How To Optimize Your Page URL

How to create SEO friendly URLs that help to optimize your page and increasing rankings.



Use readable URLs only

- [ ] If humans can’t read or understand your URIS, either can search engines.

Always-use-hyphens-in-urls

- [ ] google_does_not_read_underscores

Put top content in the root folder

- [ ] URL structure can signal top content because it's in your root folder.
- [ ] http://flyourdomain.com/best-content

No capital letters in URLs

- [ ] URLs are case sensitive, so avoid confusing visitors and search engines.

Block bad URLs with robots.txt

- [ ] Tell search engines to ignore dynamic URLs that point to your canonical URL

Add mobile URLs to sitemaps

- [ ] Identify mobile friendly pages in sitemaps so they get ranked higher in mobile search results.

Use canonical URLs

- [ ] Avoid a duplicate content penalty by telling search engines your preferred domain and preferred web pages.

Upload a favicon

- [ ] Build your brand and build trust with your visitors and search engines.

Use 301 redirects

- [ ] Tell Google about changes to your URLs so you don't lose your rankings.

Add target keywords in URLs

- [ ] Search engines read URLs so they can better connect their users with relevant content.
- [ ] http://yourdomain.com/target-keyvvord

Make and Share Free Checklists
checkli.com