

candour

Canonical tag best practise



Trainer:

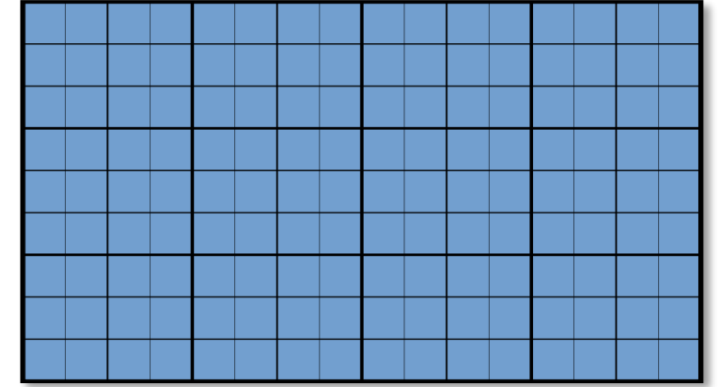
Mark Williams-Cook
Candour



Key concept

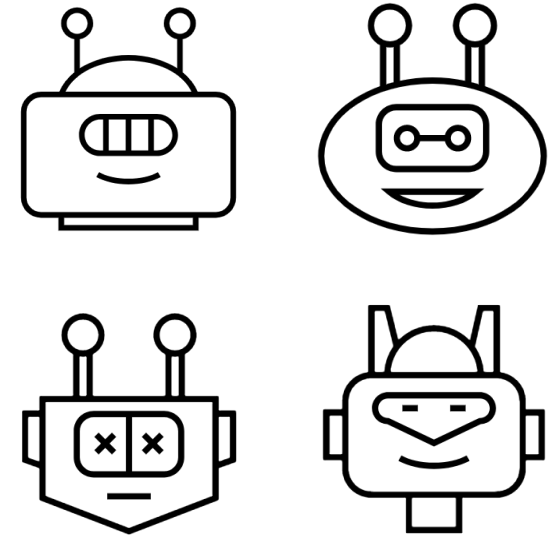
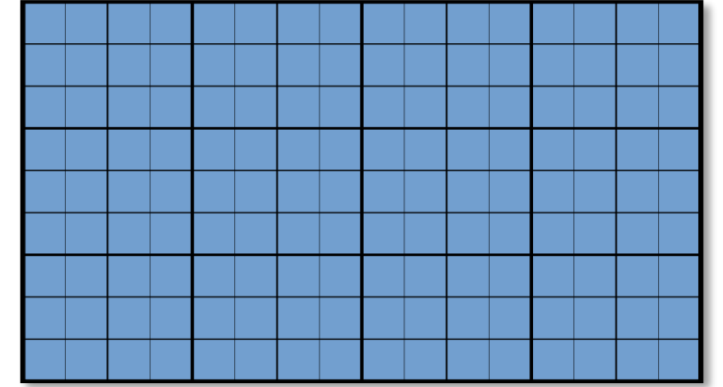
All pages need canonical tags.

Either a self-referencing tag or a tag that references another page (or even domain!)



Canonical best practise

Internal linking

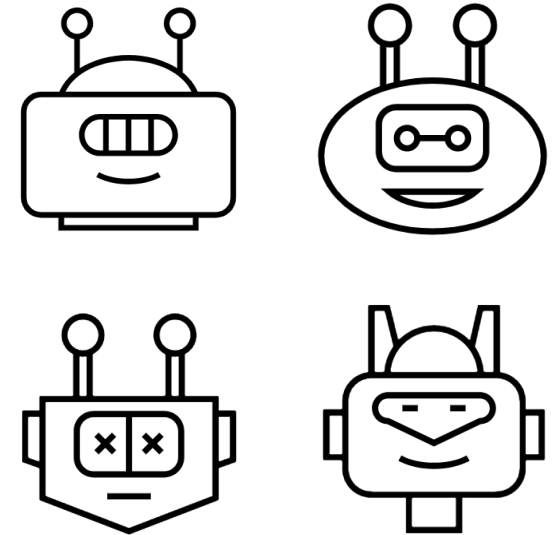
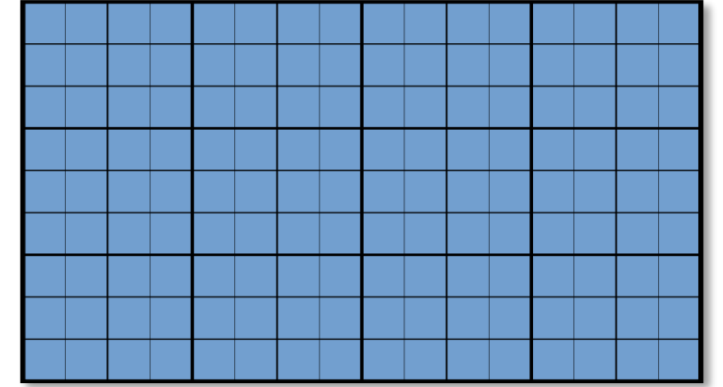


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Internal linking

- We should avoid linking internally to non-canonical versions of pages.

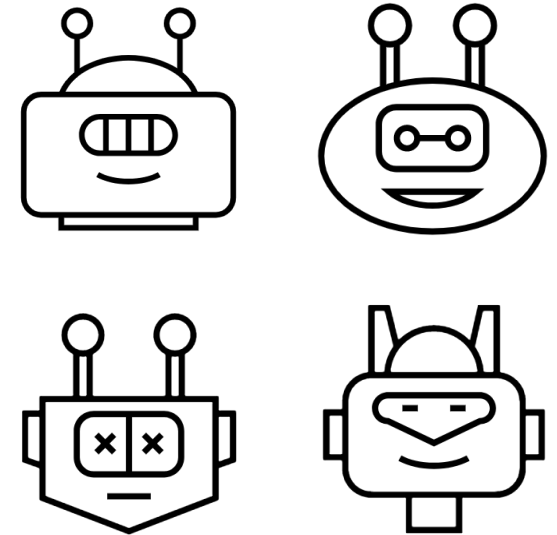
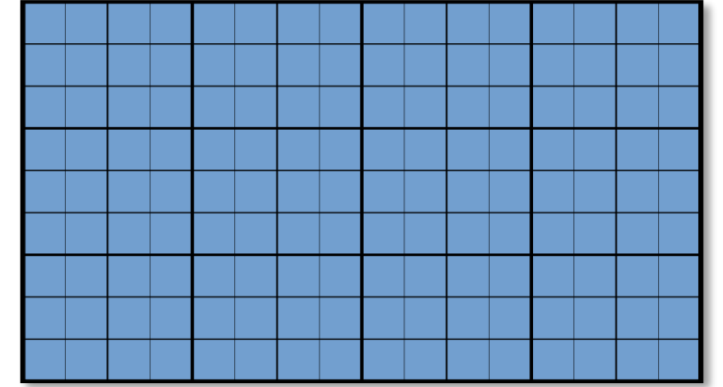


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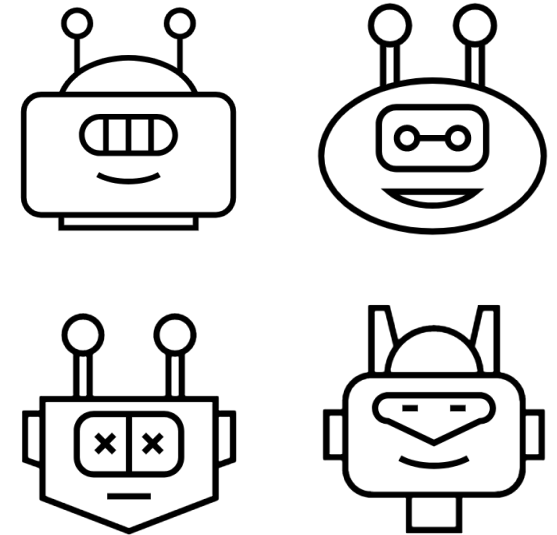
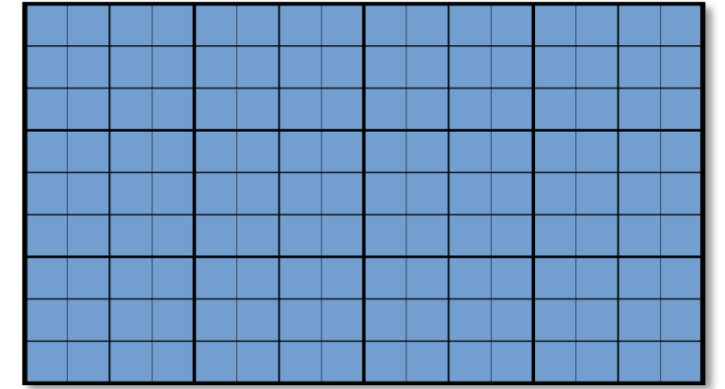
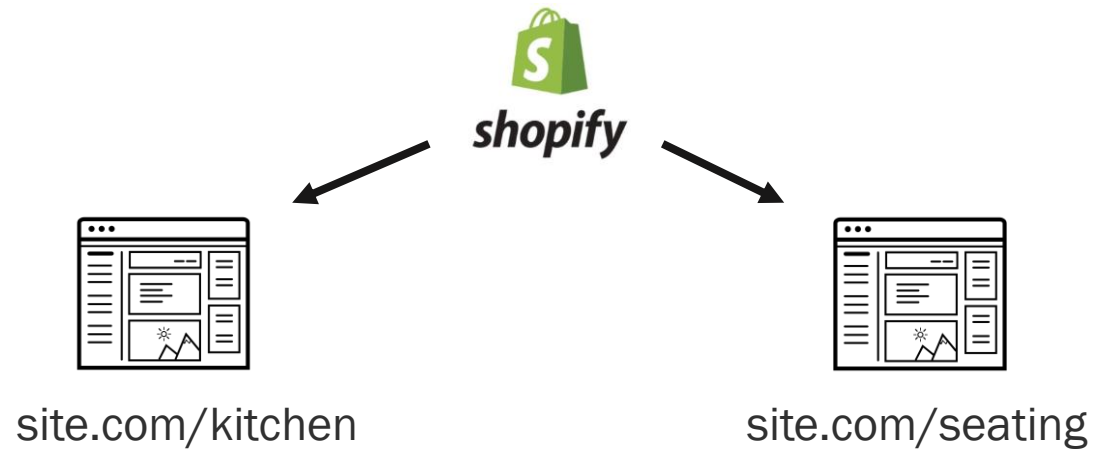
Internal linking

- We should avoid linking internally to non-canonical versions of pages.
- This can happen automatically in some setups such as Shopify



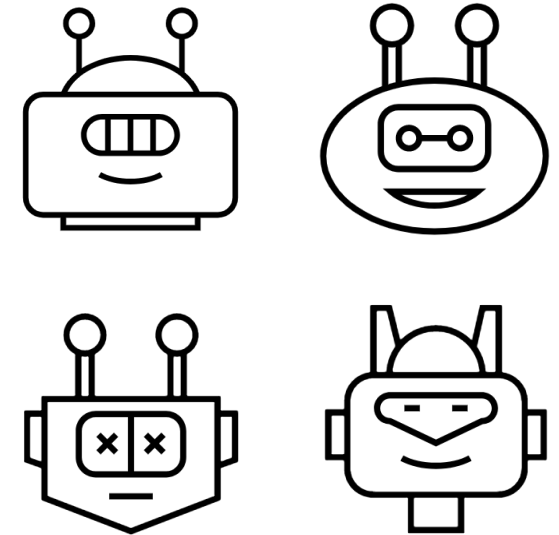
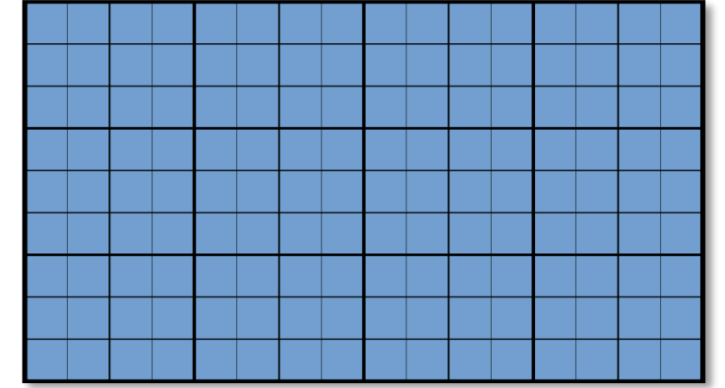
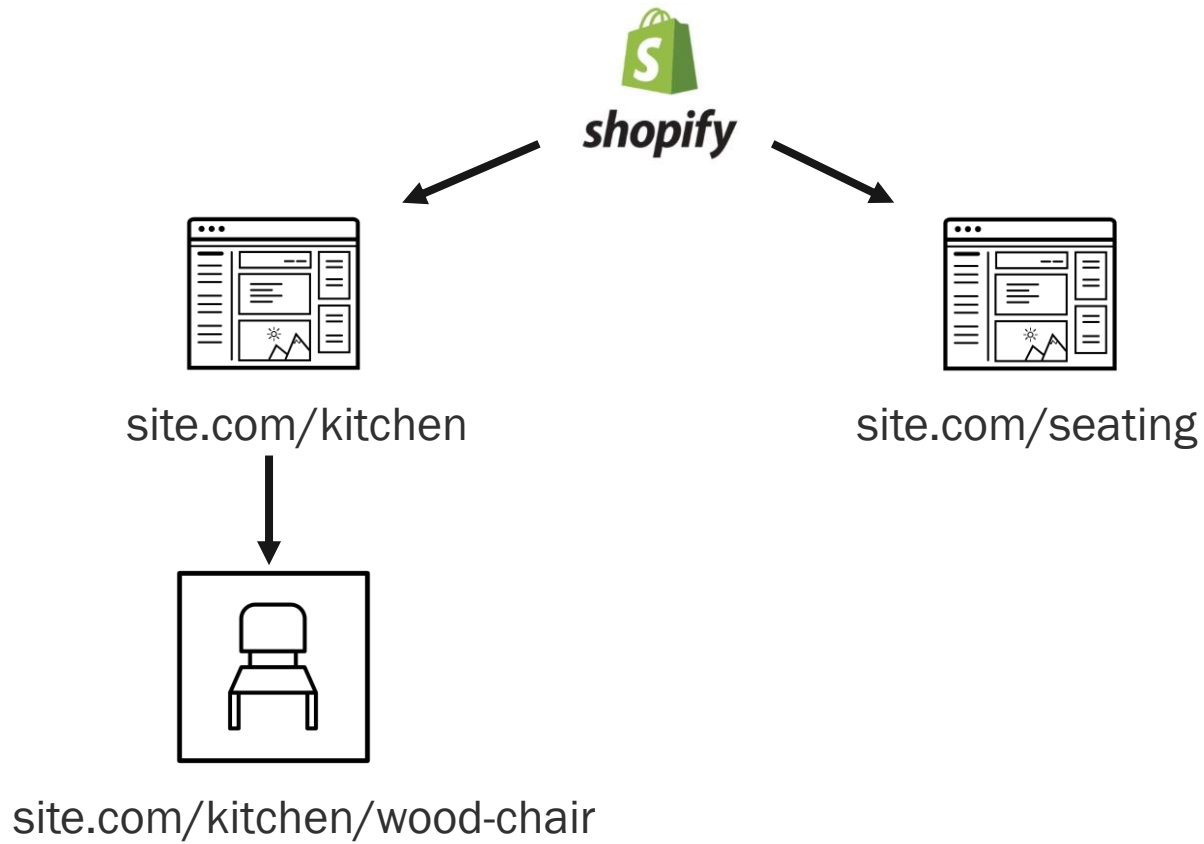
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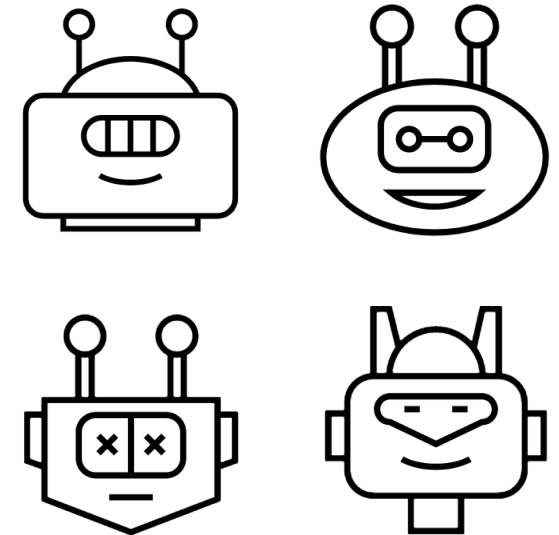
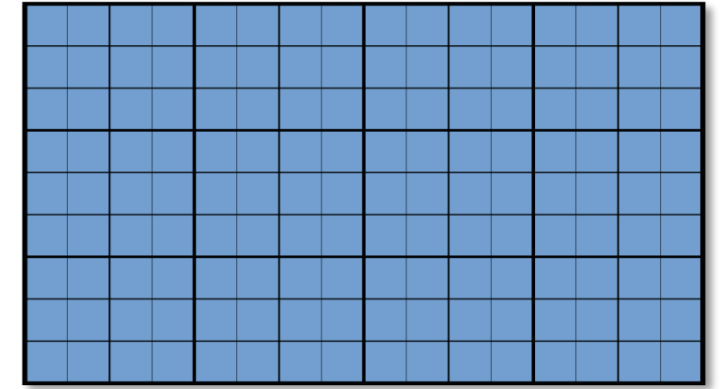
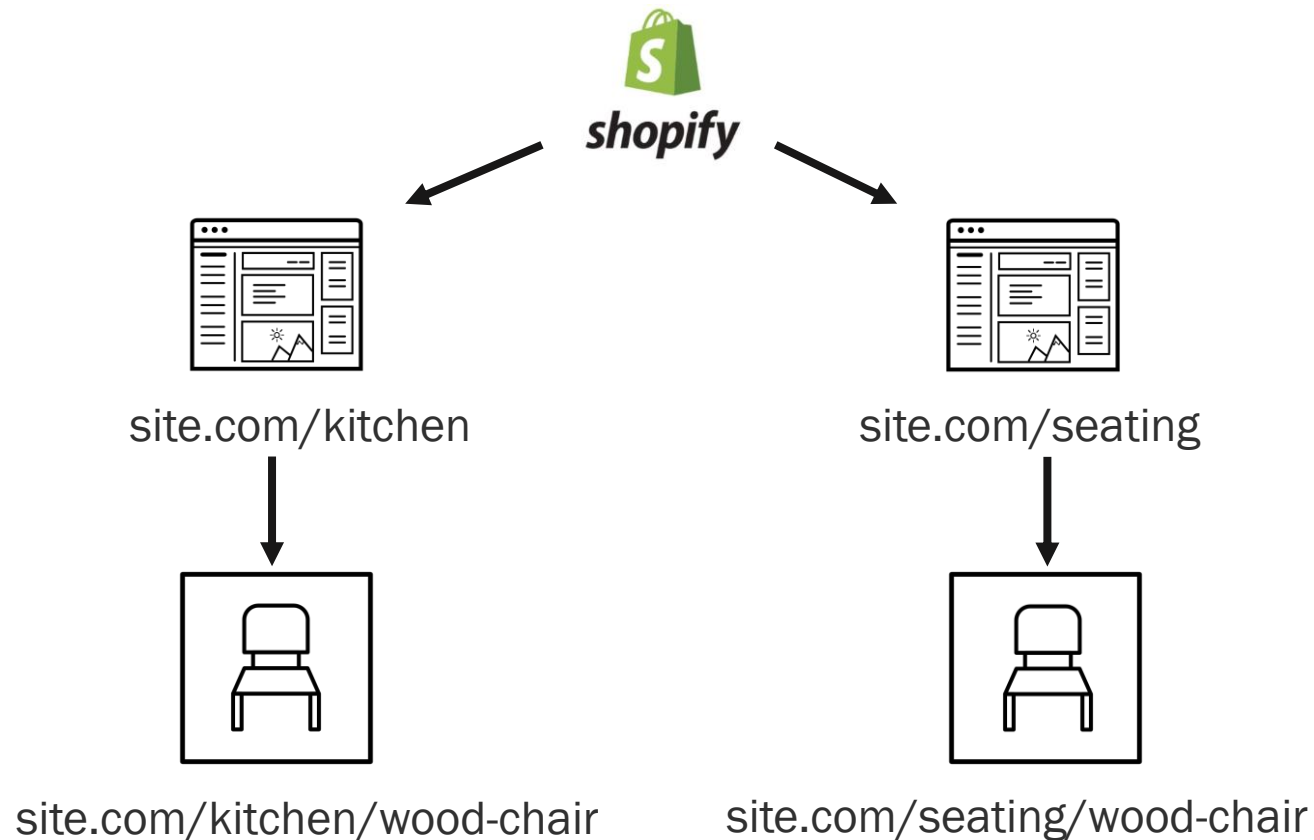
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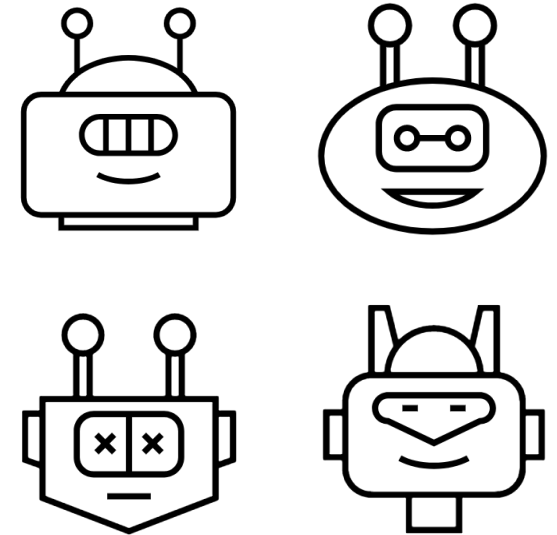
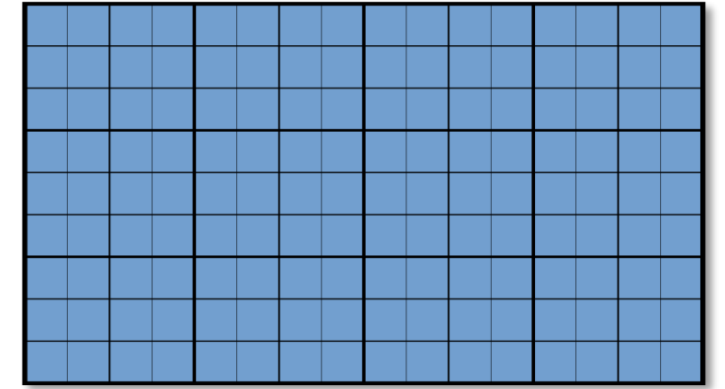
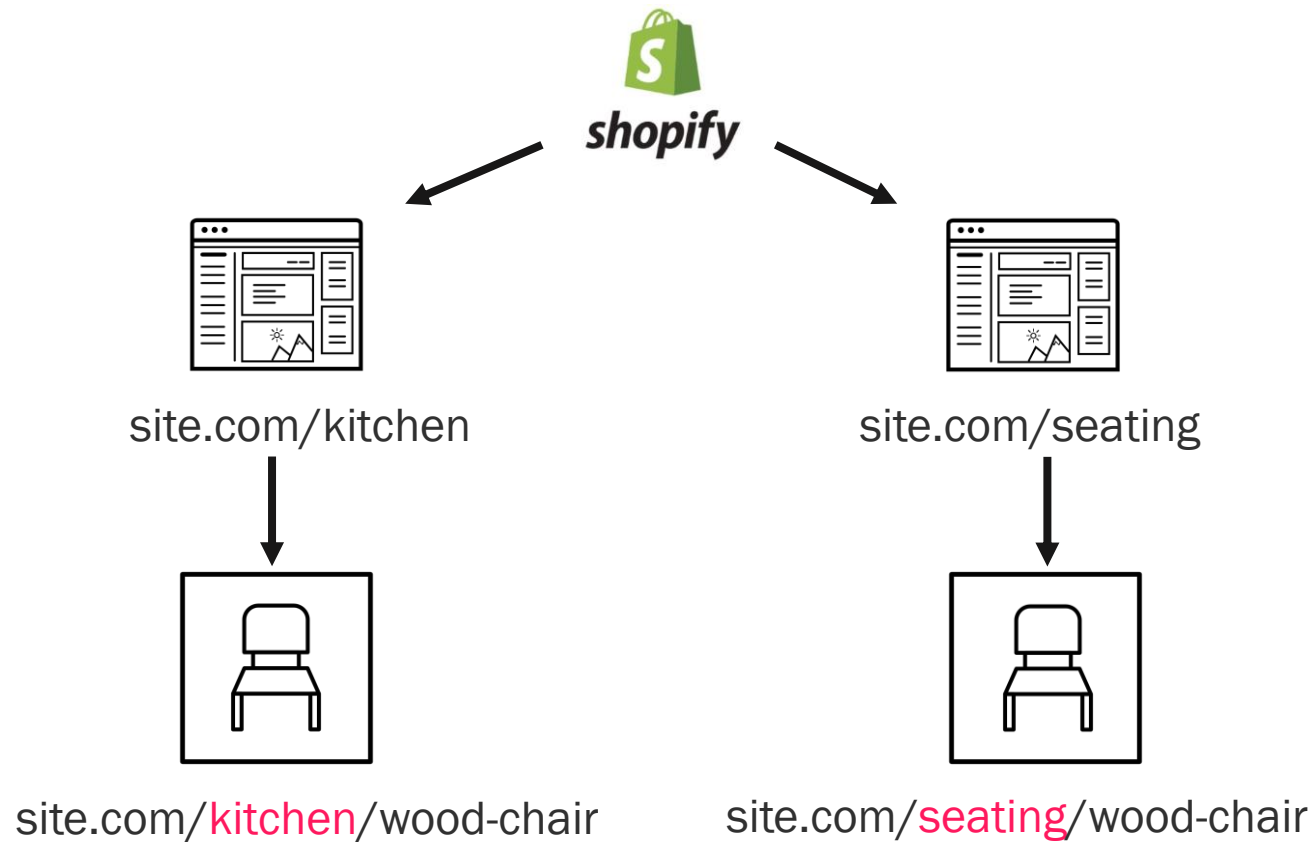
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Challenge



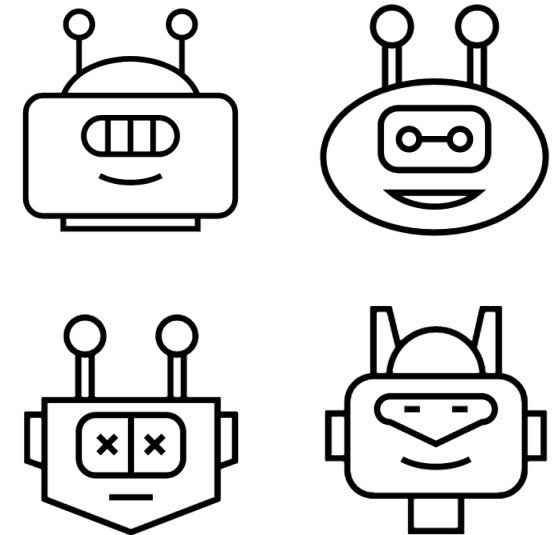
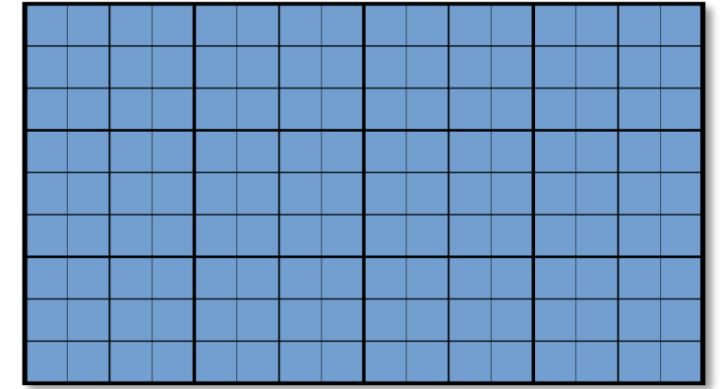
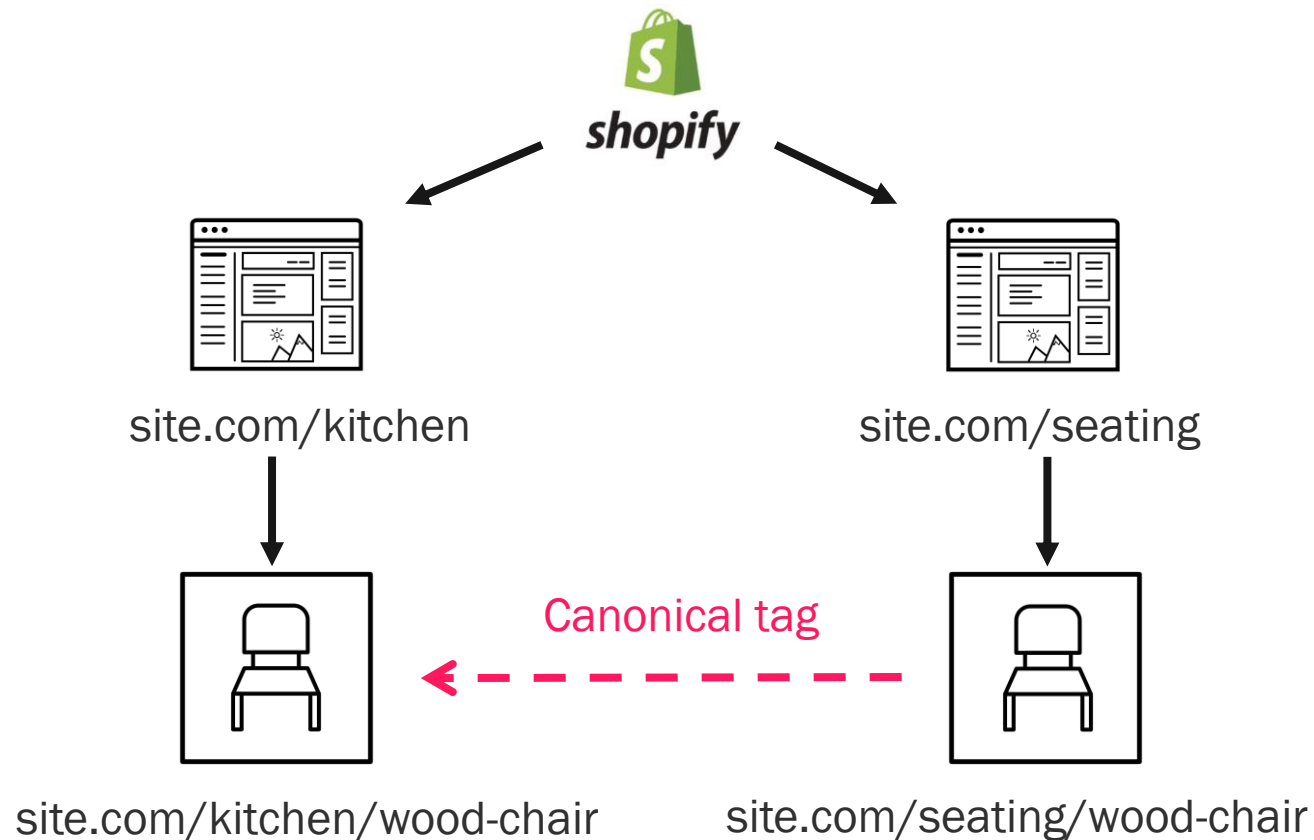
What is the problem that search engines will encounter when we have a URL structure like this with Shopify collections?

Canonical best practise



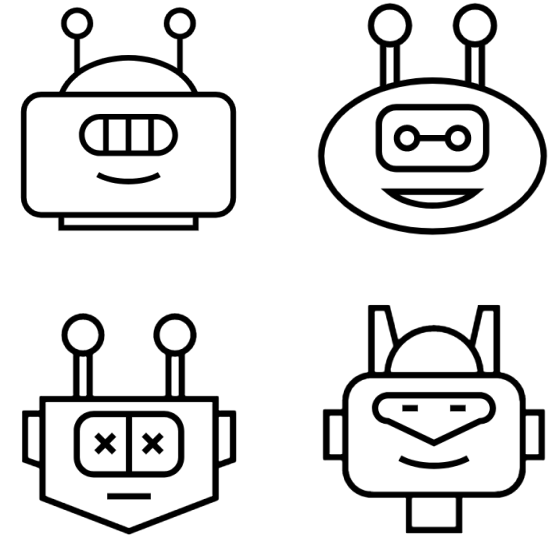
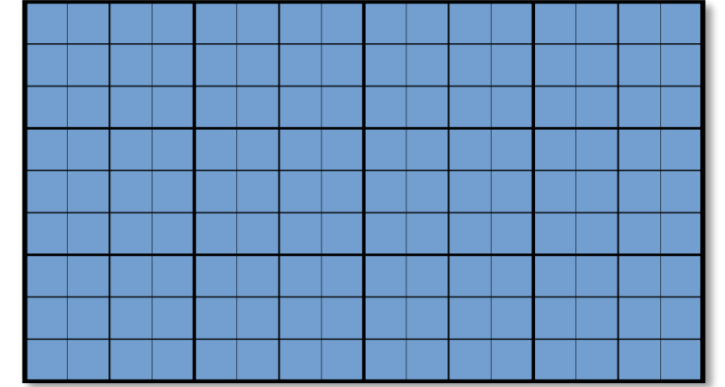
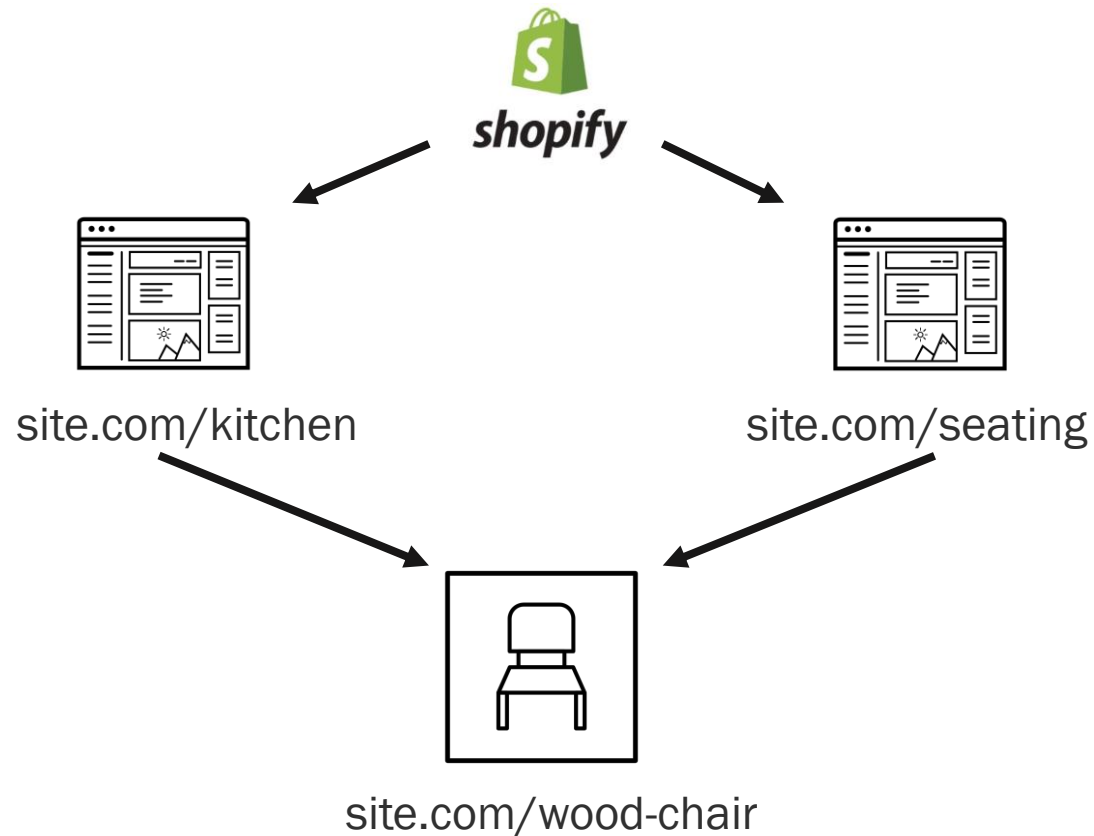
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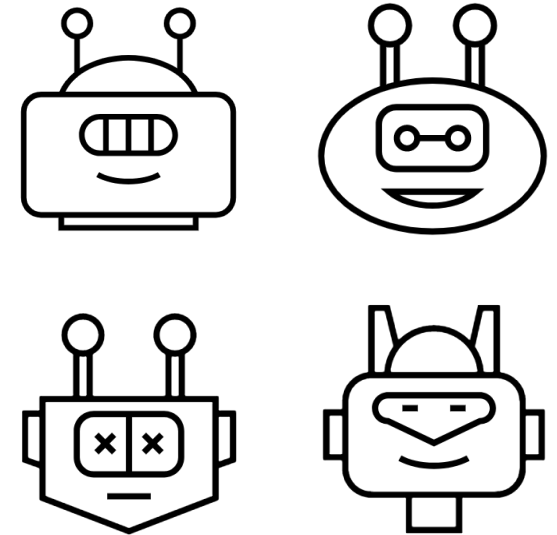
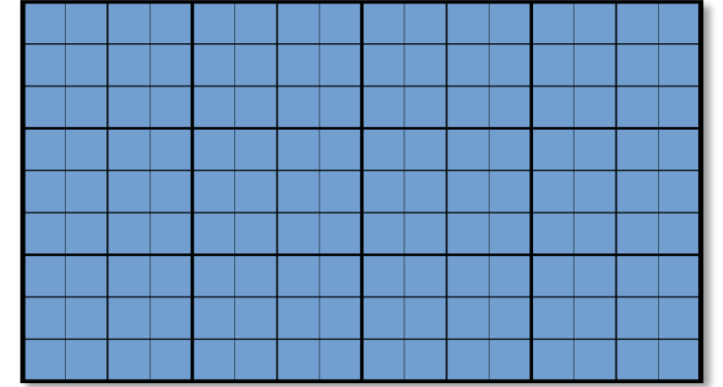
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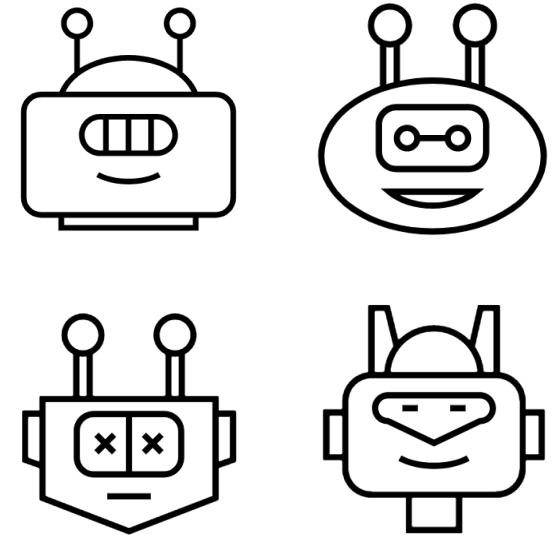
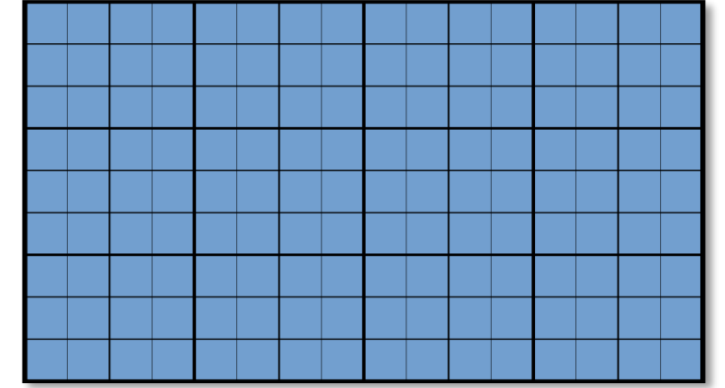
Avoid canonical tags to redirecting URLs



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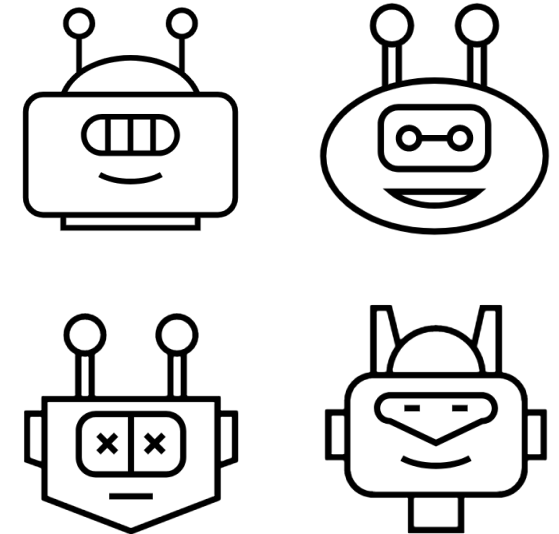
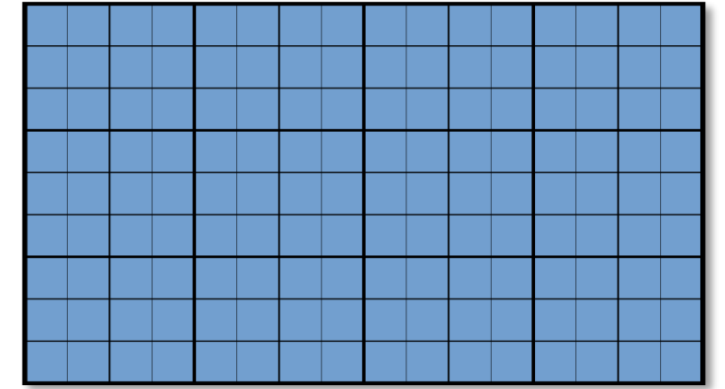
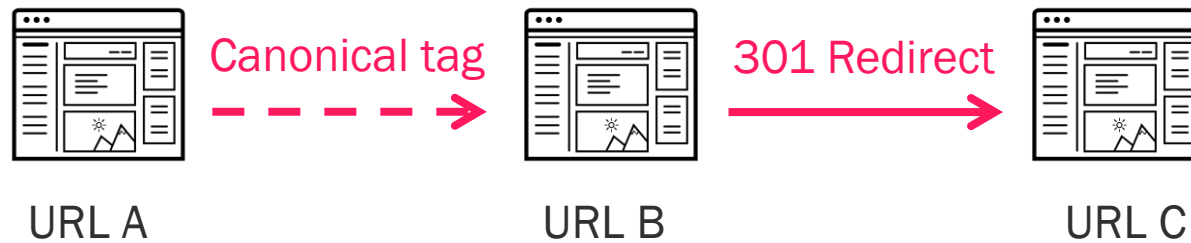
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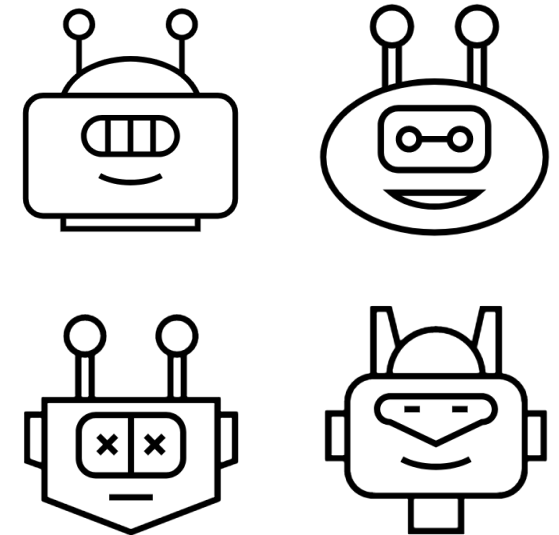
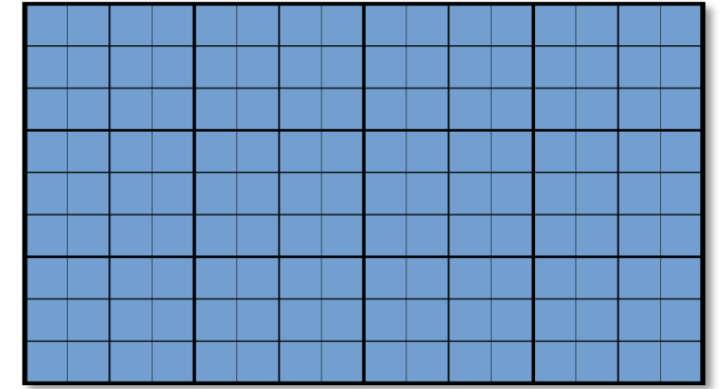
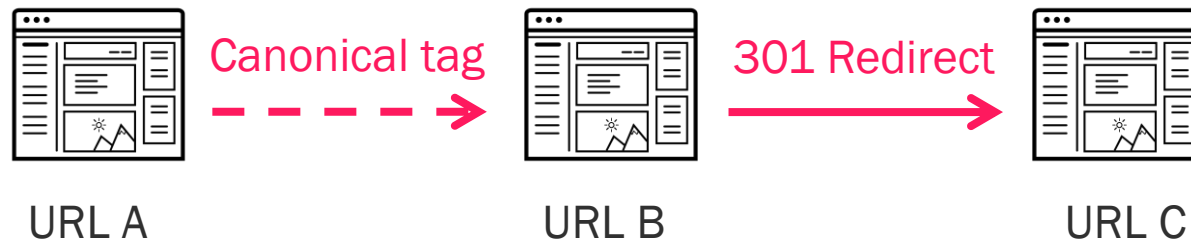
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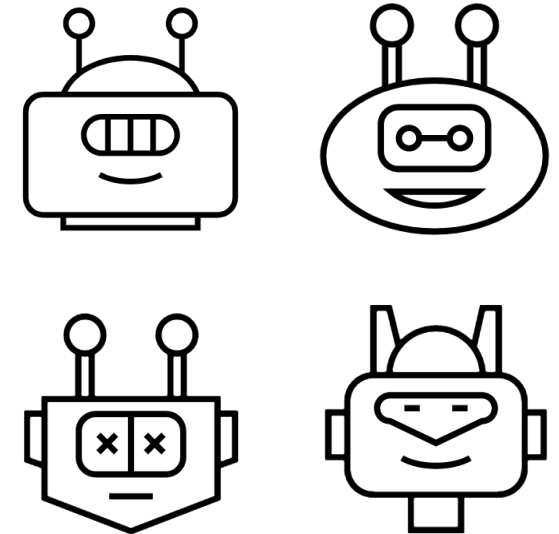
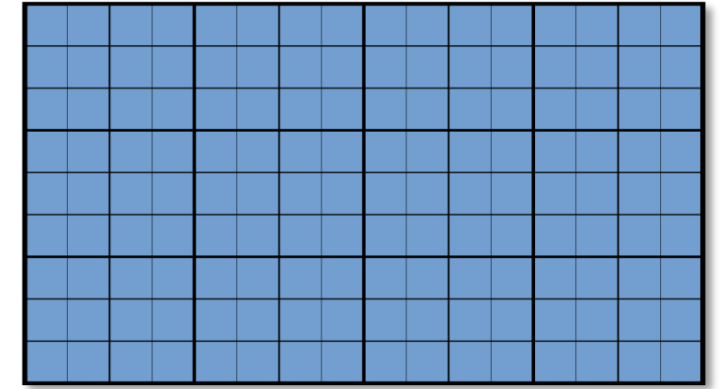
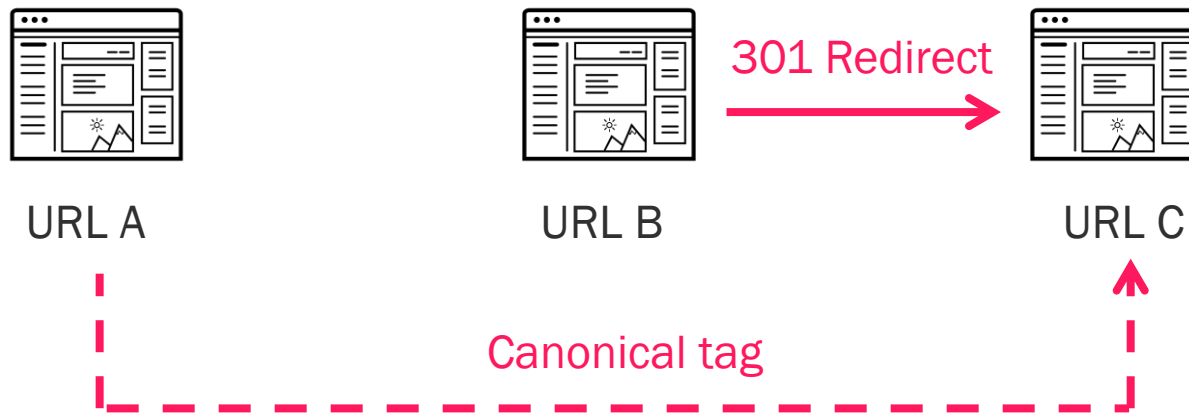
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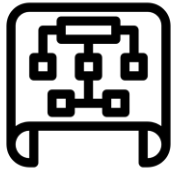
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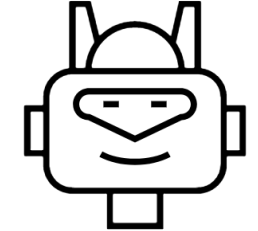
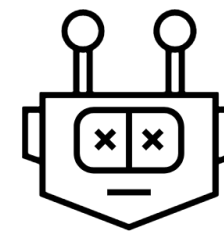
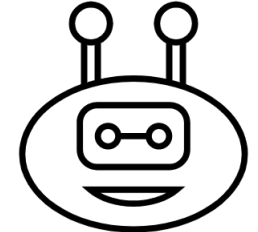
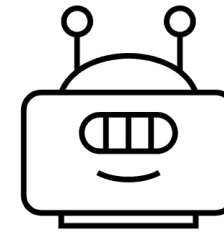
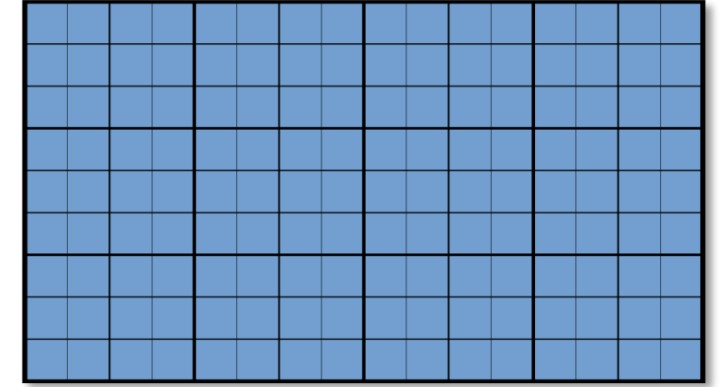
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Sitemaps should only link to canonical pages



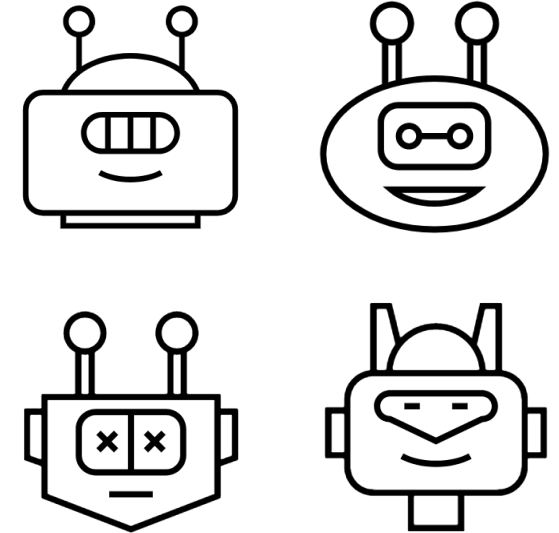
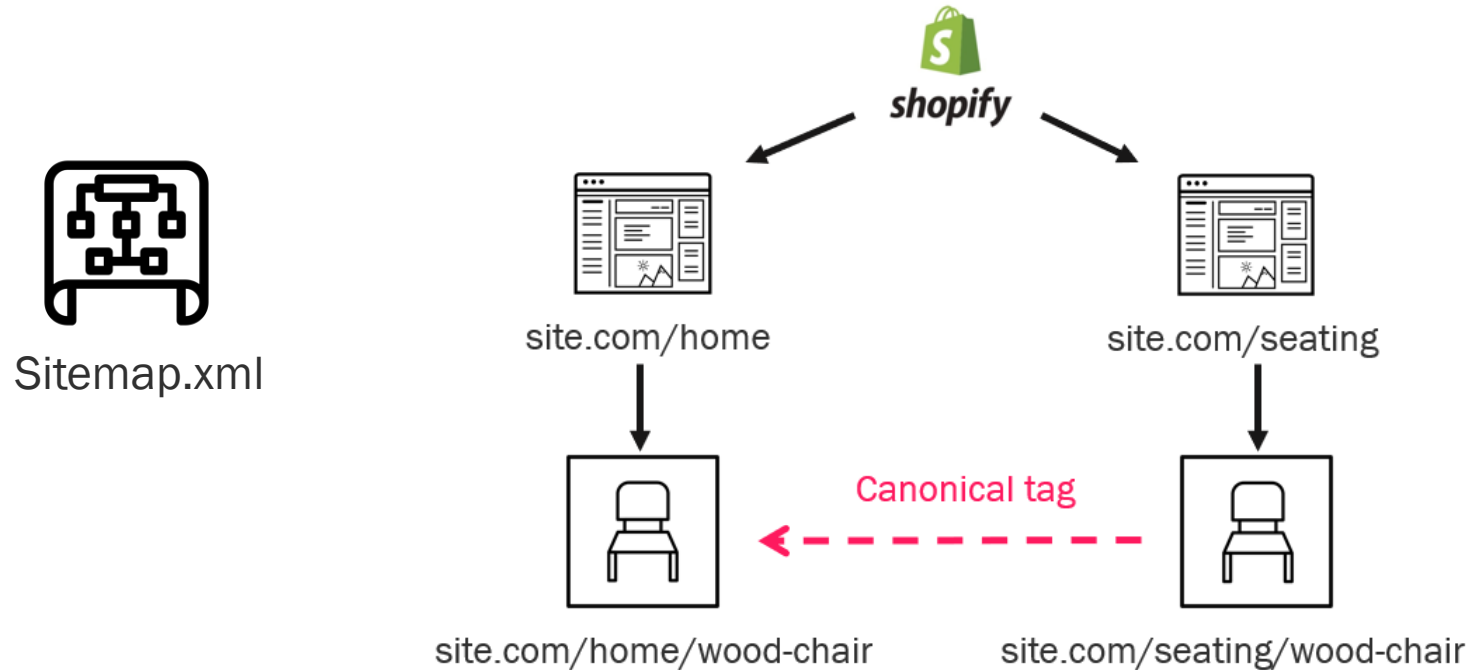
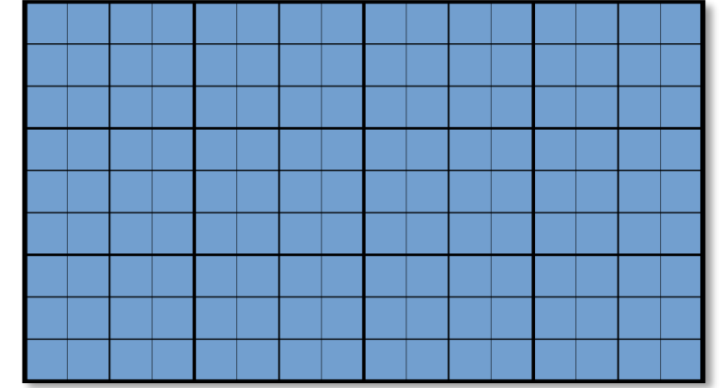
Sitemap.xml



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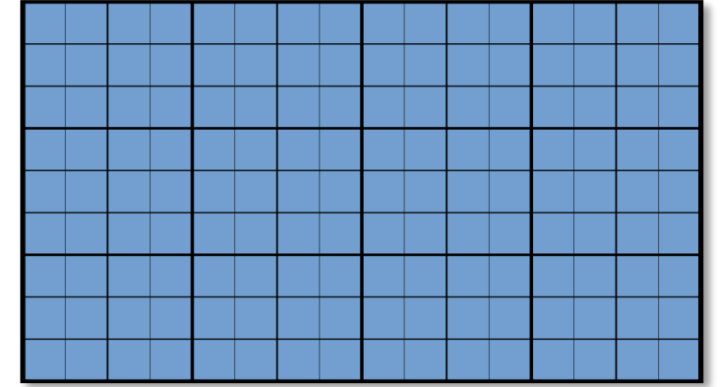
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Key concept



Canonical tags are only a hint, therefore we should be careful with giving contradictory hints.

This means not linking to non-canonical pages on-site or in sitemaps.

