

SITEWORX.

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SEO and URL Management

The “What and How” of Website URLs



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About Siteworx, Inc.

- Award-winning Interactive Agency
- Specialize in WCM/CMS, Search, and Analytics
- Majority of clients are Fortune 1000
- Strong qualifying track record for Financial, Media and Nonprofit



Integrating Strategy, Design and Development -
A Unique Position in the Marketplace

Featured Clients



Awards



Thought Leadership



Webinar Review

- Webinar recaps on Siteworx.com
- Fundamentals of Search Engine Optimization
- Developing Your Plan

“More than half of the marketers we surveyed plan to increase spending in SEO, 20% more than the increase for paid search.”



*Forrester Midyear Planning: Predictions For 2011 by Emily Riley, Nate Elliott, Augie Ray, Shar VanBoskirk, Michael Greene, Melissa Parrish, and Sean Corcoran with Kate Van Geldern, Sarah Glass, Jennifer Wise, and Angie Polanco

Today's Agenda – SEO and URL Management

- What is a URL and how does it work?
- Good vs. Bad
- Rewrites and Redirects
- Best Practices
- Question and Answer

What is a URL

- Uniform Resource Locator (URL) - type of Uniform Resource Identifier (URI)
- All servers have designated IP Address (i.e. 10.65.23.69)
- Domain names for humans only
- Domain Name Servers (DNS) map domains to IP addresses



Parts of a URL

<http://www.domain.com/product/page.html>

- http = the protocol (also https and ftp)
- www = sub-domain (can be anything, this denotes a website)
- domain = Domain name (avoid dashes or numbers, be careful)
- com = top level domain (many others like org, edu, net, tv)
- product = a folder or category
- page = web page, destination



www, or not to www?

www.domain.com

domain.com

- Actually 2 separate websites
- Be sure to 301 domain.com to www.domain.com
- Most times done, but make sure to check
- One of the most common mistakes



Why are URLs Important to SEO?

- Part of the search engines algorithm
- Lead users to results
- Allow linking between websites
- Can (and should) contain keyword(s) for that page of content



Good or Bad?

Traits of a good URL:

- Shorter the better
- Contain keywords close to your domain (www.domain.com/product-name)
- No hyphens in domain (www.my-company.com)
- Hyphens better in URL path
- Human readable



Good or Bad?

Traits of a bad URL:

- Query strings (www.domain.com/products.html?cat=153782165&prod=234)
- Session ids (www.domain.com/people?sessionid=1234)
- Stick with .com (not .cc, .us, .tv, etc.)
- Avoid special characters (other than hyphen)



URL Rewrite

- Show content from one URL at another URL
- Show a good URL instead of bad URL

Instead of:

`www.domain.com/products.html?cat=153782165&prod=234`

Show:

`www.domain.com/products/cameras/Canon-EOS-Rebel`

- Can be difficult and complicated
- Use a tool or developer



URL Redirect

- Forward a request to new URL
- Most common uses:
 - When updating to a new site
 - When content is removed (or moved)
 - When rewriting URLs to avoid duplicate content
- Avoid chaining redirects together (Google suggests no more than 2)
- Be careful of redirect loops
- Use 301 (permanently moved) rather than 302 (temporarily moved)
- Use a tool or developer



Best practices

Domains

- Keep the domain name simple, no dashes...and double-check it
- Company name or product name if possible
- If name isn't available, don't add numbers (domain32.com)
- Always redirect non-www to www using 301
- Avoid special characters and numbers

Best practices

URLs

- Avoid special characters and numbers
- Shorter is better
- Human Readable
- Avoid parameters like sessionid=1234 and cat=1234 (if you can)
- The closer the keyword to the domain, the better

Best practices

URLs

- Use rewrites to make URLs more friendly
- Use redirects but be careful (301 for permanent, 302 for temporary)
- Hyphens better as delimiters
- Only worry about what a search engine can reach

Thank you!

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