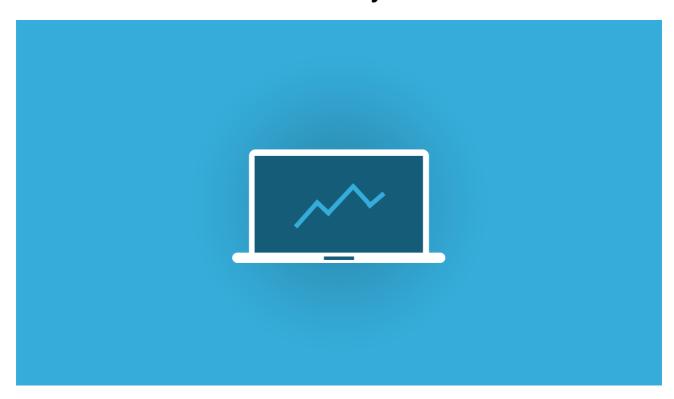
SEO Friendly URIs



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. Make and Share Free Checklists