URL format	
Forbidden URL characters	This setting allows you to list additional characters that should be replaced or removed in URLs (page aliases and URL paths). The following characters are forbidden by default: \\/:*?"<>|&%.'#[]+=„" and the space character. If necessary, the default set of forbidden characters can be overridden through the **CMSForbiddenURLValues** web.config key.
Forbidden characters replacement	Specifies the character that the system uses as a replacement for forbidden characters in URLs.
Allowed URL characters	Determines which characters are usable in URLs by means of a regular expression. Any characters not specified are forbidden. If empty, only the characters specified by the **Forbidden URL characters** setting are prohibited. When allowing special characters in the regular expression, they must be preceded by a backslash (\\) as an escape character. Example: Entering `a-zA-Z0-9\^` as the value only allows alphanumeric characters and the caret symbol (^) to be used in URLs. **Note:** this setting cannot be used to allow the default forbidden URL characters.
Friendly URL extension	Specifies the extensions that the system adds to page URLs. • Extensions must be preceded by the period character. • You can add multiple extensions separated by semicolons (;). • The first extension is used as the default option when generating links and page URLs. Additional extensions are supported in URLs when accessing pages. • To allow extensionless URLs, enter a semicolon without any extension. Sample value: *.aspx;.html;.htm;;*
Files friendly URL extension	Specifies the extension that the system adds to file URLs. **Example**: *getfile/<node alias>/myimage.aspx* If **empty**, file URLs either have no extension or use the given file's default extension. If you set this setting to an empty or custom value, you need to allow custom URL extensions by adding the *runAllManagedModulesForAllRequests* attribute to the *<modules>* element in the *<system.webServer>* section of your project's main *web.config* file.

Excluded URLs	Specifies a list of URLs that are excluded from the URL rewriting engine. By excluding the URLs of physical pages stored inside the web project directory, you can improve their page load performance and also prepare scenarios with custom URL rewriting logic.
	Warning: Do not exclude the URLs used by the regular pages in the website's content tree.
	To disable URL rewriting for pages, enter the matching URL paths:
	• Use URL paths without the website's domain name or virtual directory. • The paths must always start with a forward slash (/), without the virtual path designator (~). • Entering a value excludes all URLs that start with the given path, including sub-directories and all possible extensions. • You can enter multiple URLs separated by semicolons (;).
	Sample values:
	• **/Custom.aspx** – excludes the *~/Custom.aspx* page stored directly under the website's root. • **/Custom** – excludes all pages whose URL path starts with */Custom,* for example: *~/Custom.aspx, ~/Custom2.aspx, ~/Custom/Page.htm* • **/Custom;/Static** – excludes all pages whose URL path starts with */Custom* or */Static*.

Page URLs		

Default URL path prefix	Defines a default URL path prefix that will be used for all URLs of the content pages. This prefix is rewritten to *urlpathprefix* query string parameter.
Use name path for URL path	If checked, the name path of pages will automatically be copied into their URL path when they are saved.
Use permanent URLs	If enabled, URLs of pages and page attachments will be generated in permanent format. If disabled, friendly URLs will be used. Learn more in Linking pages and files.
Remember original URLs when moving pages	Determines if new page aliases should be created when a new page URL path or extension is set.
Automatically update page alias	If enabled, the alias of a page is automatically updated to match any changes in the name of the given page in the default culture. Also, the page alias property will not be editable manually.

Search engine optimization (SEO)		

Google sitemap URL	Sets the URL where the website's Google (XML) sitemap can be accessed. The entered value is added to the website's domain to form the final URL. The internal path to the page responsible for generating the sitemap can be specified through the **Google sitemap path** setting.
Google sitemap path	Specifies the path of the page used to generate the website's sitemap. This page must contain the Google Sitemap (XML Sitemap) web part. If left empty, a full sitemap of the website is automatically generated by the *~/CMSPages/GoogleSiteMap.aspx* system page. This only sets the internal path of the sitemap. The actual URL where web crawlers can read the sitemap is determined by the value of the **Google sitemap URL** setting.
Robots.txt path	Specifies the path of the page used to provide the website's robots.txt file. This page should contain a **Custom response** web part configured to generate the required robots.txt content. Regardless of the selected page's location in the content tree, its output is returned whenever the *<website domain>/robots.txt* URL is requested.

Allow permanent (301) redirection	If enabled, the system uses permanent (301) redirection instead of standard temporary (302) redirection. This is highly recommended, because it allows web crawlers to properly react to any changes made on your website and pass page rank to the new or main URL.
Move ViewState to the end of the page	If enabled, the system places the ViewState field at the end of the output code generated for pages. This helps search engine crawlers process more page content.
Use NOFOLLOW for user links	If enabled, the system instructs search engine crawlers (robots) not to follow links posted by users on forums, message boards or in blog comments. This is achieved by including the *rel="nofollow"* attribute in the output code of all such link tags. This precaution can help prevent user-generated links from damaging the search ranking of your website.
Default replacement page	The entered page path is loaded as the default value of the **Replacement page** field if users choose to specify an alternate page while deleting a page in the **Pages** application. If necessary, users can override the default value and set a different replacement page path.

SEO - URLs	
Use URLs with trailing slash	Specifies how the rewriter handles trailing slashes in URLs. Possible options: • Leave the URL as is • Always use URLs with a trailing slash • Always use URLs without a trailing slash
Redirect page aliases to main URL	Enabling this setting ensures that pages always have only one valid URL and other aliases are redirected to this main URL (for SEO purposes). The main URL of a page is determined either by its alias path, or custom URL path if one is specified. **Note**: You can override this setting for individual page aliases through their **Alias redirection** property.
Redirect invalid case URLs to their correct versions	Determines how the system handles the letter case of characters in URLs. Available options: • Do not check the URL case • Use the exact URL of each page • Redirect all requests to lower case URLs • Redirect all requests to upper case URLs
Redirect pages to main extension	If enabled, the system ensures that all page URLs use the current main extension. The main extension is the first one specified in the **Friendly URL extension** setting. Any URLs with a different extension are automatically redirected to a corresponding URL with the main extension.
Process domain prefix	Determines how the rewriter handles the *www* domain prefix in the website's URLs. You can leave the domain as it was entered or have it rewritten to either always or never include the www prefix. **Note**: That this setting does not apply for IP addresses and toplevel domains.

Default page	Allows you to redirect (permanent 301) all possible URLs that access the home page of your website to one single URL. Using a unified home page URL is highly recommended, because it prevents the duplicate content problem on your website's most important URL. You can choose from the following options for the home page URL: • **Not specified** – supports all possible home page URLs and does not perform any redirection. • **Use domain root** – always uses the base URL of the website's domain name. • **Use page defined by default alias path** – always uses the URL of the page specified by the website's *Content -> Default alias path* setting. • **Use default page URL** - always uses the *default* URL: *<domain>/default.aspx*

SEO - Cultures	
Force domain culture	If checked, the system generates the domain name in page URLs based on the current content culture. Whenever a user switches to a different language on the website, the URL is redirected to the corresponding domain name. You can assign cultures to domains by editing your site in the **Sites** application: • Set the culture of the website's main domain through the **Visitor culture** property on the **General** tab. • To define domain names for other languages, create **Domain aliases** with an appropriately set **Visitor culture**. **Note**: You cannot use this option in combination with language prefixes.
Use language prefix for URLs	If enabled, the system generates page URLs with language prefixes. A language prefix is a subdirectory inserted into the URL. The name of the prefix matches the culture code (or culture alias) of the content culture selected on the website. **Example**: *<domain>/en-US/Home.aspx*
Allow URLs without language prefixes	If enabled, URLs without language prefixes are allowed. Otherwise the system redirects such URLs to a corresponding URL that includes a language prefix. Only applies if **Use language prefix for URLs** is enabled.

Related pages

- Search engine optimization
- Configuring page URLs
- Configuring URLs for multilingual websites
- Managing robots.txt