

# Web Developer

HTML, CSS e Strumenti di Digital Marketing  
(SEO, SEM, SEA)

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# URL Structure

On-page seo

Shadi Lahham - Web development

# URL Structure

- use clear, concise words that describe the page content, including relevant keywords
- separate words with hyphens (-) and avoid special characters like #, &, or %
- ensure the URL is relevant, readable, and easy to understand for users and search engines
- use permalinks

# Good URL Structure

<https://website.com/digital-marketing-tips>

## **Clean and descriptive**

uses clear words like "digital-marketing-tips" to explain the content

## **Keyword-inclusive**

incorporates the keyword "digital marketing" which is likely relevant to the page's content

## **Hyphens for readability**

uses hyphens to separate words, making it easier to read and understand

# Bad URL Structure

<https://website.com/page123.html>

not descriptive and doesn't help the user understand what the page is about

[https://website.com/what\\_is\\_it\\_about#info](https://website.com/what_is_it_about#info)

uses special characters like underscore and hash, making it harder to understand

<https://website.com/category/sub-category/very-specific-product-name-with-long-description>

difficult to remember and understand

<https://website.com/blog/2023-08-01/entry>

date-based and doesn't give an idea about the content of the page

# Permalinks

permanent links to specific web pages or content within a website are designed to remain unchanged even if the content itself is updated or moved, ensuring that readers can always find the information they are looking for regardless of any website restructuring or changes

[What Is a Permalink?](#)

# Permalinks

## Unique

each permalink is unique and identifies a specific piece of content

## Permanent

permalinks are intended to remain consistent over time, even if the content's location or URL structure changes

## Human-readable

permalinks are often designed to be easy for humans to understand and remember

## SEO-friendly

well-structured permalinks can improve SEO by providing clear and informative URLs

Blog post: <https://example.com/blog/2023/12/how-to-write-a-great-blog-post>

Product page: <https://example.com/products/widget-x>

Specific section of a website: <https://example.com/about-us/history>