

Tips for Creating SEO-Friendly URLs for Improved Website Ranking

By optimizing URL structures, websites can improve their chances of ranking higher in search engine results pages and attract more organic traffic.

SHARJAH, UNITED ARAB EMIRATES, January 11, 2024 /EINPresswire.com/ -- Search engine optimization ([SEO](#)) plays a vital role in determining how a website ranks on search engine result pages (SERPs). One important aspect of SEO is optimizing URLs to make them more search engine and user-friendly.

Creating SEO-friendly URLs doesn't have to be a complex task. By following a few simple steps and best practices, before diving into the process of creating SEO-friendly URLs, it's important to understand the different components of a URL. URLs consist of several parts, but for SEO purposes, the most important part is the slug. The slug is the part of the URL that identifies a specific page or post on a website. It usually follows the domain name and any subdirectories.

How to Create an SEO-Friendly URL Slug

The URL slug is the part of the URL that represents the title or topic of a page or post. It's essential to choose an optimized URL slug that accurately reflects the content of a page and contains relevant keywords. Here is a step-by-step process for creating an SEO-friendly URL slug:

1. Start with page title

One of the easiest ways to create an SEO-friendly URL slug is to start with a page title. Most page titles can be converted into URL slugs with a few modifications. For example, if a page title is "How to Craft the Perfect SEO Title Tag (Our 4-Step Process)", you can use a simplified version of it as a URL



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slug.

2. Remove special characters

To create a clean and user-friendly URL slug and [best seo freelancer in dubai](#), it's important to remove any special characters that are not necessary. Special characters like backslashes, square brackets, commas, colons, and semicolons can make URL look cluttered and difficult to read. Stick to using alphabets and hyphens in URL slug for

better readability and optimization.

3. Remove numbers

While including numbers in page title is acceptable, it's best to avoid including them in URL slug. Numbers in URLs can create confusion and may require constant updates if the number of items in page changes in [top seo agency in dubai](#).

4. Remove superfluous information

Keep URL slug concise and focused by removing any unnecessary or superfluous information. Google recommends making URLs as simple as possible, as longer URLs are often truncated in search results and may appear less user-friendly. Remove any words or phrases in URL slug that don't contribute to its overall meaning or relevance.

5. Boil it down to a keyword

To optimize URL slug for search engines, try to include a relevant keyword that represents the main topic or focus of page. Most page titles naturally contain keywords, so choose a simplified, keyword-rich version of title as URL slug.

6. Add keyword modifiers (optional)

In some cases, using an exact-match keyword as URL slug may not provide enough context or be too generic. To add more specificity and relevance to URL slug, consider including keyword modifiers. Keyword modifiers are related words or phrases that provide additional context to URL slug. Choose modifiers that are relevant to content and enhance the overall meaning of URL.

7. Make it readable (optional)

While not necessary, making URL slug more readable can improve user experience and make it

easier for visitors to understand the content of page. Consider adding conjunctions, pluralizing words, or rephrasing URL slug to make it sound more natural and readable. However, ensure that the readability doesn't compromise the accuracy or relevance of URL slug.

8. Make it lowercase

To avoid any potential issues with case sensitivity, it's best practice to use lowercase letters in URL slug. While most servers treat lowercase and uppercase URLs the same, using lowercase URLs ensures consistency and helps prevent any duplicate content issues. If you're using a content management system like WordPress, it automatically converts URL slugs to lowercase.

9. Replace spaces with hyphens

Spaces are not allowed in URLs and are typically replaced with "%20" by browsers. However, for better readability and usability, it's recommended to replace spaces with hyphens in URL slug. Google officially recommends using hyphens instead of underscores for better recognition and readability. Hyphens are more commonly used and familiar to users, making them a preferred choice for URL structure.

Best Practices for the Rest of the URL

While the URL slug is a crucial component of SEO-friendly URLs, it's important to consider other factors that contribute to overall URL optimization. Here are some best practices for optimizing the rest of URL:

Use HTTPS

Using HTTPS (Hypertext Transfer Protocol Secure) is essential for website security and SEO. HTTPS encrypts data sent between website and users, ensuring a secure connection. It has also been a lightweight ranking factor since 2014. Switching to HTTPS not only protects user data but also improves website's credibility and visibility in search engine rankings.

Final Thoughts

Creating SEO-friendly URLs is an essential aspect of optimizing website for search engines and improving user experience. By following the step-by-step process outlined in this guide and adhering to best practices, you can create URLs that are both search engine and user-friendly. Remember to choose relevant keywords.

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