candour

Anatomy of a web address
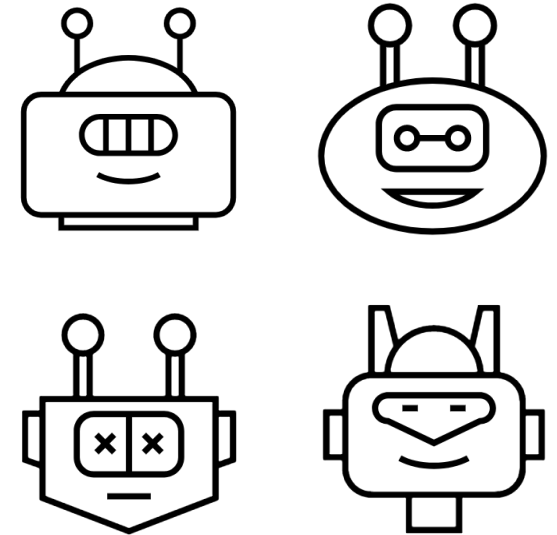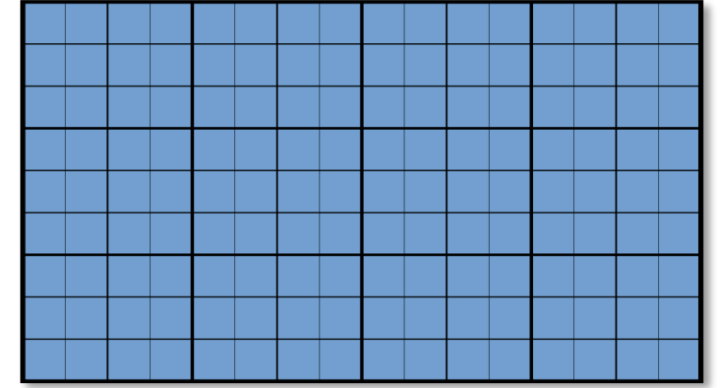
Trainer:

Mark Williams-Cook
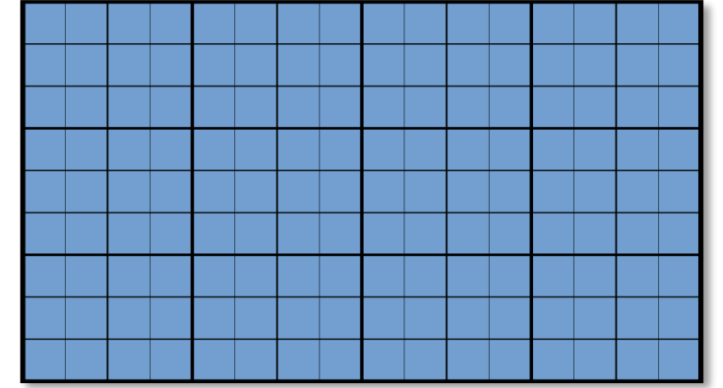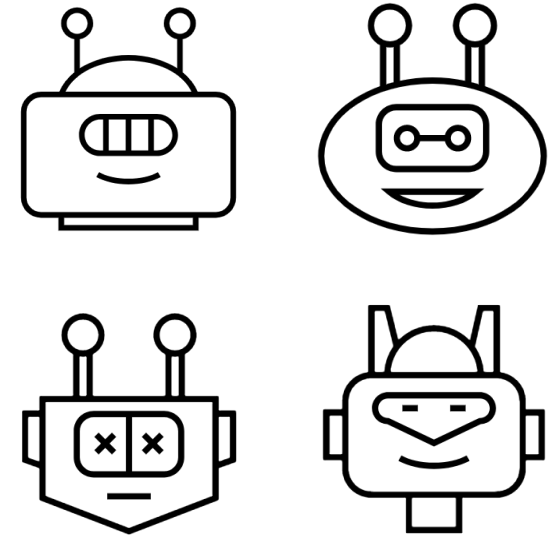Candour

withcandour.co.uk

candour

Anatomy of a web address

https://www.withcandour.co.uk

Protocol

https://www.withcandour.co.uk

Protocol

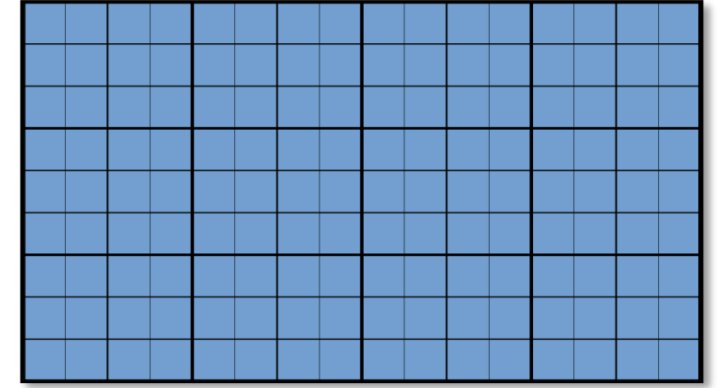https://www.withcandour.co.uk

http = HyperText Transfer Protocol

Protocol

https://www.withcandour.co.uk
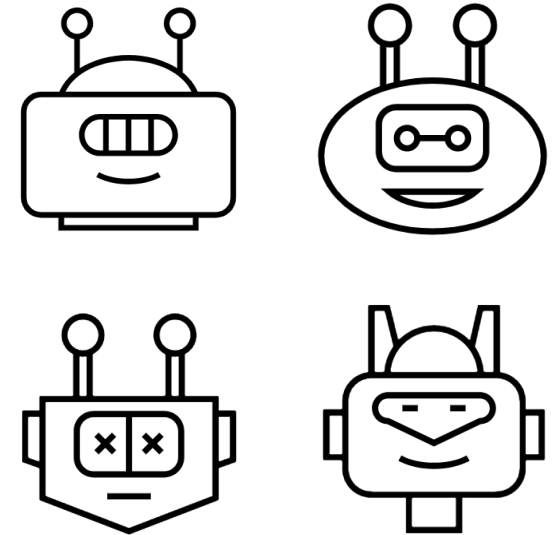
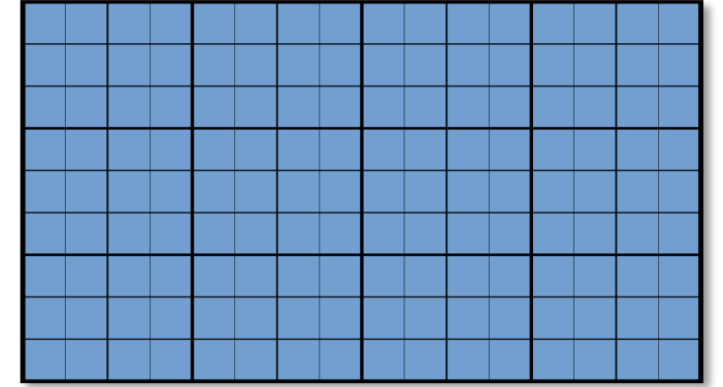http = HyperText Transfer Protocol
S = Secure
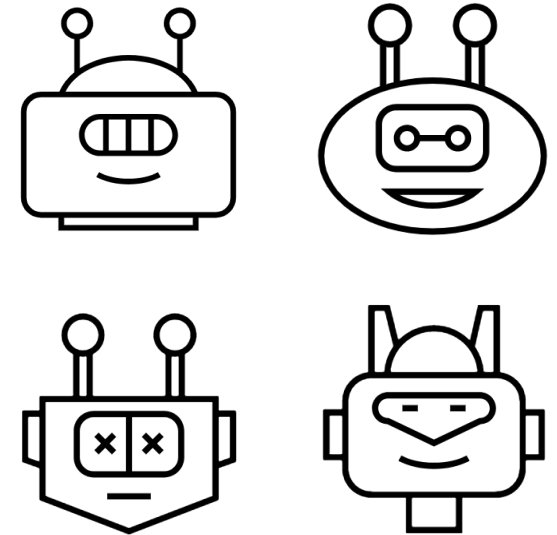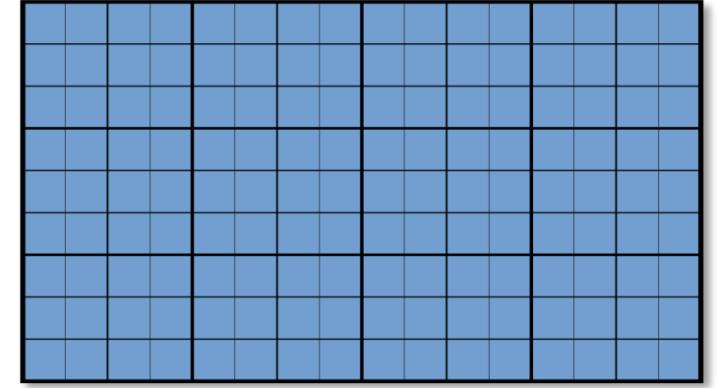
Anatomy of a web address

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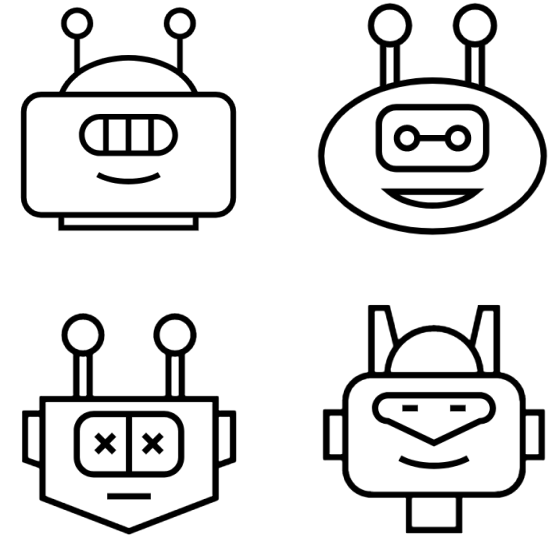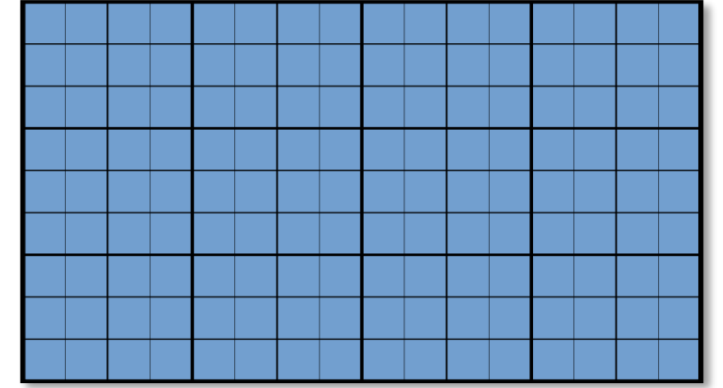
Key concept

Google prefers secure protocol URLs!

It's a small ranking factor. If all other things are equal, a secure URL will likely outrank a non-secure one.
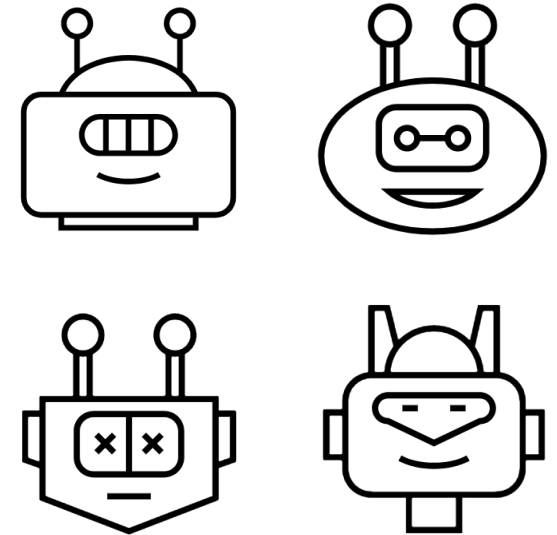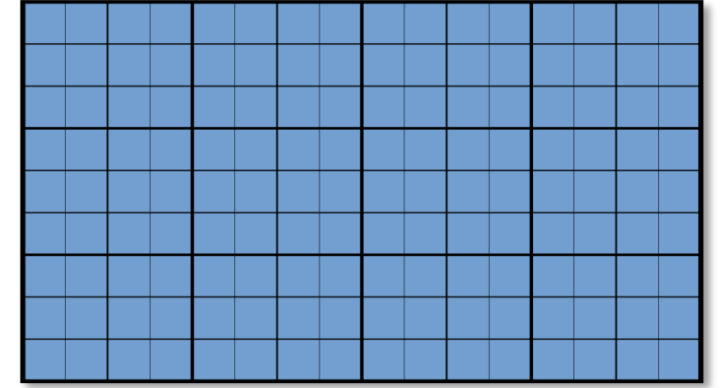
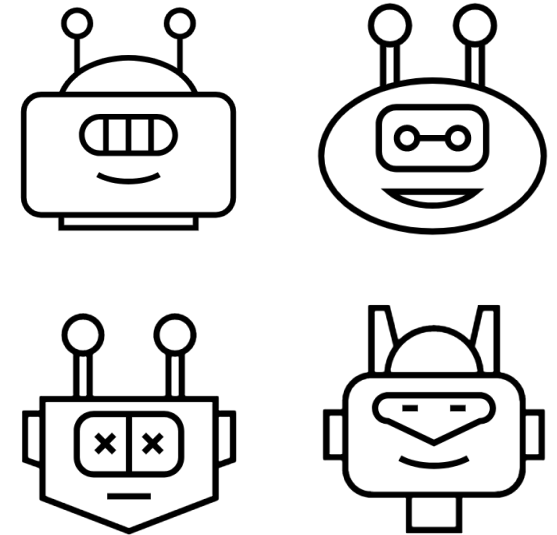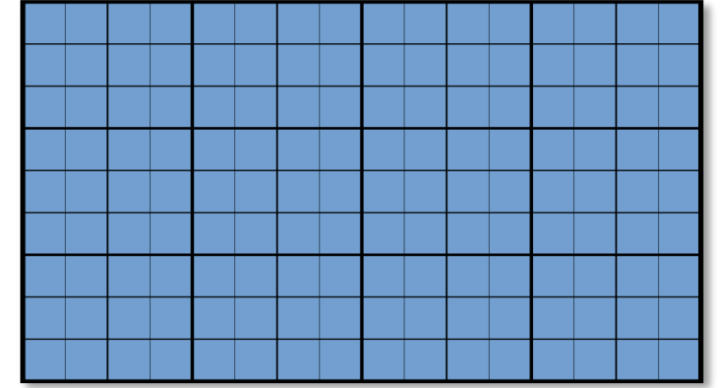Anatomy of a web address

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Subdomain

https://www.withcandour.co.uk

Subdomain

https://forum.withcandour.co.uk

Subdomain

https://dev.withcandour.co.uk

Subdomain

https://myblog.wordpress.com

Key concept

Sub-domains are an easy way to separate different environments such as a development or testing version of a site.
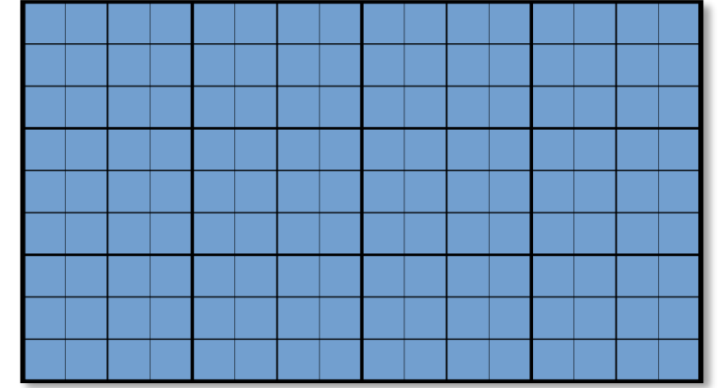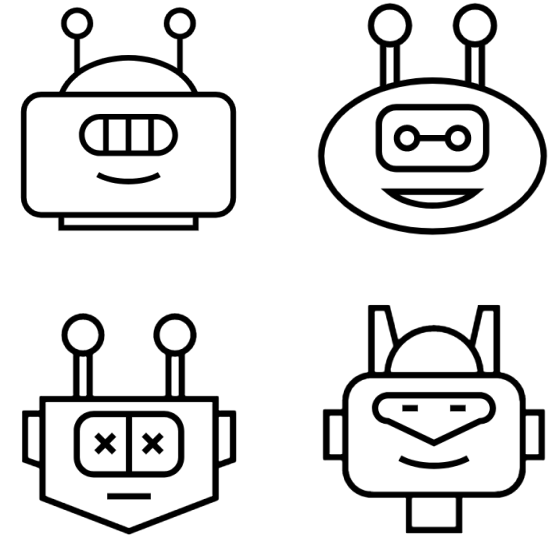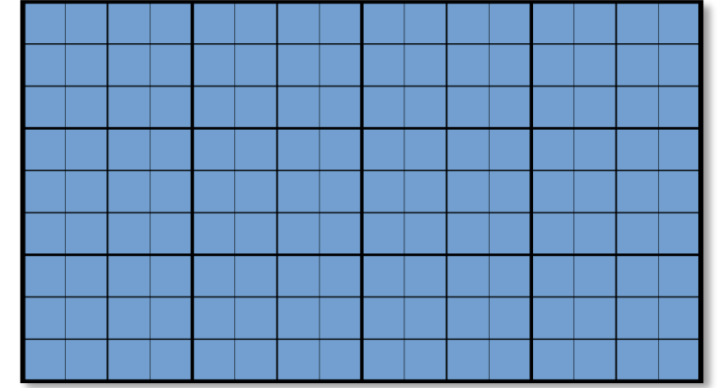
Sometimes it is safer to use a sub-folder rather than a subdomain – from my experience!
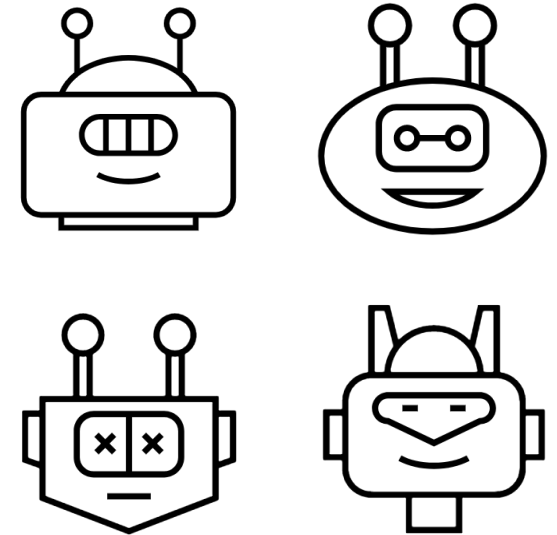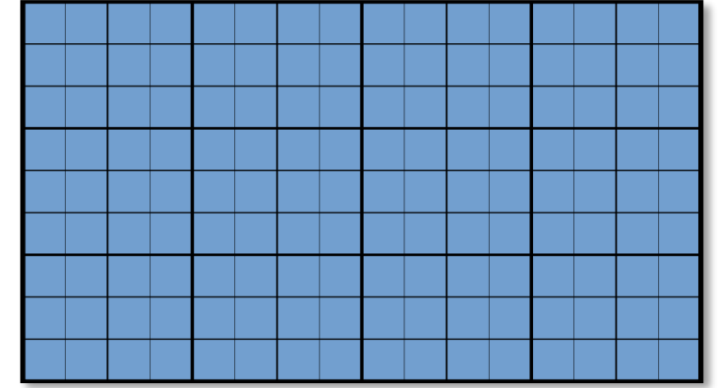
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TLD – Top Level Domain

https://www.withcandour.co.uk

TLD – Top Level Domain

https://www.withcandour.co.uk

ccTLD – Country Code TLD

TLD – Top Level Domain

https://www.withcandour.co.uk

.au = Australia   .in = India
.de = Germany   .no = Norway

TLD – Top Level Domain

https://www.withcandour.com
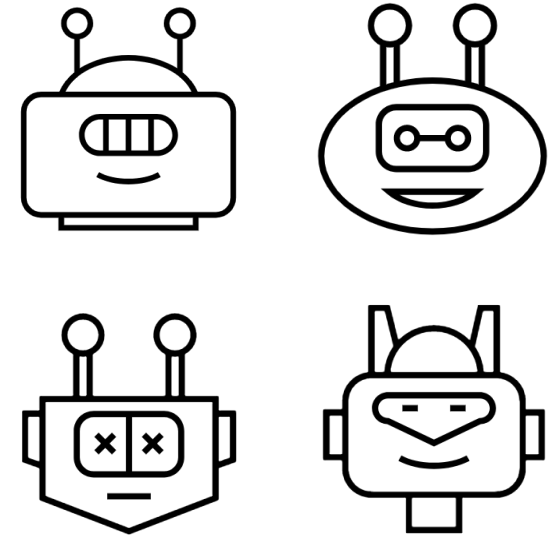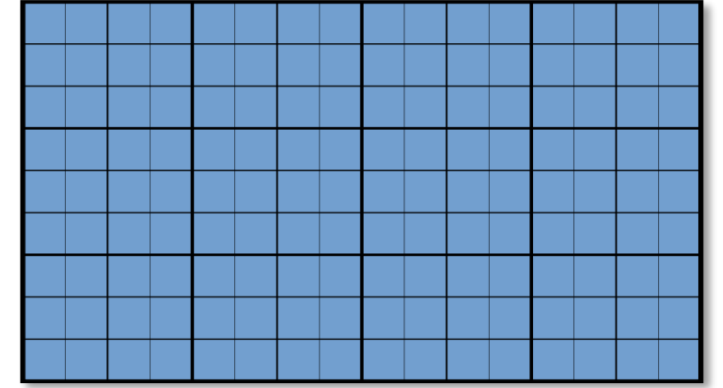
gTLD – Generic

TLD – Top Level Domain

https://www.withcandour.com

.com .edu .xyz .info .org .net

Anatomy of a web address

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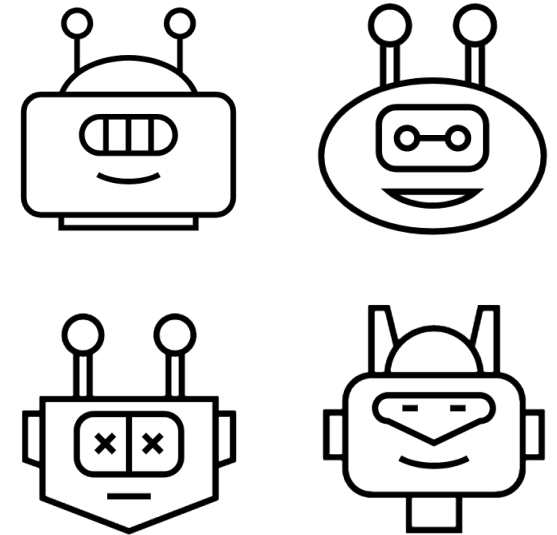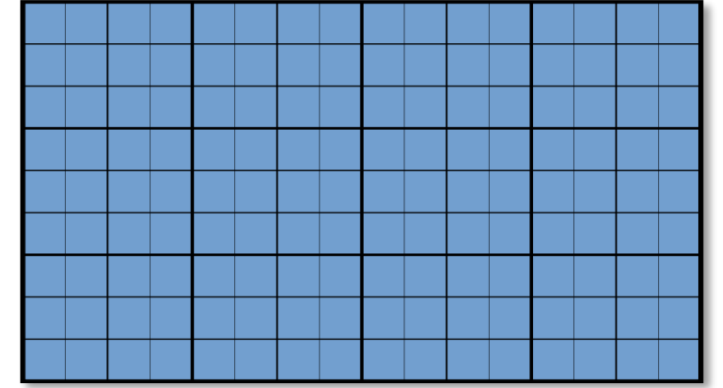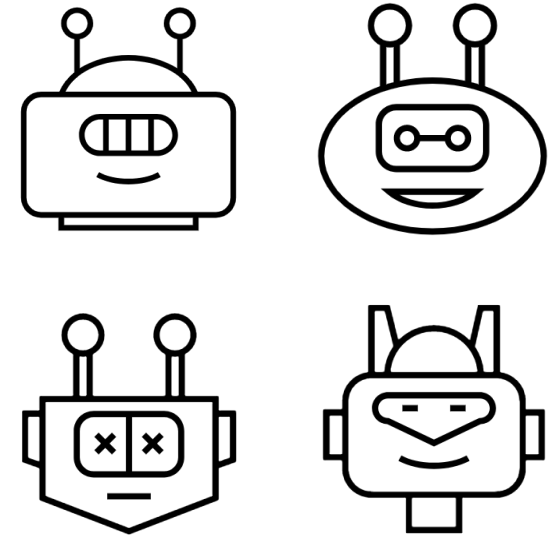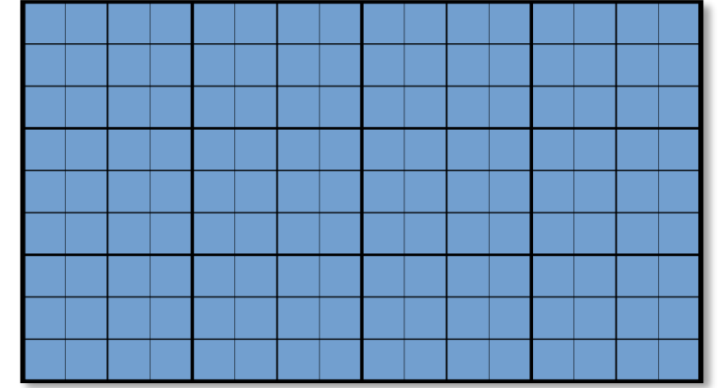
Key concept

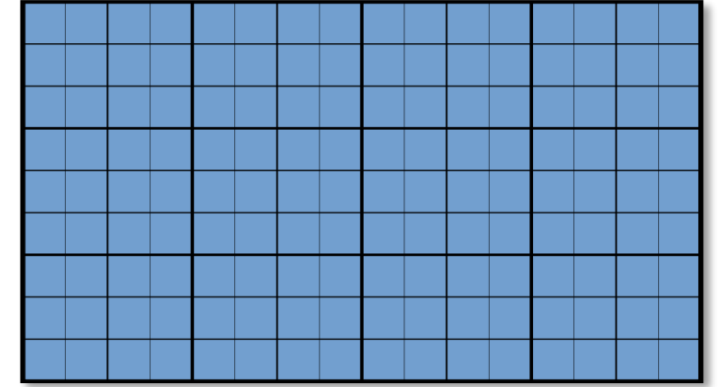ccTLDs can make it easier to rank within that specific country and sometimes harder to rank in others.

gTLDs have no country-specific advantage so are often chosen for global websites or sites that have sub-folders for different languages

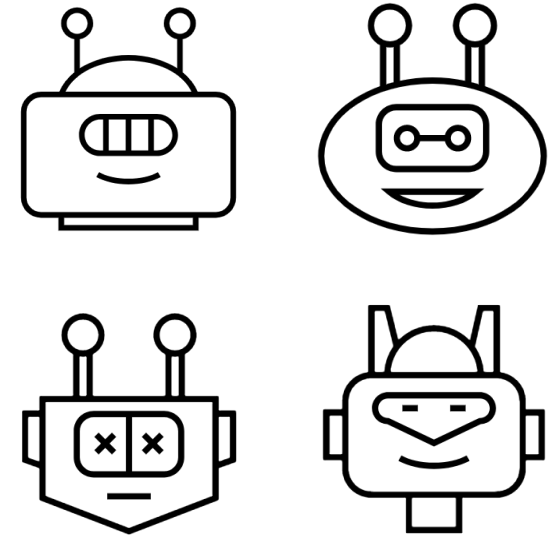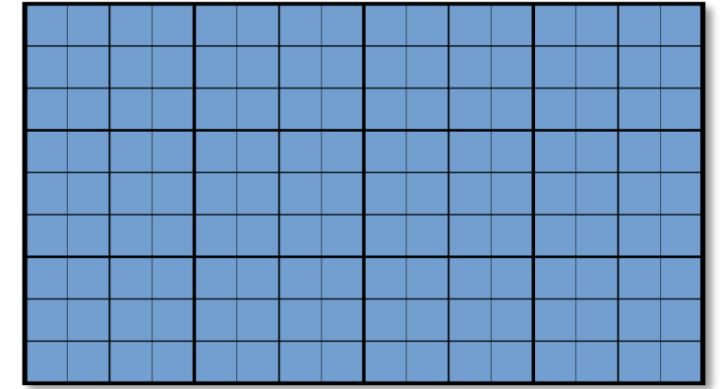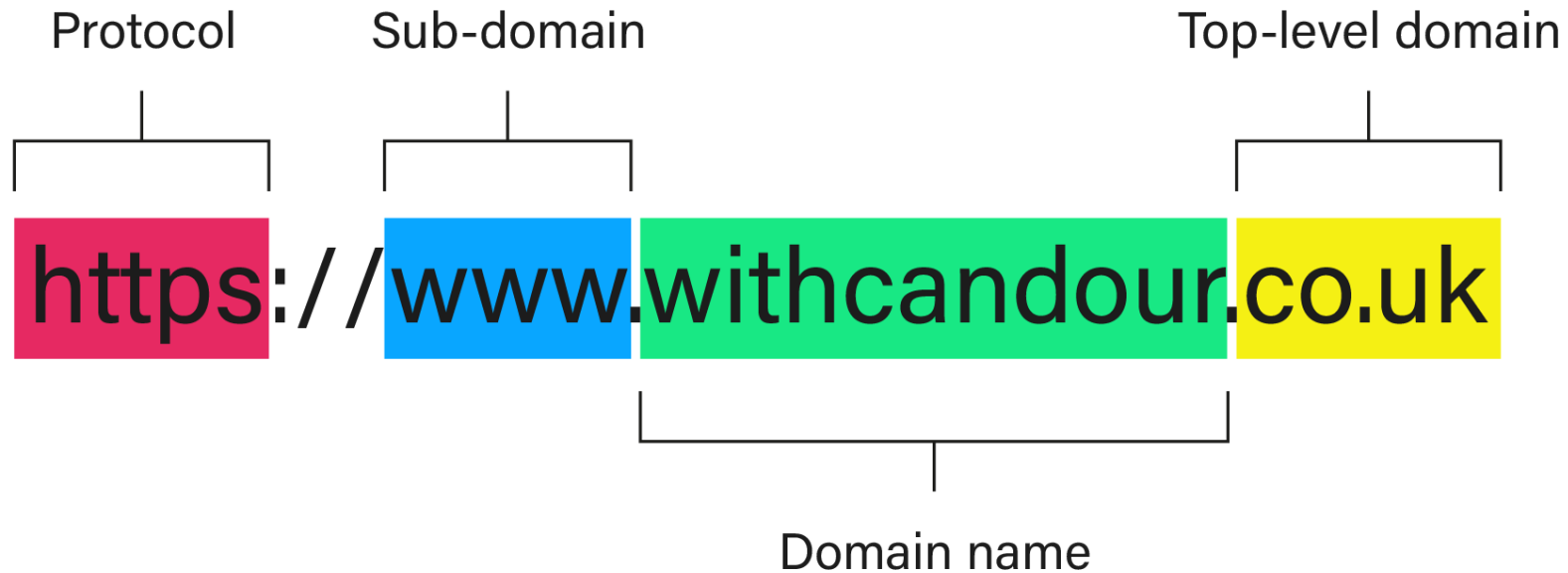Anatomy of a web address

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Challenge

Check your website – can you access it through http or only https?

Do you have a ccTLD or gTLD?

Is your TLD choice right for what you're hoping to rank for?

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Domain name

Protocol

Sub-domain

Top-level domain

https://www.withcandour.co.uk

Domain name

Anatomy of a web address

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