Email Name: URL structure for communities

Agreed URL Structure:

1. Single: .com/<subdir>/<post-type>/<post-slug>

* Example: .com/community/questions/why-does-my-refrigerator-not-work

1. Tax/Interest pages: .com/<subdir>/category/<term-slug>/<term-slug\*>/<post-type-filter\*>

* Example: .com/community/category/gardening/plants/questions

1. Profile: .com/<subdir>/profile/<username>/<post/comment-type-filter\*>

* Example: .com/community/profile/prettyyoungthang/answers

Subdir = site subdirectory, “community” for example.

<...> = variable fields (no brackets means static string)

\* (asterisk) = optional, these bits are additional endpoints add more specificity to the request.

Let’s go with: A) .com/community/category/gardening/plants/questions

So that questions are built on the category as the foundation as opposed to the questions being the foundation.  This will probably allow for better separation when building out additional content within the categories which allows for better targeting SEO Landing Pages imo.

**Franklin Kuok**

SEO Manager[www.Sears.com](http://www.Sears.com) | [www.Kmart.com](http://www.Kmart.com)  
BB: 224.542.9347 | Desk: 847.286.9859

Skype: Franklin.Kuok | HE - G2-179B

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-[SEO Copywriting Best Practices](file:///\\ushofsvpnetapp1\ECOMMS\Search%20Marketing\SEO\Decks\SEO_Copywriting_Best_Practices.pptx)

**From:** Gualdoni, Brendan F   
**Sent:** Monday, August 06, 2012 10:17 AM  
**To:** Kuok, Franklin; Shariff, Hamid (Contractor)  
**Cc:** Gualdoni, Brendan F; Karadsheh, Shafeeg (Contractor); Massuda, Judith; Moya, Eddie (Contractor)  
**Subject:** Re: URL structure for communities

Franklin,  
  
There is only one section for question.   
  
We should not change the structure after we launch. I would like you to sign-off from you on the choices below.  
  
  
A) .com/community/category/gardening/plants/questions  
  
B) .com/community/questions/category/gardening/plants  
  
  
  
On 8/3/12 4:00 PM, "Kuok, Franklin" <<Franklin.Kuok@searshc.com>> wrote:

Hamid,  
   
If we need to make changes in the future, how difficult is it?  
   
In this example:  
-                         .com/community/category/gardening/plants/questions  
  
            .com/community/questions/category/gardening/plants  
  
Are we having two separate sections for questions?  I think there should be one uniform format for questions, i.e. sears.com/community/questions/category or sears.com/community/category/questions, but that’s it.  I think Questions might be better as the overarching hierarchy and the categories fall into place.  
  
Besides that one, the rest looks okay.  
   
Thanks,  
Franklin  
   
  
**Franklin Kuok**SEO Manager  
[www.Sears.com](http://www.Sears.com) | [www.Kmart.com](http://www.Kmart.com)  
BB: 224.542.9347 | Desk: 847.286.9859  
Skype: Franklin.Kuok | HE - G2-179B  
   
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**From:** Shariff, Hamid (Contractor)   
**Sent:** Friday, August 03, 2012 10:37 AM  
**To:** Kuok, Franklin  
**Cc:** Gualdoni, Brendan F; Karadsheh, Shafeeg (Contractor); Massuda, Judith  
**Subject:** RE: URL structure for communities  
  
Hey Franklin,  
Please see below for the permalinks structures for Communities.  
        Single:                               .com/<subdir>/<post-type>/<post-slug>   
  
Example-                         .com/community/questions/why-does-my-refrigerator-not-work  
        Tax/Interest pages:    .com/<subdir>/category/<term-slug>/<term-slug\*>/<post-type-filter\*>   
  
                                            .com/<subdir>/<post-type-filter\*>/category/<term-slug>/<term-slug\*>  
  
   
  
Example-                         .com/community/category/gardening/plants/questions  
  
            .com/community/questions/category/gardening/plants  
  
   
  
        Profile:                             .com/<subdir>/profile/<username>/<post/comment-type-filter\*>  
  
                Example-                        .com/community/profile/prettyyoungthang/answers  
   
  
Subdir            = site subdirectory, “community” for example.  
<...>                = variable fields (no brackets means static string)  
\* (asterisk)    = optional, these bits are additional endpoints add more specificity to the request.  
  
   
   
  
**From:** Massuda, Judith   
**Sent:** Thursday, August 02, 2012 8:50 AM  
**To:** Kuok, Franklin  
**Cc:** Shariff, Hamid (Contractor)  
**Subject:** RE: URL structure for communities  
  
Perfect – thanks.   
   
  
**From:** Kuok, Franklin   
**Sent:** Thursday, August 02, 2012 8:29 AM  
**To:** Massuda, Judith  
**Cc:** Shariff, Hamid (Contractor)  
**Subject:** RE: URL structure for communities  
  
Judy,  
   
Everything should be lowercase as web URLs are often case-sensitive and most people by default type lowercase.  Separate words by usage of hyphens.  Use singular if it makes sense, but plural is fine  
   
Base URL: [www.sears.com/community/](http://www.sears.com/community/) <<http://www.sears.com/community/>>   
   
From here, I’m not sure what the Site Architecture Strategy is, if you’re putting Blogs, Buying Guides, QA within Categories or not, I’ll provide both:  
   
Blogs: [www.sears.com/community/blogs](http://www.sears.com/community/blogs) <<http://www.sears.com/community/blogs>>  - I assume this page is a general blog page that will encompass all categories?  
Buying Guides: [www.sears.com/community/buying-guides/](http://www.sears.com/community/buying-guides/) <<http://www.sears.com/community/buying-guides/>>  or if it’s based on Category [www.sears.com/community/buying-guides/insert-category-here/](http://www.sears.com/community/buying-guides/insert-category-here/) <<http://www.sears.com/community/buying-guides/insert-category-here/>>  i.e. [www.sears.com/community/buying-guides/fitness/](http://www.sears.com/community/buying-guides/fitness/) <<http://www.sears.com/community/buying-guides/fitness/>>    
QA: [www.sears.com/community/qa/](http://www.sears.com/community/qa/) <<http://www.sears.com/community/qa/>>  - if it’s a General page or if it’s based on Category, then, [www.sears.com/community/qa/insert-category-here/](http://www.sears.com/community/qa/insert-category-here/) <<http://www.sears.com/community/qa/insert-category-here/>>  i.e. [www.sears.com/community/qa/fitness/](http://www.sears.com/community/qa/fitness/) <<http://www.sears.com/community/qa/fitness/>>   
Interest: [www.sears.com/community/insert-interest-here/](http://www.sears.com/community/insert-interest-here/) <<http://www.sears.com/community/insert-interest-here/>>  i.e. [www.sears.com/community/books/](http://www.sears.com/community/books/) <<http://www.sears.com/community/books/>>    
   
Let me know if you have any questions.  
   
Thanks,  
Franklin  
   
**Franklin Kuok**SEO Manager  
[www.Sears.com](http://www.Sears.com) <<http://www.Sears.com>>  | [www.Kmart.com](http://www.Kmart.com) <<http://www.Kmart.com>>   
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-SEO Copywriting Best Practices <<file:///\\ushofsvpnetapp1\ECOMMS\Search%20Marketing\SEO\Decks\SEO_Copywriting_Best_Practices.pptx>>   
   
  
**From:** Massuda, Judith   
**Sent:** Thursday, July 26, 2012 2:16 PM  
**To:** Kuok, Franklin  
**Cc:** Shariff, Hamid (Contractor)  
**Subject:** URL structure for communities  
  
Hey Franklin,   
   
Can you provide the URL structure for our communities pages (Blogs, Buying Guides, Category Pages, Q&A, Caps vs lowercase, singular vs plural, etc)?   
   
For example:   
Q&A: Sears.com/Community/QnA/*TitleHere*Interest pages: Kmart.com/Community/Books  
   
Thanks,   
Judy  
   
**Judy Massuda**Product Manager - Reviews and Communities   
Office:  847-286-2864  
Cell: 224-388-6623  
Skype: judy.massuda  
  
Join the MySears <<http://www.mysears.com/>>  and MyKmart <<http://www.mykmart.com/>>  Communities!