

candour

When to use canonical tags



Trainer:

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Candour



Challenge



Look at the Adidas site (link in lecture resources) for womens running shoes. Apply the knowledge you have gained so far to determine how they are dealing with filtered/faceted category pages from an SEO perspective.

For example, when you choose a price filter.

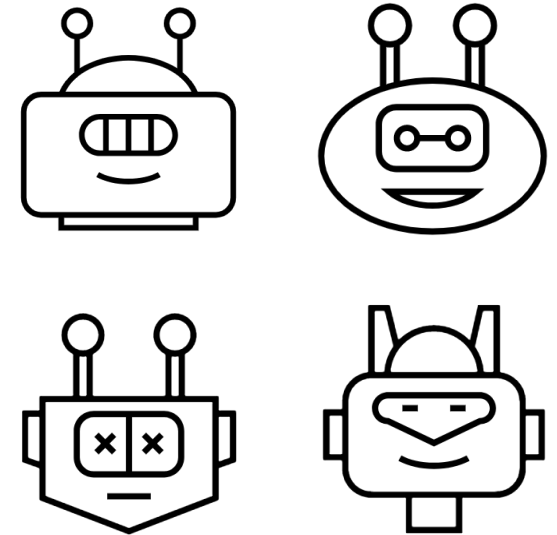
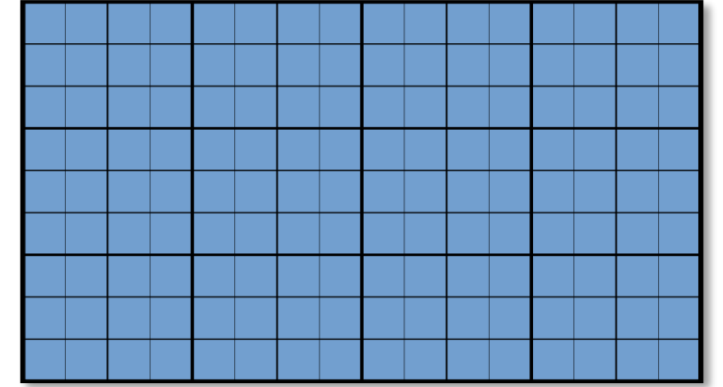
When to use canonical tags

Filtered navigation

site.com/cat/womens-shoes?size=10
&colour=red&price=30&order=desc

12 sizes & 10 colours & 6 price brackets

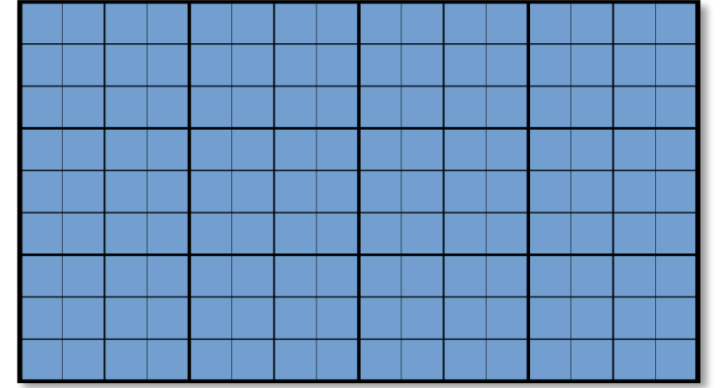
This is 10,000s of URL variations!



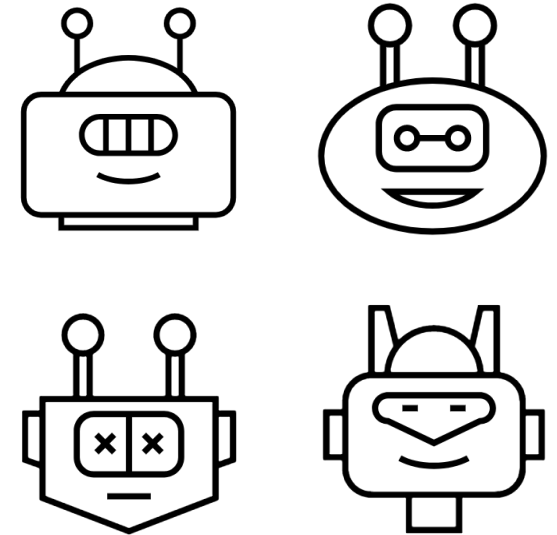
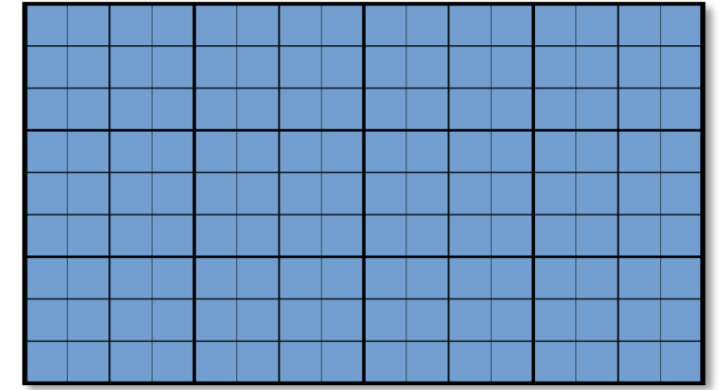
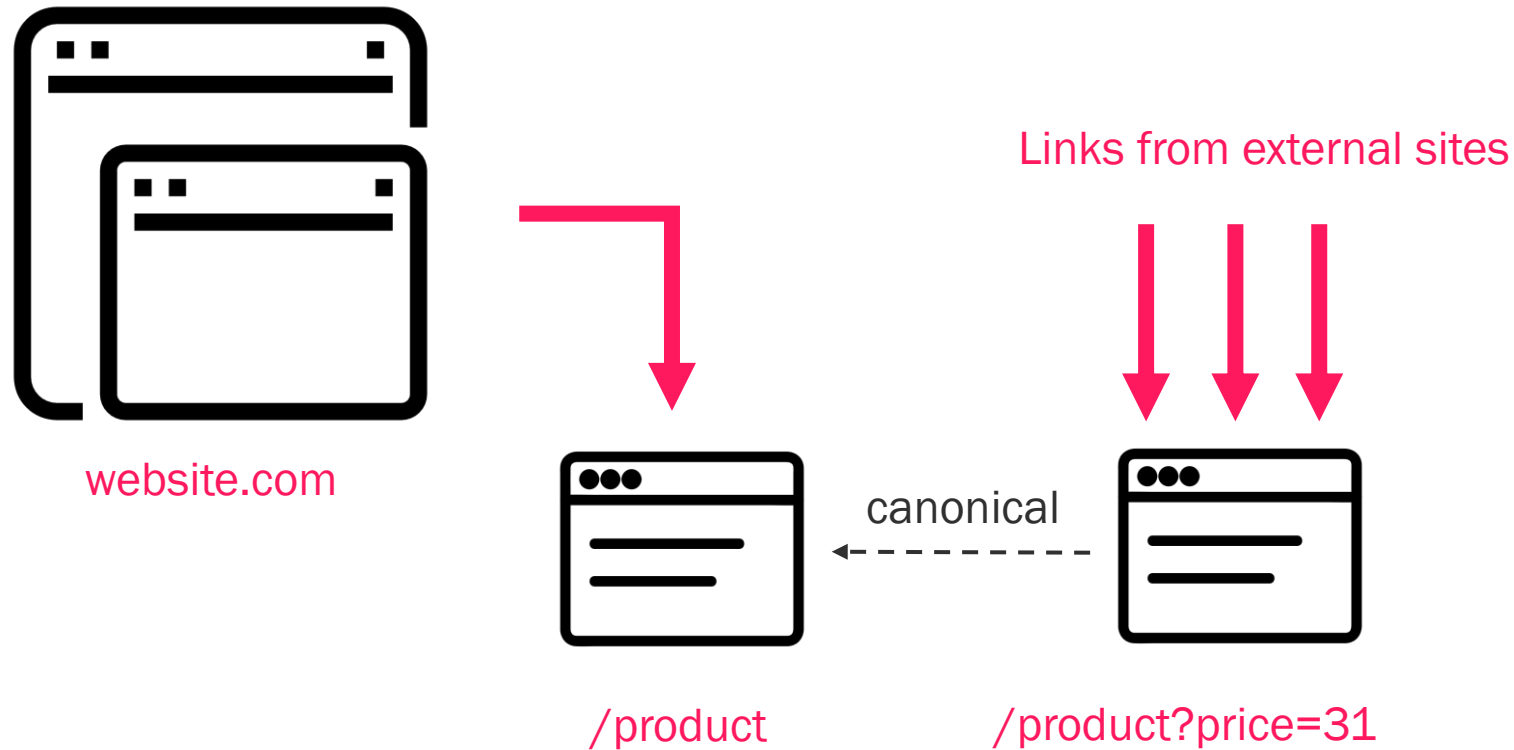
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Key concept

Google will generally not simulate any kind of “complex” user interaction, such as selecting filters or filling out forms.

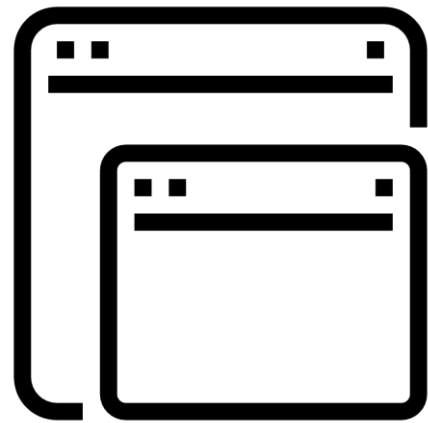


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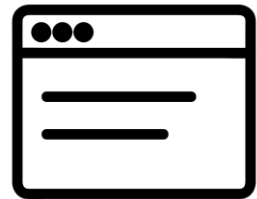
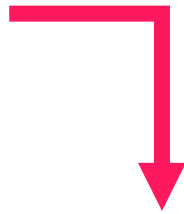


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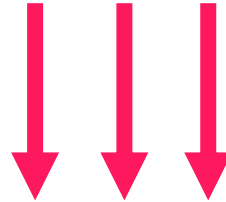


website.com

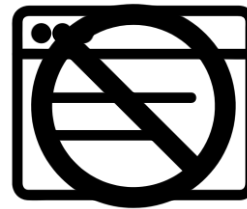


/product

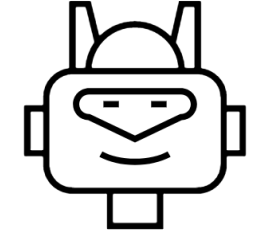
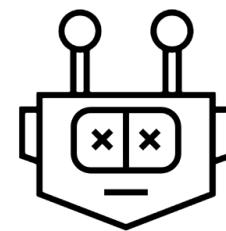
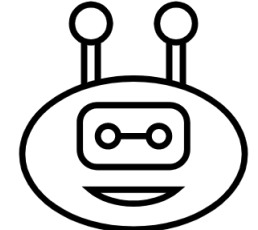
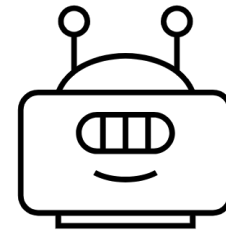
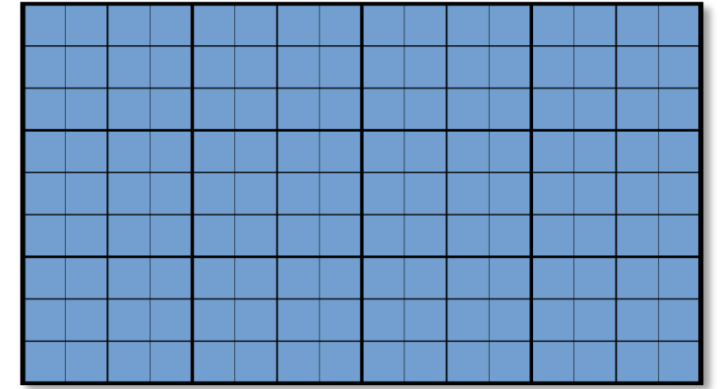
Links from external sites



Blocked by
Robots.txt



/product?price=31



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Key concept

Robots.txt is there as a fallback to fix crawling issues, such as when millions variation pages would be accessible to a crawl.

Canonical is there as a neat way to fix “duplication” and consolidate signals.

