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 an 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.

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