SEO-Friendly URL Checklist

Domain & Protocol

- ☐ Use a standard top-level domain (preferably `.com`)

- ☐ Use **HTTPS** (SSL certificate installed)

- ☐ Redirect all HTTP URLs to HTTPS

- ☐ Verify SSL is properly installed and trusted

URL Structure & Length

- ☐ Keep URL length under **50–60 characters**

- ☐ Aim for **3–5 words** in the slug

- ☐ Remove unnecessary parameters, IDs, or filler

- ☐ Avoid URLs longer than ~80 characters (risk of truncation in SERPs)

Readability & UX

- ☐ URL clearly describes the page content

- ☐ Human-readable at a glance

- ☐ Avoid gibberish strings (e.g., `?p=123&ref=abc`)

- ☐ Remove stopwords unless they improve clarity
  (e.g., a, an, and, or, but)

Keyword Usage

- ☐ Include **1–2 relevant keywords**

- ☐ Keywords reflect actual page intent

- ☐ Do **not** repeat keywords

- ☐ Avoid keyword stuffing or spam-looking patterns

- ☐ URL still makes sense without anchor text

Formatting Rules

- ☐ Use **hyphens (-)** to separate words

- ☐ Never use underscores (_)

- ☐ Use **lowercase letters only**

- ☐ Ensure consistent casing site-wide

Characters & Encoding

- ☐ Use only "safe" characters:

  - Letters (a–z)

  - Numbers (0–9)

  - Hyphens (-)

- ☐ Avoid special/unsafe characters:

  - Spaces, %, &, ?, =, @, #, +, commas, etc.

- ☐ Avoid encoded characters where possible

Folder Depth

- ☐ Use **no more than 1–2 folders**

- ☐ Reduce unnecessary URL nesting

- ☐ Prefer:

```
None
domain.com/topic/page
```

-
  over:

```
None
domain.com/category/subcategory/topic/page
```

Final Sanity Check

- ☐ URL looks trustworthy

- ☐ URL matches page title and content

- ☐ URL would make sense if shared standalone

- ☐ URL encourages clicks rather than hesitation