Quick Tip About URL Structure

If at all possible, it is always better to include content on the same subdomain to help increase it's likelihood of being ranked. For example, if you have a blog, it is better to have it here:

*http://www.yourdomain.com/blog*

than it is here:

*http://blog.yourdomain.com*

Same with an online store. It's better for it to be here:

*http://www.yourdomain.com/store*

than it is here:

*http://store.yourdomain.com*

You get the idea! This will come into play when we talk more about domain authority later in this course.