

URL STRUCTURING

Building an SEO-Friendly URL Structure



WHAT IS A URL STRUCTURE?

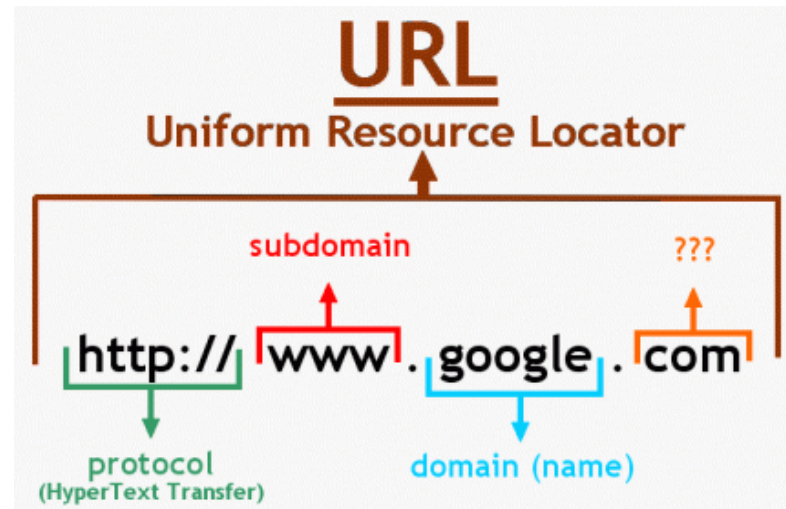
- ❑ Essentially how you structure your page URLs.
- ❑ A URL is the location of your page on the web.
- It consists of the following parts:

http:// or https:// : which indicates the protocol.

www.domain.com: your domain name.

/folder-name/: a folder on the web server (not all pages have to be filed in a folder/parent page).

web-page-file-name: the actual web page.



WHY YOU NEED A GOOD URL STRUCTURE

- First thing Google and visitors see.
- They are a building block of an effective site hierarchy.
- A good structure prevents endless redirect loops.



JUST DO IT



GETTING YOUR URL STRUCTURE INTACT

- **Use keywords** – shows the purpose for the page and makes it easy to be discovered by the right people and crawlers. Do some research and include relevant keywords.
- **Build a sound URL structure** – e.g.

<https://casinosnz.co.nz/blog/im-exhausted> - flows from domain to category/parent page to product/actual page.

vs.

<https://casinosnz.co.nz/im-exhausted> - from domain to product/actual page.

The first one this is considered better for SEO and users.

- **Avoid unneeded words/characters**– e.g.
 - * **Stop words** - “and” “or”.
 - * **Keyword repetition** – for example: www.casinosnz.co.nz/casino-reviews/all-jackpots-casino-reviews can lead to spammy URL structure.
 - * **Hashes #** - although useful, avoid using them in other circumstances. If the content after the # symbol is unique make it available via another URL.
 - * **Word delimiters** – stick with hyphens. Underscores serve to join two words together.
- **Keep URLs short**– the shorter the better. Google cuts your URL after 512 pixels. URLs should be **below 100 characters** depending on the page, and **not longer than 2048 characters**.



PROTOCOLS & SUBDOMAINS: WWW VS. NON-WWW & HTTP VS. HTTPS

- There are two major versions of your site's domain indexed in search engines; www and non-www.
- Same as having a secure (https) and non secure (http) version – Google prefers the first.
- A 301 or canonical tag can be used to point one version to another **or** alternatively specify a preferred version on Search Console in *Configuration>Settings >Preferred Domain*. This takes care of Google.
- The setting is important because some of your backlinks could be going to either just the www or the non www version.

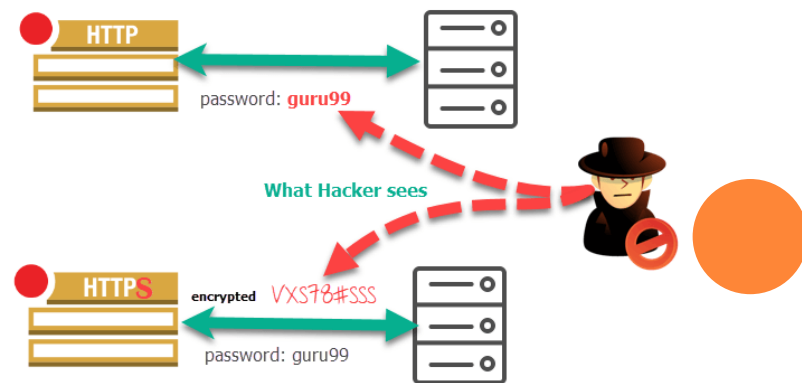
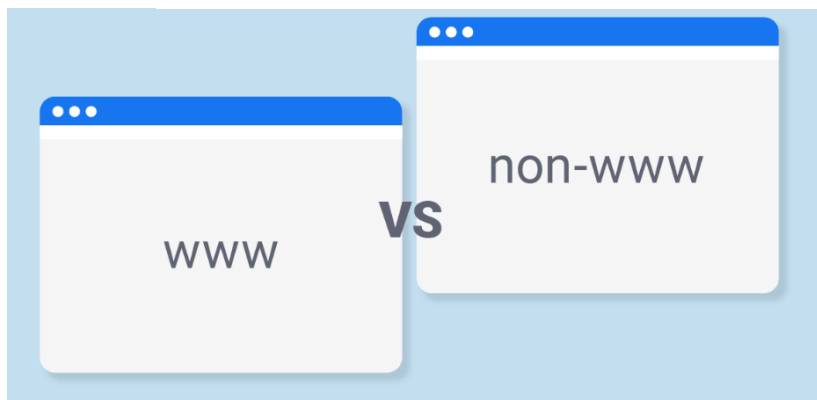
Site Settings

Preferred domain

- Don't set a preferred domain
- Display URLs as **www.casinosnz.co.nz**
- Display URLs as **casinosnz.co.nz**

Crawl rate

- Let Google optimize for my site (recommended)
- Limit Google's maximum crawl rate



STRUCTURE YOUR URLS BY THE USE OF AN XML SITEMAP

- An XML sitemap lets search engines know what's going on with your site/ a list of your site's URLs that you submit to search engines.
- Meanwhile an HTML sitemap is mostly designed for users and other uses.
- An XML sitemap helps with the following:
 - *helps search engines find your webpages easily.
 - *search engines can use the sitemap as a reference when choosing canonical URLs on your site.





SOURCES

- <https://www.abramillar.com/2018/02/12/urls-maximum-length-long-best/>
- <https://www.searchenginejournal.com/seo-friendly-url-structure-2/202790/>
- <http://www.webpagemistakes.ca/url-structure/>
- <http://www.webpagemistakes.ca/url-structure/#urlstructure>
- <https://moz.com/blog/15-seo-best-practices-for-structuring-urls>
- <https://dynamapper.com/blog/21-sitemaps-and-seo/251-best-url-structure-for-seo>

