



# SEO Cheat Sheet: Anatomy of A URL

## 1 SEO-FRIENDLY URL



- 1 Protocol
- 2 Subdomain
- 3 Domain
- 4 Top-Level Domain
- 5 Folders / Paths
- 6 Page
- 7 Named Anchor

### Keyword Priority<sup>1</sup>

Observed Google priority of keyword placement:

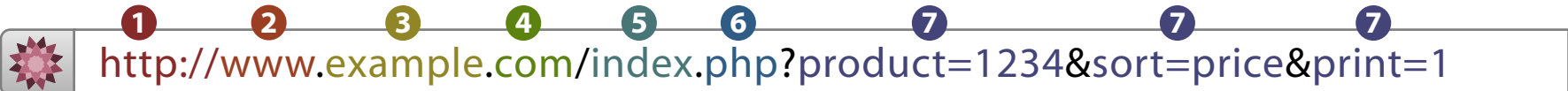
- (1) Domain
- (2) Subdomain
- (3) Folder
- (4) Path/Page

<sup>1</sup> SEOMoz correlational data (2009)

### SEO Tips for URLs

- Use **subdomains** carefully. They may be treated as separate entities, splitting domain authority.
- Separate **path** & **page** keywords with hyphens ("-").
- **Anchors** may help engines understand page structure.
- Keyword effectiveness in URLs decreases as URL length and keyword position increases.<sup>1</sup>

## 2 OLD DYNAMIC URL



- 1 Protocol
- 2 Subdomain
- 3 Domain
- 4 Top-Level Domain
- 5 Page / File Name
- 6 File Extension
- 7 CGI Parameters

### Popular TLDs<sup>2</sup>

- .com - commercial
- .net - infrastructure
- .org - non-profit
- .edu - schools
- .info - informational
- .biz - small business
- .name - personal sites

<sup>2</sup> Verisign domain report (2009)

### Popular ccTLDs\*

- .cn - China
- .de - Germany
- .uk - United Kingdom
- .nl - Netherlands
- .eu - European Union
- .ru - Russian Federation
- .ar - Argentina

\* ccTLD = Country Code TLD

### Popular Extensions

- .htm - Static HTML
- .html - Static HTML
- .php - PHP code
- .asp - ASP code
- .aspx - ASP.NET
- .cfm - ColdFusion
- .jsp - Java Code