

M E D I A C O M 8 7

E-commerce Blog & SEO/AI

The e-commerce-native blog for PrestaShop — the **medblog** module

PrestaShop 1.6 — 9.x • PHP 5.6 — 8.3+

User documentation — © 2008–2026 Mediacom87

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1. Module overview

medblog is a PrestaShop blog module developed by Mediacom87, designed to **sell** and to be **visible in the age of AI answer engines**. Where traditional blog modules merely publish articles disconnected from the catalog, medblog links every piece of content to your products and prepares it both for Google ranking and for citations by ChatGPT, Perplexity, Gemini and Claude.

Three design choices set it apart: **native e-commerce integration** (product blocks inside the article, related articles on the product page, article → sale conversion tracking), **SEO & GEO optimization** (complete schema.org markup, an “answer-first” structure), and the use of the **native PrestaShop TinyMCE editor** so that no training is required.

medblog works with every major version of PrestaShop (1.6 to 9.x) and PHP (5.6 to 8.3+), without ever modifying a native table: all data lives in dedicated tables.

2. Features

Native editor and e-commerce blocks

medblog uses the **native PrestaShop TinyMCE editor** — the same one as the CMS pages, with access to the HTML source code. A “Mediacom87 Blocks” toolbar adds six business blocks that can be inserted in one click:

- **Product card**: highlights a product from your catalog (image, price, button).
- **Comparator**: compares several products in a table.
- **Cart CTA**: an add-to-cart button directly inside the article.
- **FAQ**: questions and answers, exported as schema.org `FAQPage` .
- **HowTo**: the steps of a tutorial, exported as schema.org `HowTo` .
- **Callout**: a highlighted information block.

The product, comparator and CTA blocks are saved as markers and **rehydrated from your real catalog** at display time: prices and availability always stay up to date. The editor preview mirrors the front-office design to avoid unpleasant surprises.

Product integration and conversion

- A “related articles” hook displaying your relevant articles on the product page.
- **Article** → **cart** → **order** conversion tracking with an attribution window.
- Statistics: clicks, conversion rate, revenue attributed to content.

SEO and GEO (AI answer engines)

- **schema.org** markup: `Article` , `FAQPage` , `HowTo` , `BreadcrumbList` .
- **Hardened** JSON-LD (protected against injection) automatically injected into every page.
- Automatic addition of articles to the sitemap.
- An “answer-first” structure designed to maximize citations by AI.

Categories, authors, tags and suggestions

- **Hierarchical** categories (nested set) with two-level drill-down navigation.
- Dedicated category, author and tag pages, with customizable H1 and description.
- Breadcrumb respecting the category hierarchy.
- Suggested articles (category → tags → recent), with a customizable block title.
- Estimated reading time and view counter per article.

Comments and moderation

- A comment system with replies.
- Moderation queue; an alert for pending comments is shown on the dashboard.
- Configurable reply profile.

Customizable design

- A Design tab with ready-to-use palettes and color pickers (prestUI components).
- Article pinning: customizable border color and icon.
- Customizable H1 and description for the blog home page and each category.
- Front templates overridable by your theme (`module:` prefix).

Multilingual and media

- Module shipped in 17 languages; content and categories fully translatable.
- Featured image per article.
- Multilingual Open Graph image, with a “same image for all languages” option.

3. Compatibility

Item	Compatibility
PrestaShop	1.6.0.0 to 9.x (all major versions)
PHP	5.6 to 8.3+
Database	MySQL 5.6+ or MariaDB 10.0+
Multistore	Yes
Themes	Classic and themes respecting the standard hooks; overridable templates
Native tables	None modified; data isolated in dedicated tables

Note medblog avoids PHP 7+ features in its core so it stays installable on the oldest servers, while remaining compatible with PHP 8.3+.

4. Installation

1. Download the ZIP archive from your account.
2. In your PrestaShop back office, go to **Modules** → **Module Manager**.
3. Click **Upload a module** and select the ZIP archive.
4. The module creates its dedicated tables, registers its hooks according to your PrestaShop version (1.6, 1.7, 8.x, 9.x) and adds its “Blog” menu to the back office.
5. Click **Configure** to access the settings.

Important medblog does not modify any native PrestaShop table. All of its data (articles, categories, authors, tags, comments) lives in dedicated prefixed tables.

Update

Install the new version over the old one: PrestaShop automatically applies any update scripts. CSS/JS files are versioned to guarantee reloading by browsers.

Uninstallation

Uninstalling from the Module Manager removes the module’s tables and data. A confirmation is requested because this operation is irreversible.

5. Configuration

medblog's configuration is organized into tabs in the back office (**Blog** menu).

Configuration tab

- **Comments:** activation, moderation, reply profile.
- **Suggested articles:** activation, number displayed, customizable and multilingual block title.
- **Link to the main category** at the bottom of the article: global option, overridable per article.
- **Blog home description:** customizable, multilingual H1 and description.
- **Default Open Graph image:** multilingual, with a "same image for all languages" option.
- **Categories in column:** a category widget in the sidebar.

Design tab

- Ready-to-use color palettes and color pickers (accent, hover, text, card background and border).
- Corner radius, spacing and minimum card width.
- **Pinning:** border color of pinned articles, activation and customization of the pin icon.

Integration tab

Enables or disables the front display points: articles on the home page, in the footer, in a column, and the "related articles" block on the product page.

Analytics, License, FAQ and Changelog tabs

- **Analytics:** clicks, conversion rate and revenue attributed to your articles.
- **License:** free registration for any Mediacom87 customer (priority support, update notifications).
- **FAQ** and **Changelog:** built-in help and version history.

6. Writing and managing content

Create a category

From **Blog** → **Categories**, build your tree. Each category has a multilingual name and description, a slug (URL), a parent category (for the hierarchy) and an optional image. A parent category automatically aggregates the articles of its subcategories.

Create an article

From **Blog** → **Articles**, create an article. The main fields:

- **Title and content** (multilingual) written in the TinyMCE editor.
- **Main category** and secondary categories.
- **Author** and **tags**.
- **Featured image** and **Open Graph image**.
- **Status** (draft/published) and **publication date** (scheduling possible).
- **Pinned**: highlights the article according to the style defined in the Design tab.

Insert a Mediacom87 block

In the editor, place the cursor then click the block you want in the “Mediacom87 Blocks” toolbar. For the product and comparator blocks, choose the product or products from your catalog. The FAQ and HowTo blocks automatically feed the page’s schema.org markup.

Tip The product, comparator and cart CTA blocks are rehydrated at display time: you can change your prices in the catalog without ever re-editing your articles.

Authors, tags and comments

- **Authors**: managed from **Blog** → **Authors** (biography, photo, each author has their own public page).
- **Tags**: group articles by theme; each tag has its own page.
- **Comments**: managed from **Blog** → **Comments** (approve, reject, reply). Pending comments are flagged on the dashboard.

7. Frequently asked questions

Does medblog work without a license?

Yes. All blog features work without a license. License registration, free for any Mediacom87 customer, unlocks priority support and update notifications.

Do I have to learn a new editor?

No. medblog uses the native PrestaShop TinyMCE editor, identical to the one on CMS pages, enhanced with a simple block toolbar. Access to the HTML source code is available.

Will my articles break if I change my prices?

No. Product blocks are rehydrated from the catalog at display time: prices and availability are always up to date, with no re-editing.

Can I override the templates in my theme?

Yes. The front templates use the `module:` prefix (PrestaShop 1.7+), which lets your theme override them cleanly, with a fallback to an absolute path on 1.6.

Does the module modify any PrestaShop tables?

No. medblog does not alter any native table; all of its data lives in dedicated tables.

What is SEO/GEO?

GEO (Generative Engine Optimization) is optimization for AI answer engines. medblog generates complete schema.org markup and structures content in an “answer-first” way to favor both AI citations and Google ranking.

8. Vulnerability reporting and license

Commitments (TouchWeb Charter)

Mediacom87 adheres to the TouchWeb Charter for responsible vulnerability disclosure:

- Acknowledgment within 7 days maximum for any relevant report.
- Fix and publication of a CVE identifier within 30 days maximum.
- No silent fixes.
- No legal action against researchers acting in good faith.

How to report

Contact Mediacom87 through the support portal for any security report. Please provide a technical description, the reproduction steps and the version concerned.

License

medblog is distributed under the **AFL 3.0** license (Academic Free License), an open and auditable code base. The Mediacom87 license system (optional and free) is used only for support and update notifications; it is not required to use the module.