview.



- App Information: Enter the App Name (e.g., My Store SEO Analysis) and select your User Support Email. Click Next.

Google Auth Platform / Overview / Create branding

Overview
Branding
Audience
Clients
Data access
Verification centre
Settings

Project configuration

- 1 App Information**
App name *
Magento AI SEO Analysis
The name of the app asking for consent
User support email *
For users to contact you with questions about their consent. [Learn more](#)
Next
- 2 Audience**
- 3 Contact Information**
- 4 Finish**

Create Cancel

- Audience: Select External (or Internal if using a private Google Workspace organization). Click Next.

Google Auth Platform / Overview / Create branding

Overview

Branding

Audience

Clients

Data access

Verification centre

Settings

Project configuration

✓ App Information

2 Audience

3 Contact Information

4 Finish

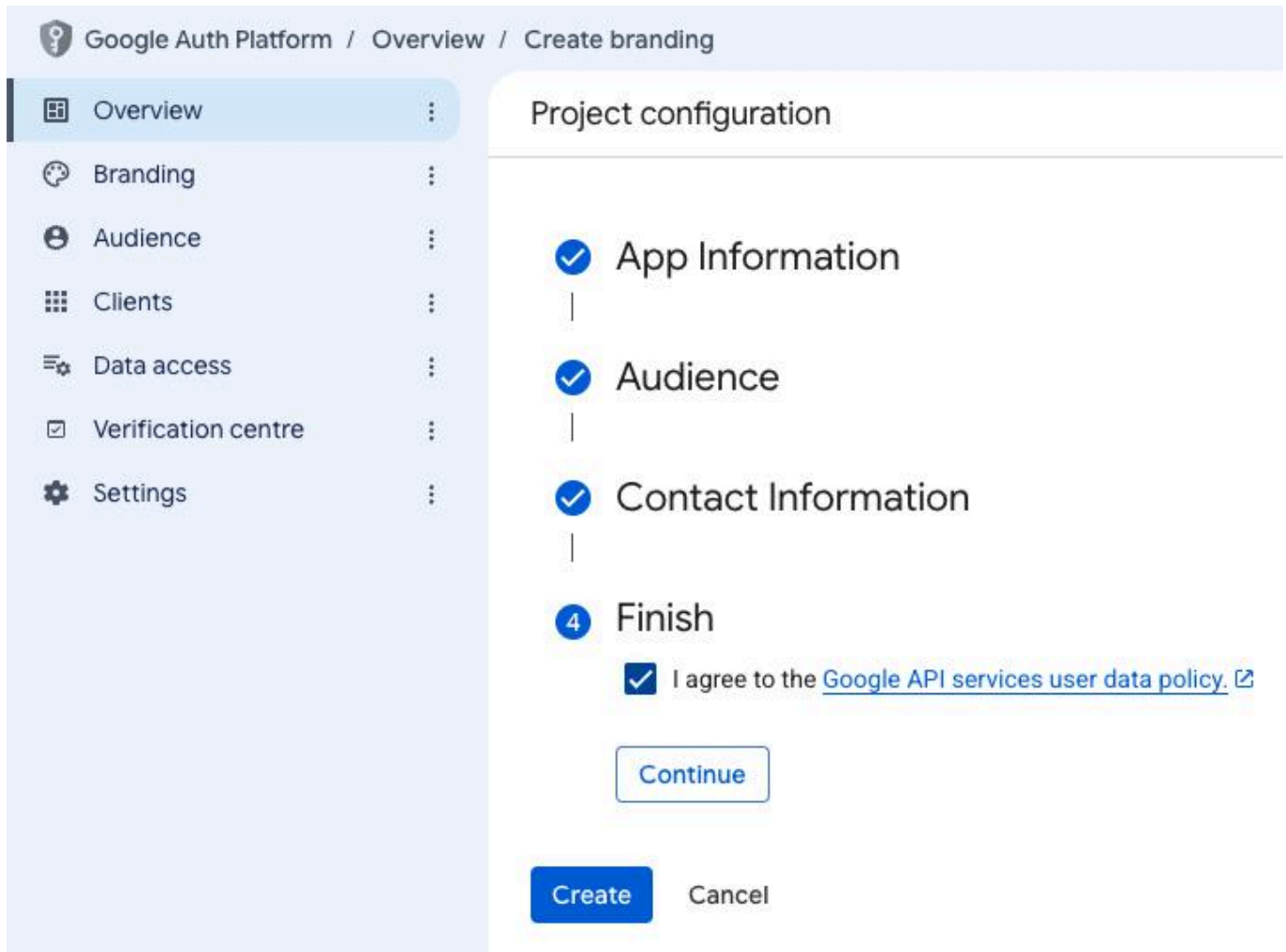
☐ Internal ?
Only available to users within your organisation. You will not need to submit your app for verification. [Learn more about user type](#)

☒ External ?
Available to any test user with a Google Account. Your app will start in testing mode and will only be available to users that you add to the list of test users. Once your app is ready to push to production, you may need to verify your app. [Learn more about user type](#)

Next

Create Cancel

- Contact Information: Provide your developer contact email address. Click Next.
- Scopes & Test Users: Click through Save and Continue on the Scopes and Test Users steps (no custom configurations needed).
- Summary & Policy: Review the details, accept the Google Data Policy on the final step, click Continue, and then click Create.



The screenshot shows the Google Auth Platform interface for creating branding. On the left is a sidebar with navigation links: Overview (selected), Branding, Audience, Clients, Data access, Verification centre, and Settings. The main area is titled 'Project configuration' and contains a vertical list of steps: 1. App Information (checked), 2. Audience (checked), 3. Contact Information (checked), and 4. Finish (active). Below the 'Finish' step is a checkbox labeled 'I agree to the Google API services user data policy' with an external link icon. At the bottom are 'Continue', 'Create', and 'Cancel' buttons.

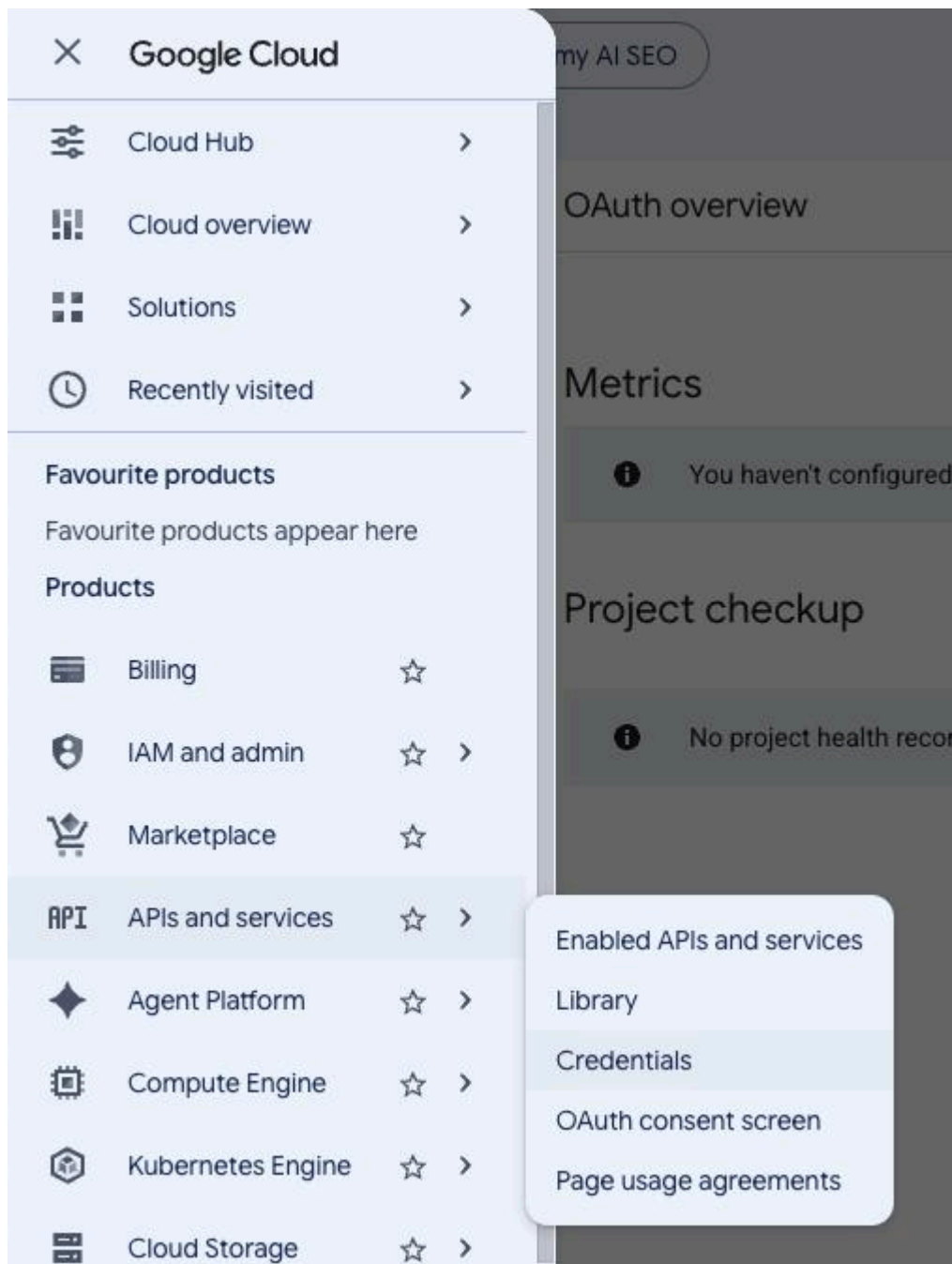
Step 5: Retrieve Redirect URI from Magento

Before creating your API credentials, grab the OAuth callback link generated by your Magento installation:

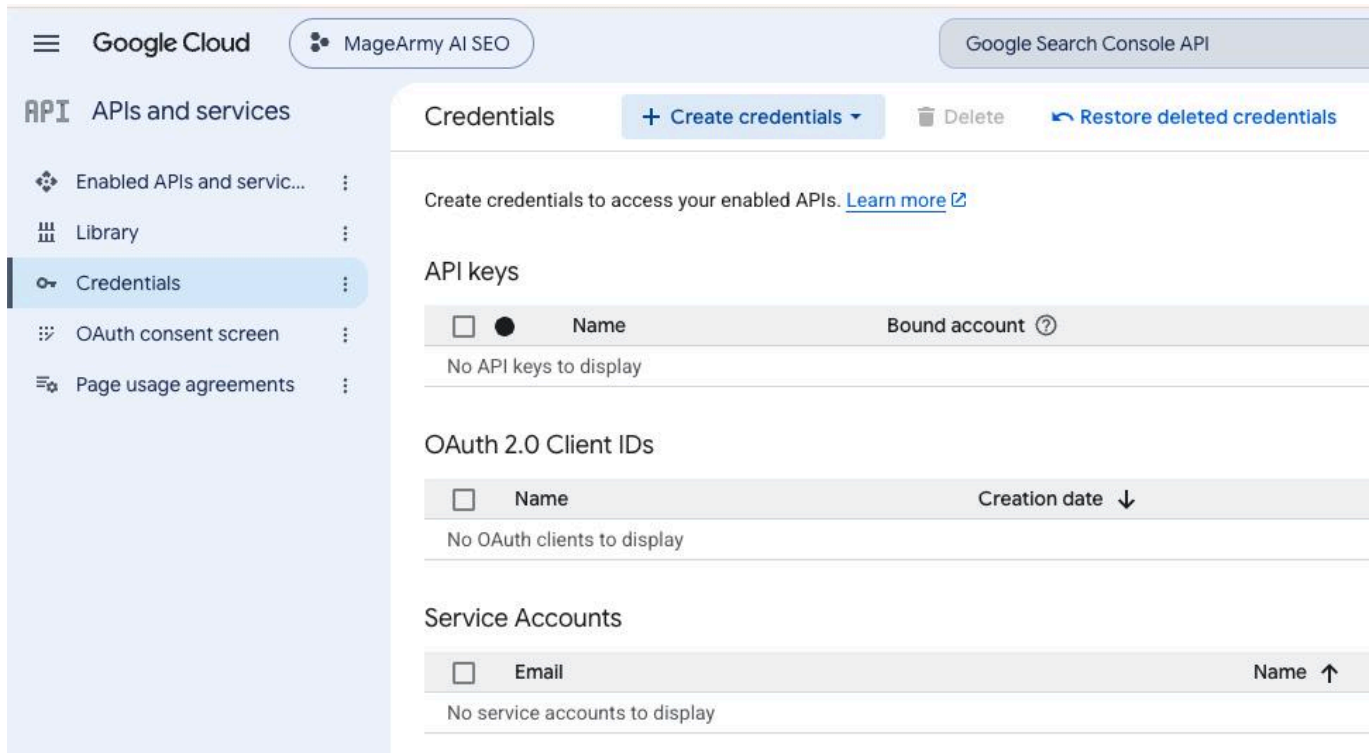
- Log in to your Magento Admin panel.
- Navigate to Stores > Configuration > Magearmy > AI SEO Analysis > Google API.
- Copy the URL displayed in the Authorized Redirect URI field. It will follow this structure:
https://www.yourstore.com/admin/magearmy_ai_seo/google/callback/

Step 6: Create OAuth Client ID & Client Secret

- Return to the Google Cloud Console and navigate to APIs & Services > Credentials.



- Click + Create Credentials at the top and select OAuth client ID.



Google Cloud | MageArmy AI SEO | Google Search Console API

APIs and services

- Enabled APIs and services
- Library
- Credentials**
- OAuth consent screen
- Page usage agreements

Credentials + Create credentials Delete Restore deleted credentials

Create credentials to access your enabled APIs. [Learn more](#)

API keys

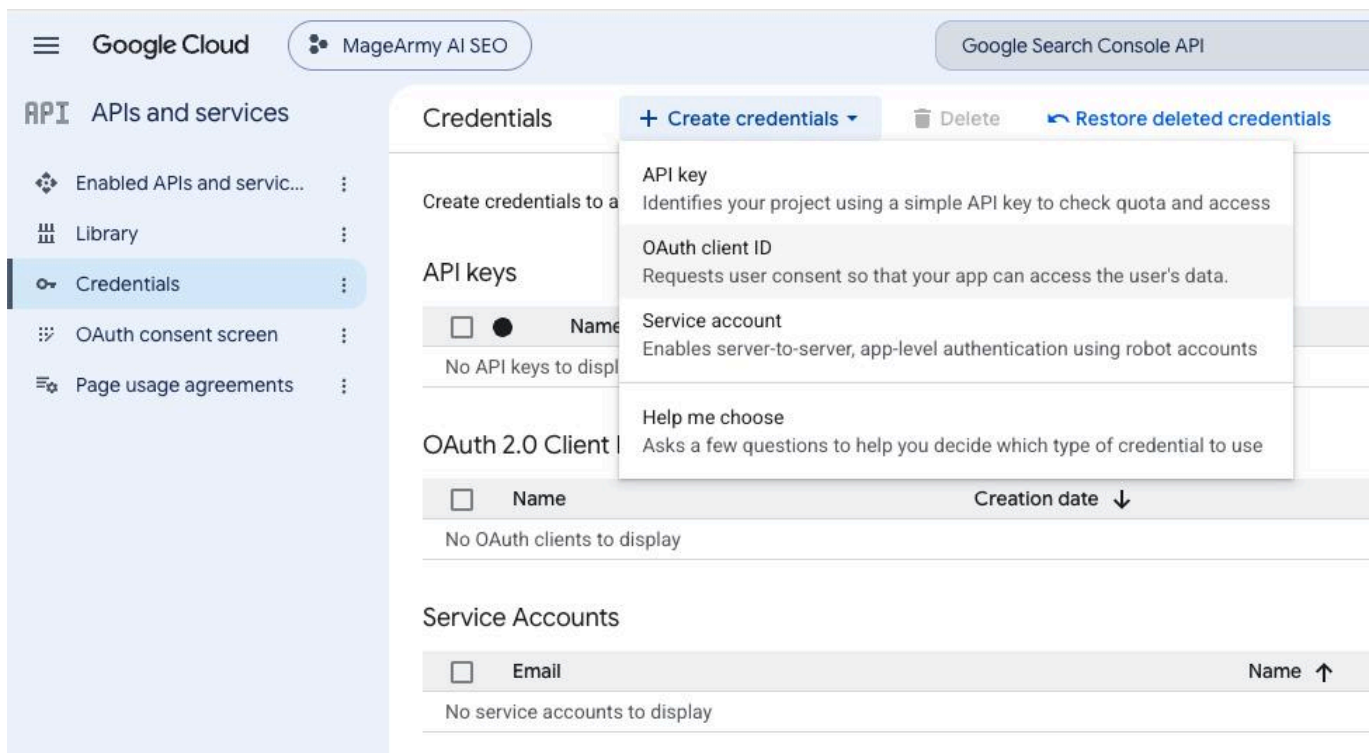
☐	Name	Bound account
No API keys to display		

OAuth 2.0 Client IDs

☐	Name	Creation date
No OAuth clients to display		

Service Accounts

☐	Email	Name
No service accounts to display		



Google Cloud | MageArmy AI SEO | Google Search Console API

APIs and services

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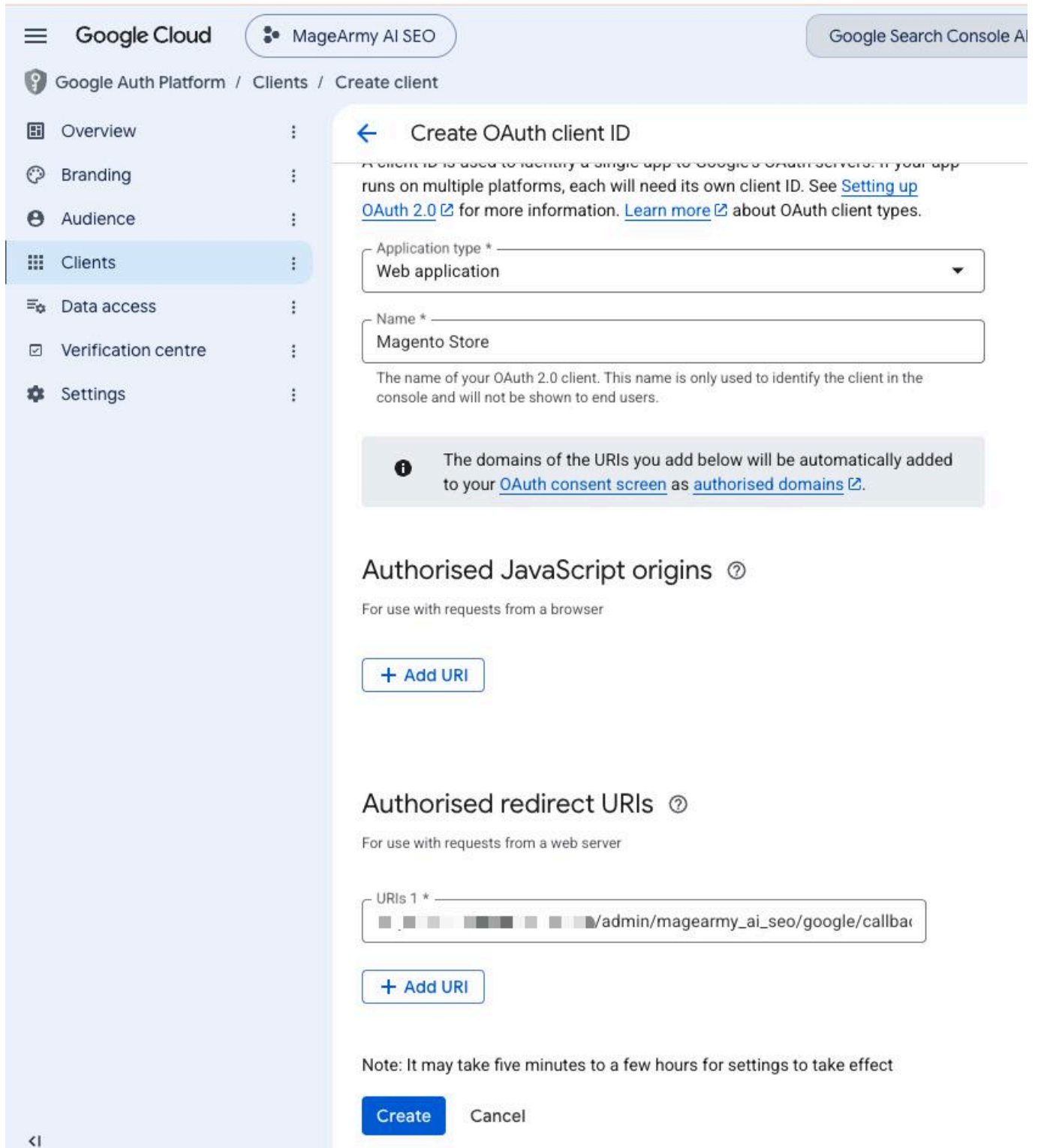
☐	Email	Name
No service accounts to display		

Create credentials dropdown menu:

- API key**
Identifies your project using a simple API key to check quota and access
- OAuth client ID**
Requests user consent so that your app can access the user's data.
- Service account**
Enables server-to-server, app-level authentication using robot accounts
- Help me choose**
Asks a few questions to help you decide which type of credential to use

- Select Web application under Application type.

- Enter a name (e.g., Magento Store SEO).
- Under Authorized redirect URIs, click + Add URI and paste the callback URL copied from Magento in Step 5.



Google Cloud MageArmy AI SEO Google Search Console AI

Google Auth Platform / Clients / Create client

Overview
Branding
Audience
Clients
Data access
Verification centre
Settings

Create OAuth client ID

A client ID is used to identify a single app to Google's OAuth servers. If your app runs on multiple platforms, each will need its own client ID. See [Setting up OAuth 2.0](#) for more information. [Learn more](#) about OAuth client types.

Application type *
Web application

Name *
Magento Store

The name of your OAuth 2.0 client. This name is only used to identify the client in the console and will not be shown to end users.

i The domains of the URIs you add below will be automatically added to your [OAuth consent screen](#) as [authorised domains](#).

Authorised JavaScript origins ?

For use with requests from a browser

[+ Add URI](#)

Authorised redirect URIs ?

For use with requests from a web server

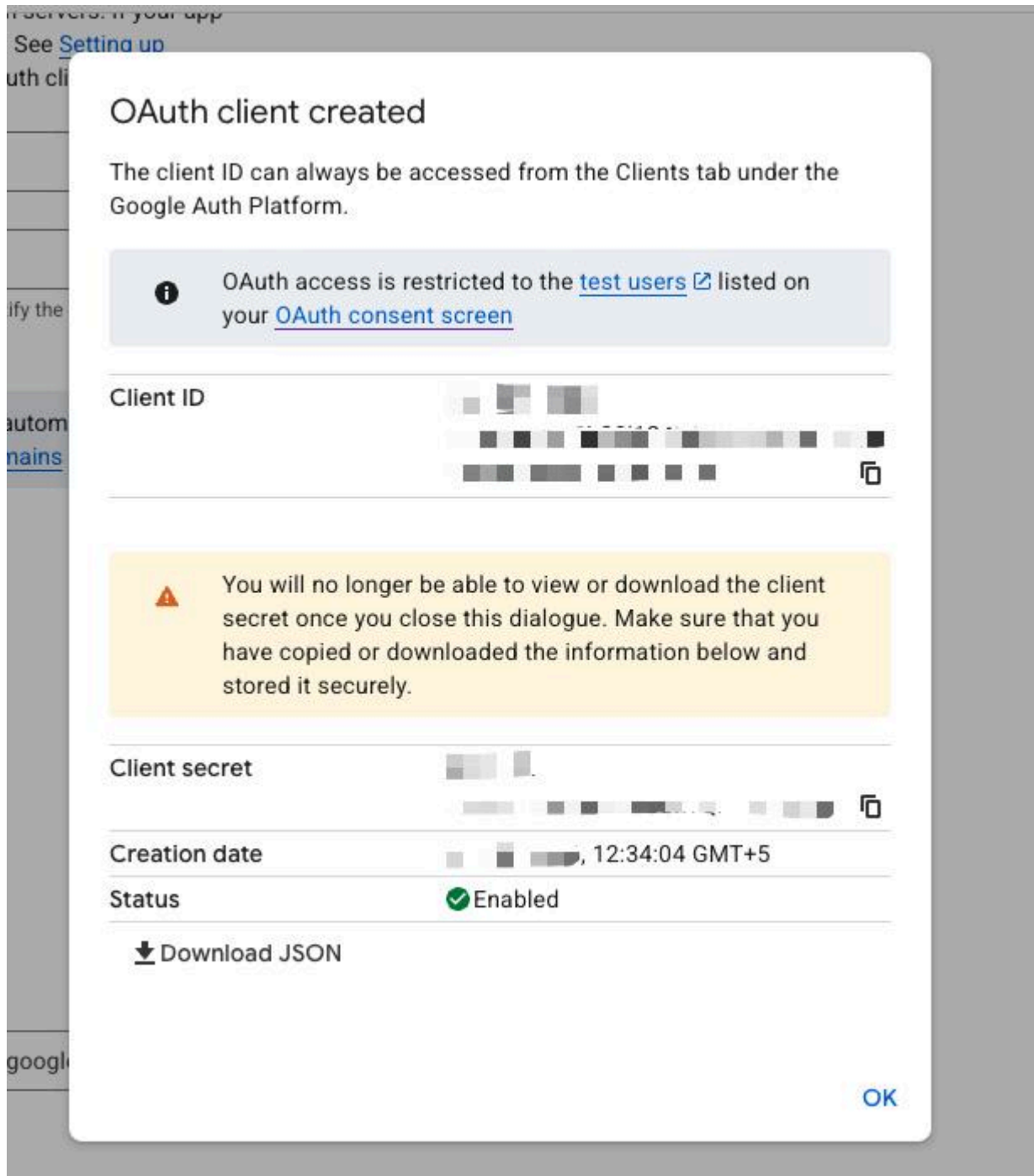
URIs 1 *
admin/magearmy_ai_seo/google/callback

[+ Add URI](#)

Note: It may take five minutes to a few hours for settings to take effect

[Create](#) [Cancel](#)

- Click Create. A modal dialog will display your Client ID and Client Secret. Copy and save both securely.



Step 7: Complete Branding Details

- Go to the Branding tab under APIs & Services.
- Fill in the App Name, User Support Email, and upload your App Logo.
- Under App Domain, enter your website's homepage, Privacy Policy, and Terms of Service URLs.
- Add your domain name under Authorized Domains and click Save.

Step 8: Publish the OAuth Application

- Click on Audience in the left sidebar.

- Click the Publish App button to make the integration operational.

AI Provider Key Setup

The extension supports both OpenAI and Anthropic Claude AI engines. Choose your preferred provider and generate an API key using the official documentation links below:

Step 9: Get the AI Credentials

OpenAI - ChatGPT Models - <https://platform.openai.com/api-keys>

Anthropic - Claude Models - <https://platform.claude.com/docs/en/get-api-key>

Magento Admin Configuration

Step 10: Input Credentials & Authorize

- In Magento Admin, go to Stores > Configuration > Magearmy > AI SEO Analysis > Google API.
- Paste the Client ID and Client Secret (from Step 6) into their respective fields.
- Under AI Settings, select your chosen provider (OpenAI or Anthropic Claude) and paste your API Key.
- Click Save Config.
- Re-open the Google API section and click Connect with Google.
- Choose the Google account linked to your GA4 and GSC accounts.
- Note: If prompted with an "Unverified App" warning screen, click Advanced and proceed (Go to My Store SEO Analysis (unsafe)).
- Once redirected back to Magento, select your GA4 Property and Search Console Site from the dropdown options.
- Click Save Config and flush your Magento Cache (System > Cache Management).

Running Product SEO Analysis

Step 11: Perform AI Analysis

- In Magento Admin, go to Catalog > Products.
- Open any product edit screen.
- Click the SEO Analysis button in the top action bar.
- A side drawer panel will slide out, showing your product's name and target URL.
- Click Run Analysis to fetch live GA4/GSC metrics and generate AI-driven SEO optimizations.