Best Practice: Combine UX and SEO

We can allow multiple paths to the same product (e.g. via brand or category pages), as long as were consistent with canonicals and internal linking.

Heres the setup were aiming for:

Function	Solution
Breadcrumbs	Show as: Marken > Lundhags > Product name and link to /marken/lundhags totally fine.
URL in address bar	Always show /products/[slug] as the active URL, regardless of how the user got there.
Canonical tag	Always point to /products/[slug], even if accessed via /marken/... or /fjallvandring/....
Sitemap	Only include /products/[slug].
Internal product links	Always link to /products/[slug] including from related products, etc.
Breadcrumbs on product page	Can reflect the logical user path they dont affect canonical or SEO negatively.