Digital Aura

7 Tips to optimize page URL for SEO

Want a higher ranking?

You need to optimize your URL this way

1
Short and simple
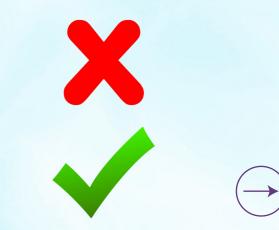
Your URL should be short and simple so user can read it easily on search page and also in address bar

https://example.com/blog/on-page-seo-tips/

Well structured

Well Structured URL are easy to understand by search engines.

https://example.com/dog-foods/puppies/9a/dog-foods-for puppies/ ❌

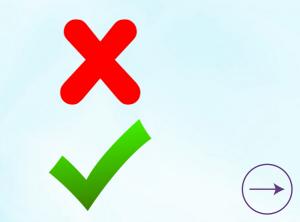https://example.com/blog/dog-foods-for-breed-puppies/ ✅

→

Use only lower case

Keyword stuffing is not good.
Neither in content nor in URL

http://example.com/seo/off-page-SEO/ ✗

http://example.com/seo/off-page-seo/ ✓

4

Avoid special characters

Special characters require encoding and are also clunky to look at.

http://example.com/blog/#1-dog-food-in-usa-[high-rated]/

Use hyphens (-), not underscores (_)

http://example.com/digital-marketing/best_ekyword_research_tool/ ❌

http://example.com/digital-marketing/best-ekyword-research-tools/ ✅

Include only 1-2 Target keywords

Keyword stuffing is not good
Neither in content nor in URL

http://example.com/dog-foods/best-dog-foods-for puppies-and-price-in-india/

7

Avoid keyword repetition

This makes Google think that you are manipulating information

http://example.com/on-page-seo/on-page-seo-tips/