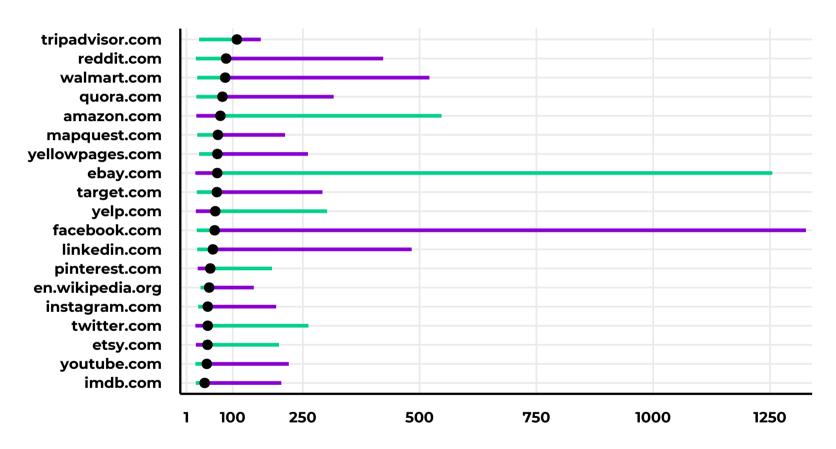
## TRIPADVISOR HAS THE LONGEST URLS ON AVERAGE (109 CHARACTERS), FACEBOOK & EBAY THE LONGEST IN TOTAL (ABOVE 1250 CHARACTERS). BUT NOT IN ALL CASES LONGER URLS LEAD TO LOWER POSITIONS



## **URL LENGTH (# CHARACTERS)**

Average Position Below/Above the Metric's Average is...

lower higher