Question A3

SEO friendly URLs help describe a web page to search engines and potential visitors.

Users and search engines should be able to understand what is on each page just by looking at the URL. This can be done with the use of primary keyword and include mainly relevant terms. This helps for the URL show up in search results. Avoid unnecessary repetition as it is ideal for a URL to be short and simple.

The site chosen, <https://www.nasa.gov/>, makes good use of the above as it’s URLs are all user readable referring to the main context displayed on the screen.

An example of this is: <https://www.nasa.gov/topics/earth/index.html>  
This URL describes the page found under the ‘Topics’ section offering the user to discover multiple articles regarding ‘Earth’

However, if an article from the ‘Earth’ page is selected the URL is as follows: <https://www.nasa.gov/subject/3127/climate/>. Although it is understandable that the displayed context is regarding the climate, there arise some dynamic URL strings.