

SEO Friendly URLs



WHAT?

- ☐ ugly URL - `www.example.com/?56744`
- ☐ pretty URL - `www.example.com/abc/xyz.html`
- ☐ URL structure should be-
 - ☐ Straight forward-
 - ☐ no confusing redirects on the site, etc.
- ☐ Meaningful-
 - ☐ use keywords, not numbers and punctuation marks.
- ☐ With an emphasis on right URLs-
 - ☐ check whether the pages accessible to search engines are actually open for crawling and indexing.

WHY?

- ☐ A structured hierarchy of the URLs is preferred by the Bots, thus making it easier to crawl pages of a website.
- ☐ New pages with optimized URL structure will be indexed faster by Google.
- ☐ It makes it easier for others to promote & share your website on social networks.
- ☐ Visitors and potential prefer to see optimized URL rather than absolute and relative URLs.

Make and Share Free Checklists
checkli.com