## How does Stack Overflow generate its SEO-friendly URLs?

Asked 16 years, 4 months ago Modified 2 years, 3 months ago Viewed 46k times



What is a good complete <u>regular expression</u> or some other process that would take the title:

269



How do you change a title to be part of the URL like Stack Overflow?



and turn it into



how-do-you-change-a-title-to-be-part-of-the-url-like-stack-overflow

that is used in the SEO-friendly URLs on Stack Overflow?

The development environment I am using is <u>Ruby on Rails</u>, but if there are some other platform-specific solutions (.NET, PHP, <u>Django</u>), I would love to see those too.

I am sure I (or another reader) will come across the same problem on a different platform down the line.

I am using custom routes, and I mainly want to know how to alter the string to all special characters are removed, it's all lowercase, and all whitespace is replaced.

regex language-agnostic seo friendly-url slug

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edited Jan 9, 2020 at 4:15 bb216b3acfd8f72cbc8f8

99d4d6963

**763** • 11 • 21

asked Aug 24, 2008 at 18:21



wusher 12.4k • 22 • 73 • 96

What about funny characters? What are you going to do about those? Umlauts? Punctuation? These need to be considered. Basically, I would use a white-list approach, as opposed to the black-list approaches above: Describe which characters you will allow, which characters you will convert (to what?) and then change the rest to something meaningfull (""). I doubt you can do this in one regex... Why not just loop through the characters?

- Daren Thomas Aug 24, 2008 at 18:58

Should be migrated to <u>meta</u>; as the question and answer both specifically deal with SO implementation, and the accepted answer is from @JeffAtwood. – <u>casperOne Nov 18, 2011</u>

@casperOne Do you think Jeff is not allowed some non-meta reputation? The question is about "how can one do something like this", not specifically "how is this done here".

```
- Paŭlo Ebermann Nov 19, 2011 at 13:05
```

@PaŭloEbermann: It's not about Jeff getting some non-meta reputation (how much reputation he has is really not my concern); the question body *specifically referenced StackOverflow's implementation* hence the rationale for it being on meta. – casperOne Nov 22, 2011 at 14:04

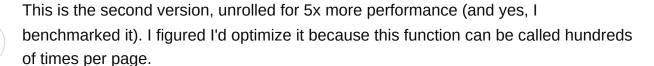
## 21 Answers

Sorted by: Highest score (default)

**\$** 



Here's how we do it. Note that there are probably more edge conditions than you realize at first glance.









```
/// <summary>
/// Produces optional, URL-friendly version of a title, "like-this-one".
/// hand-tuned for speed, reflects performance refactoring contributed
/// by John Gietzen (user otac0n)
/// </summary>
public static string URLFriendly(string title)
    if (title == null) return "";
    const int maxlen = 80;
    int len = title.Length;
    bool prevdash = false;
    var sb = new StringBuilder(len);
    char c;
    for (int i = 0; i < len; i++)
    {
        c = title[i];
        if ((c >= 'a' \&\& c <= 'z') || (c >= '0' \&\& c <= '9'))
            sb.Append(c);
            prevdash = false;
        else if (c >= 'A' \&\& c <= 'Z')
            // tricky way to convert to lowercase
            sb.Append((char)(c | 32));
            prevdash = false;
        else if (c == ' ' || c == ',' || c == '.' || c == '/' ||
            c == '\\' || c == '-' || c == '_' || c == '=')
        {
            if (!prevdash && sb.Length > 0)
                sb.Append('-');
                prevdash = true;
```

To see the previous version of the code this replaced (but is functionally equivalent to,

Also, the RemapInternationalCharToAscii method source code can be found <a href="here">here</a>.

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edited Mar 20, 2017 at 10:29

Community Bot

1 • 1





Here is my version of Jeff's code. I've made the following changes:

and 5x faster), view revision history of this post (click the date link).









- The hyphens were appended in such a way that one could be added, and then
  need removing as it was the last character in the string. That is, we never want
  "my-slug-". This means an extra string allocation to remove it on this edge case.
  I've worked around this by delay-hyphening. If you compare my code to Jeff's the
  logic for this is easy to follow.
- His approach is purely lookup based and missed a lot of characters I found in examples while researching on Stack Overflow. To counter this, I first perform a normalisation pass (AKA collation mentioned in Meta Stack Overflow question Non US-ASCII characters dropped from full (profile) URL), and then ignore any characters outside the acceptable ranges. This works most of the time...
- ... For when it doesn't I've also had to add a lookup table. As mentioned above, some characters don't map to a low ASCII value when normalised. Rather than drop these I've got a manual list of exceptions that is doubtless full of holes, but it is better than nothing. The normalisation code was inspired by Jon Hanna's great post in Stack Overflow question <a href="#">How can I remove accents on a string?</a>.
- The case conversion is now also optional.

```
public static class Slug
{
    public static string Create(bool toLower, params string[] values)
    {
        return Create(toLower, String.Join("-", values));
    }

    /// <summary>
    /// Creates a slug.
    /// References:
    /// http://www.unicode.org/reports/tr15/tr15-34.html
    /// https://meta.stackexchange.com/questions/7435/non-us-ascii-
characters-dropped-from-full-profile-url/7696#7696
    /// https://stackoverflow.com/questions/25259/how-do-you-include-a-webpage-title-as-part-of-a-webpage-url/25486#25486
    /// https://stackoverflow.com/questions/3769457/how-can-i-remove-accents-on-a-string
```

```
/// </summary>
/// <param name="toLower"></param>
/// <param name="normalised"></param>
/// <returns></returns>
public static string Create(bool toLower, string value)
{
    if (value == null)
        return "";
   var normalised = value.Normalize(NormalizationForm.FormKD);
   const int maxlen = 80;
    int len = normalised.Length;
   bool prevDash = false;
    var sb = new StringBuilder(len);
   char c;
   for (int i = 0; i < len; i++)
        c = normalised[i]:
```

For more details, the unit tests, and an explanation of why <u>Facebook</u>'s <u>URL</u> scheme is a little smarter than Stack Overflows, I've got an <u>expanded version of this on my blog</u>.

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edited May 23, 2017 at 12:26 answered Jul 18, 2011 at 23:11

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1 • 1

DanH
3,802 • 2 • 28 • 31



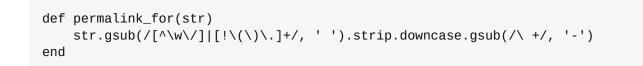
16

You will want to setup a custom route to point the <u>URL</u> to the controller that will handle it. Since you are using Ruby on Rails, here is an <u>introduction</u> in using their routing engine.



In Ruby, you will need a regular expression like you already know and here is the regular expression to use:





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edited Jul 10, 2013 at 11:59

Peter Mortensen
31.6k • 22 • 109 • 133

answered Aug 24, 2008 at 18:24





You can also use this <u>JavaScript</u> function for in-form generation of the slug's (this one is based on/copied from <u>Django</u>):

11



function makeSlug(urlString, filter) {
 // Changes, e.g., "Petty theft" to "petty\_theft".
 // Remove all these words from the string before URLifying

```
_
```

```
if(filter) {
         removelist = ["a", "an", "as", "at", "before", "but", "by", "for",
"from",
         "is", "in", "into", "like", "of", "off", "on", "onto", "per",
         "since", "than", "the", "this", "that", "to", "up", "via", "het",
"de", "een", "en",
         "with"];
    }
    else {
         removelist = [];
    s = urlString;
    r = new RegExp('\b(' + removelist.join('|') + ')\b', 'gi');
    s = s.replace(r, '');
     s = s.replace(/[^-\w\s]/g, ''); // Remove unneeded characters \\ s = s.replace(/^\s+|\s+\$/g, ''); // Trim leading/trailing spaces 
    s = s.replace(/[-\s]+/g, '-'); // Convert spaces to hyphens
    s = s.toLowerCase(); // Convert to lowercase
    return s; // Trim to first num_chars characters
}
```

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edited Jul 10, 2013 at 16:29

answered Sep 1, 2008 at 13:16

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For good measure, here's the PHP function in WordPress that does it... I'd think that WordPress is one of the more popular platforms that uses fancy links.







```
function sanitize_title_with_dashes($title) {
           $title = strip_tags($title);
           // Preserve escaped octets.
           title = preg_replace('|%([a-fA-F0-9][a-fA-F0-9])|', '---$1---
', $title);
           // Remove percent signs that are not part of an octet.
           $title = str_replace('%', '', $title);
            // Restore octets.
           $title = preg_replace('|---([a-fA-F0-9][a-fA-F0-9])---|',
'%$1', $title);
            $title = remove_accents($title);
            if (seems_utf8($title)) {
                    if (function_exists('mb_strtolower')) {
                            $title = mb_strtolower($title, 'UTF-8');
                    $title = utf8_uri_encode($title, 200);
           $title = strtolower($title);
            $title = preg_replace('/&.+?;/', '', $title); // kill entities
            $title = preg_replace('/[^%a-z0-9 _-]/', '', $title);
            title = preg_replace('/\s+/', '-', $title);
           $title = preg_replace('|-+|', '-', $title);
            $title = trim($title, '-');
            return $title;
   }
```

This function as well as some of the supporting functions can be found in wp-includes/formatting.php.

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answered Aug 25, 2008 at 1:20



7 This is not full answer. You are missing functions like: remove\_accents, seems\_utf8 ... - Nikola Loncar Jun 11, 2014 at 9:47

```
to complete @The How-To Geek answer you still can git clone git://core.git.wordpress.org/ and find the wp-includes/formatting.php file into - mickro Jun 9, 2017 at 16:54 /
```



If you are using Rails edge, you can rely on <u>Inflector.parametrize</u> - here's the example from the documentation:









```
class Person
  def to_param
    "#{id}-#{name.parameterize}"
  end
end

@person = Person.find(1)
# => #<Person id: 1, name: "Donald E. Knuth">

<%= link_to(@person.name, person_path(@person)) %>
# => <a href="/person/1-donald-e-knuth">Donald E. Knuth</a>
```

Also if you need to handle more exotic characters such as accents (éphémère) in previous version of Rails, you can use a mixture of PermalinkFu and DiacriticsFu:

```
DiacriticsFu::escape("éphémère")
=> "ephemere"

DiacriticsFu::escape("räksmörgås")
=> "raksmorgas"
```

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edited Dec 27, 2013 at 17:18

answered Dec 30, 2008 at 9:59

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Amal Murali
76.6k • 18 • 132 • 153



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I am not familiar with Ruby on Rails, but the following is (untested) PHP code. You can probably translate this very quickly to Ruby on Rails if you find it useful.



**4**)

I hope this helps.

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edited Jan 2, 2014 at 15:13

answered Aug 24, 2008 at 18:41



Vegard Larsen

13k ● 14 ● 60 ● 102

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I don't much about Ruby or Rails, but in Perl, this is what I would do:

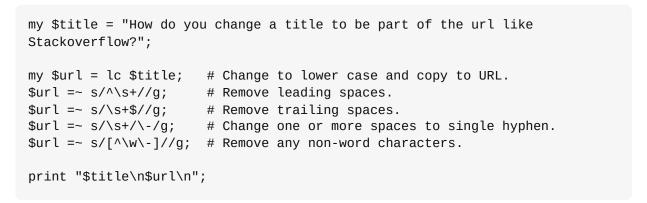












I just did a quick test and it seems to work. Hopefully this is relatively easy to translate to Ruby.

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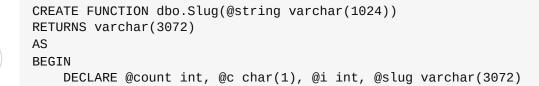
answered Aug 24, 2008 at 18:48



Brian **717** • 1 • 8 • 12



T-SQL implementation, adapted from <a href="documentation">dbo.UrlEncode</a>:





```
SET @string = replace(lower(ltrim(rtrim(@string))),' ','-')
   SET @count = Len(@string)
   SET @i = 1
   SET @slug = ''
   WHILE (@i <= @count)
   BEGIN
        SET @c = substring(@string, @i, 1)
        IF @c LIKE '[a-z0-9--]'
            SET @slug = @slug + @c
        SET @i = @i +1
   END
   RETURN @slug
END
```

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answered Sep 6, 2008 at 16:29





I know it's very old question but since most of the browsers now support unicode urls I found a great solution in XRegex that converts everything except letters (in all languages to '-').



That can be done in several programming languages.



The pattern is  $\p{^L}+\p{^L}+\p{^L}+\p{^L}+\p{^L}$  and then you just need to use it to replace all non letters to '-



Working example in node.js with <u>xregex</u> module.

```
var text = 'This ! can @ have # several $ letters % from different
languages such as עברית or Español';
var slugRegEx = XRegExp('((?!\d)\p{^L})+', 'g');
var slug = XRegExp.replace(text, slugRegEx, '-').toLowerCase();
console.log(slug) ==> "this-can-have-several-letters-from-different-
languages-such-as-עברית-or-español"
```

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edited Sep 30, 2015 at 14:47

answered Sep 26, 2015 at 7:15



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Assuming that your model class has a title attribute, you can simply override the to\_param method within the model, like this:

3



def to\_param
 title.downcase.gsub(/ /, '-')
end

**9** 

<u>This Railscast episode</u> has all the details. You can also ensure that the title only contains valid characters using this:

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answered Aug 24, 2008 at 18:49





Brian's code, in Ruby:

2 title.downcase.strip.gsub(/\\ /, '-').gsub(/ $[^{\w\-]/, ''}$ )



downcase turns the string to lowercase, strip removes leading and trailing whitespace, the first gsub call globally substitutes spaces with dashes, and the second removes everything that isn't a letter or a dash.



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answered Aug 24, 2008 at 19:03





There is a small Ruby on Rails plugin called <u>PermalinkFu</u>, that does this. The <u>escape</u> <u>method</u> does the transformation into a string that is suitable for a <u>URL</u>. Have a look at the code; that method is quite simple.



To remove non-ASCII characters it uses the iconv lib to translate to 'ascii//ignore//translit' from 'utf-8'. Spaces are then turned into dashes, everything is downcased, etc.



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edited Jan 1, 2014 at 11:47

Peter Mortensen
31.6k • 22 • 109 • 133

answered Sep 1, 2008 at 13:13





You can use the following helper method. It can convert the Unicode characters.









```
public static string ConvertTextToSlug(string s)
   StringBuilder sb = new StringBuilder();
   bool wasHyphen = true;
   foreach (char c in s)
   {
        if (char.IsLetterOrDigit(c))
            sb.Append(char.ToLower(c));
            wasHyphen = false;
        }
        else
            if (char.IsWhiteSpace(c) && !wasHyphen)
                sb.Append('-');
                wasHyphen = true;
            }
   }
   // Avoid trailing hyphens
   if (wasHyphen && sb.Length > 0)
        sb.Length--;
   return sb.ToString().Replace("--","-");
}
```

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edited Jan 1, 2014 at 12:14



Peter Mortensen **31.6k** • 22 • 109 • 133 answered Mar 27, 2012 at 22:28



Peyman Mehrabani **729** • 7 • 18



Here's my (slower, but fun to write) version of Jeff's code:











```
public static string URLFriendly(string title)
   char? prevRead = null,
        prevWritten = null;
   var seq =
        from c in title
        let norm =
RemapInternationalCharToAscii(char.ToLowerInvariant(c).ToString())[0]
        let keep = char.IsLetterOrDigit(norm)
        where prevRead.HasValue || keep
        let replaced = keep ? norm
```

```
: prevWritten != '-' ? '-'
            : (char?)null
        where replaced != null
        let s = replaced + (prevRead == null ? ""
            : norm == '#' && "cf".Contains(prevRead.Value) ? "sharp"
            : norm == '+' ? "plus"
            : "")
        let _ = prevRead = norm
        from written in s
        let __ = prevWritten = written
        select written;
    const int maxlen = 80;
    return string.Concat(seq.Take(maxlen)).TrimEnd('-');
}
public static string RemapInternationalCharToAscii(string text)
{
    var seq = text.Normalize(NormalizationForm.FormD)
        .Where(c => CharUnicodeInfo.GetUnicodeCategory(c) !=
UnicodeCategory.NonSpacingMark);
    return string.Concat(seq).Normalize(NormalizationForm.FormC);
}
```

My test string:

```
" I love C#, F#, C++, and... Crème brûlée!!! They see me codin'... they hatin'... tryin' to catch me codin' dirty..."

Share edited Apr 10, 2015 at 0:47 answered Apr 10, 2015 at 0:31

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```

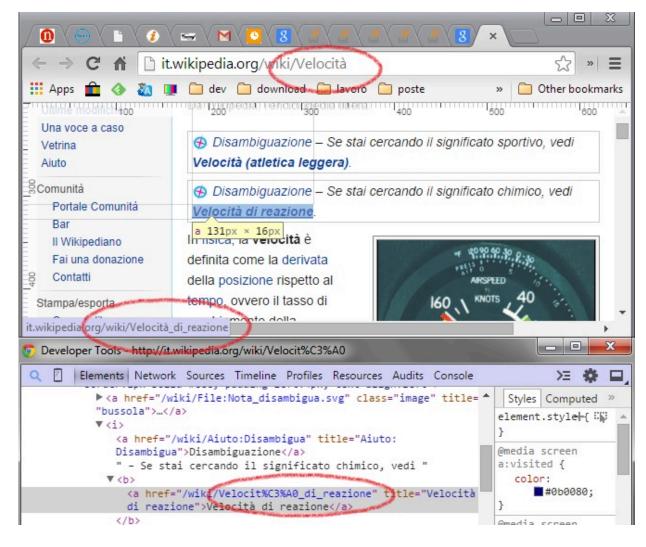


The <u>stackoverflow solution</u> is great, but modern browser (excluding IE, as usual) now handle nicely utf8 encoding:









So I upgraded the proposed solution:

## Full Code on Pastebin

Edit: <u>Here's the code</u> for RemapInternationalCharToAscii method (that's missing in the pastebin).





Follow

According to <u>Wikipedia</u>, Mozilla 1.4, Netscape 7.1, Opera 7.11 were among the first applications to support IDNA. A browser plugin is available for Internet Explorer 6 to provide IDN support. Internet Explorer 7.0 and Windows Vista's URL APIs provide native support for IDN. Sounds like removing UTF-8 characters is a waste of time. Long live UTF-8!!!

Muhammad Rehan Saeed Apr 24, 2015 at 14:10



I liked the way this is done without using <u>regular expressions</u>, so I ported it to PHP. I just added a function called <u>is\_between</u> to check characters:







```
function is_between($val, $min, $max)
{
    $val = (int) $val; $min = (int) $min; $max = (int) $max;
    return ($val >= $min && $val <= $max);
}
function international_char_to_ascii($char)
{
    if (mb_strpos('àåáâäãåa', $char) !== false)
    {
        return 'a';
    }
    if (mb_strpos('èéêëe', $char) !== false)
    {
        return 'e';
    }
    if (mb_strpos('ìíîïi', $char) !== false)
    {
        return 'i';
    }
    if (mb_strpos('òóôôo', $char) !== false)
        return 'o';
    }
    if (mb_strpos('ùúûüuu', $char) !== false)
    {
        return 'u';
    }
    if (mb_strpos('çccc', $char) !== false)
    {
        return 'c';
```





Now all Browser handle nicely utf8 encoding, so you can use <u>WebUtility.UrlEncode</u> Method, its like <u>HttpUtility.UrlEncode</u> used by @giamin but its work outside of a web application.



1

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I ported the code to TypeScript. It can easily be adapted to JavaScript.

1

I am adding a .contains method to the String prototype, if you're targeting the latest browsers or ES6 you can use .includes instead.





```
if (!String.prototype.contains) {
    String.prototype.contains = function (check) {
        return this.indexOf(check, 0) !== -1;
    };
}
declare interface String {
    contains(check: string): boolean;
}
export function MakeUrlFriendly(title: string) {
            if (title == null || title == '')
                return '';
            const maxlen = 80;
            let len = title.length;
            let prevdash = false;
            let result = '';
            let c: string;
            let cc: number;
            let remapInternationalCharToAscii = function (c: string) {
                let s = c.toLowerCase();
                if ("àåáâäãåa,".contains(s)) {
                    return "a";
                else if ("èéêëę".contains(s)) {
                    return "e";
                else if ("ìíîï1".contains(s)) {
                    return "i";
                else if ("òóôöoøóõ".contains(s)) {
                    return "o";
                else if ("ùúûüŭů".contains(s)) {
```

```
return "u";
}
```

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answered Apr 18, 2018 at 21:39 Sam

**976** ● 7 ● 22



0

No, no, no. You are all so very wrong. Except for the diacritics-fu stuff, you're getting there, but what about Asian characters (shame on Ruby developers for not considering their <u>nihonjin</u> brethren).



Firefox and Safari both display non-ASCII characters in the <u>URL</u>, and frankly they look great. It is nice to support links like '<a href="http://somewhere.com/news/read/お前たちはアホレンないかい">http://somewhere.com/news/read/お前たちはアホレンないかい</a>'.



So here's some PHP code that'll do it, but I just wrote it and haven't stress tested it.

```
<?php
    function slug($str)
        $args = func_get_args();
        array_filter($args); //remove blanks
        $slug = mb_strtolower(implode('-', $args));
        $real_slug = '';
        $hyphen = '';
        foreach(SU::mb_str_split($slug) as $c)
            if (strlen($c) > 1 && mb_strlen($c)===1)
            {
                $real_slug .= $hyphen . $c;
                $hyphen = '';
            }
            else
            {
                switch($c)
                {
                    case '&':
                        $hyphen = $real_slug ? '-and-' : '';
                        break;
                    case 'a':
                    case 'b':
                    case 'c':
                    case 'd':
                    case 'e':
                    case 'f':
                    case 'g':
                    case 'h':
                    case 'i':
                    case 'j':
                    case 'k':
                    case 'l':
                    case 'm':
                    case 'n':
                    case 'n'.
```

## Example:

```
$str = "~!@#$%^&*()_+-=[]\{}|;':\",./<>?\n\r\t\x07\x00\x04 コリン ~!@#$%^&* ()_+-=[]\{}|;':\",./<>?\n\r\t\x07\x00\x04 トーマス ~!@#$%^&*()_+-=[]\ {}|;':\",./<>?\n\r\t\x07\x00\x04 アーノルド ~!@#$%^&*()_+-=[]\ {}|;':\",./<>?\n\r\t\x07\x00\x04"; echo slug($str);
```

Outputs: コリン-and-トーマス-and-アーノルド

The '-and-' is because &'s get changed to '-and-'.

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edited Jan 1, 2014 at 12:02

Peter Mortensen
31.6k • 22 • 109 • 133

answered Mar 14, 2009 at 1:12



Colin Thomas-Arnold

- 4 I really don't know what to say about this piece of information. sjas Jul 15, 2012 at 17:27
- That's a really good example of when NOT to use a switch case statement. NickG Dec 18, 2014 at 17:07



Rewrite of Jeff's code to be more concise









```
public static string RemapInternationalCharToAscii(char c)
{
    var s = c.ToString().ToLowerInvariant();
    var mappings = new Dictionary<string, string>
        { "a", "àåáâäãåa" },
        { "c", "çćčĉ" },
        { "d", "đ" },
        { "e",
               "èéêëę" },
          "g", "ğĝ" },
        { "h", "ĥ" },
          "i", "ìíîïı" },
          "j",
               "ĵ" },
        { "l", "ł" },
          "n", "ñń" },
          "0"
              , "òóôõöøőð" },
        { "r", "ř" },
        { "s", "śşšŝ" },
        { "ss", "ß" },
         "th", "Þ" },
        { "u", "ùúûüŭů" },
{ "y", "ýÿ" },
        { "z", "żźž" }
    };
    foreach(var mapping in mappings)
    {
        if (mapping.Value.Contains(s))
```

```
return mapping.Key;
    }
    return string.Empty;
}
```

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answered Sep 10, 2020 at 12:06



I don't really see the pint of a dictionary if you have to scann it entirely.. why not just a list? if that list of structured data (i see you use dictionary like a tuple). if the list is also a constant, why not define it as follow outside of the method? IMHO in such scenario is much more efficent a constant dictionary as yours but with key and value switched: 'à'-> 'a', ..., 'a'->'a', ..., 'ç' -> 'c', ... ,'ž' -> 'z' - Skary Sep 22, 2021 at 8:56

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