FAQ: SEO-friendly page URL

How does this help my site?

- A search engine will crawl the words in your page URL the same as those in the content of the page
- The page URL appears in search results, and a readable URL is more likely to be chosen than a meaningless one
- Readable page URLs are recommended by Google.

Does this update include the "My Associates" page on the Web site, where I include the Associates that work in my firm?

Yes. "ecard.cfm?ID=12345" will become "FirstName-LastName.e12345.htm".

What about old page URLs (section1.cfm, or section2.cfm) saved in favorites and e-mails? Will these still work?

Yes. Our application has saved the old names and will forward a visitor to the new page.

What if I change the link text of one of my custom pages, or the name of an associate? Will the previous friendly URL still work?

Yes.

What are the trailing ".3.htm" and ".c135.htm" for? Can I drop that?

The part of the page URL following the first period (.3, in the example above) is the identifier that tells our system which page to retrieve. The descriptive part preceding the period is for visitors and search engines only. The trailing numbers cannot be dropped.

Where exactly does the readable part of the URL come from?

For each of your custom pages we use the text entered in the "Link Text" field (just below the "Page Title" field). For e-cards we use the associate's name, for all other pages it is the page title.

What numbers and characters are allowed and not allowed in the name of a page?

- HTML Code is excluded
- Letters and numbers are unchanged, as are these characters: the dash (-), the underscore (_); the plus sign (+); the exclamation point (!)
- Ampersand (&) is replaced with the word "and"
- Spaces are replaced with a hyphen, as are these characters: forward slash(/), backslash(\), equal(=), comma(.) and parentheses ( )( )

Why are the words in my page addresses separated by hyphens?

Spaces are not allowed in a Web site address. Separating words with the hyphen (-) is what is recommended by Google, currently the most popular search engine.

Sitemap FAQ:

Will the page address in the Sitemap match the SEO-Friendly page addresses in my site navigation?

Yes.

How does the sitemap help my site?

A search engine will use the Sitemap to find and crawl the pages of the site. Having a Sitemap is recommended by Google, currently the most popular search engine.

Can the Sitemap be modified?

The Sitemap is generated automatically by our Web site application to include all of the pages on the Web site. Pages that have been disabled are not included in the Sitemap. It is only accessible to our application.

Microformats FAQ:

What is a Microformat?

A Microformat is a method of organizing and marking your contact information within hidden tags so that search engines can reliably find and catalog it. These tags are not visible to the site visitor, Google uses them to identify contact information (address, phone numbers, e-mail, etc.)

How does this help my site?

Microformatting contact information provides search engines, such as Google, with useful personal data that helps people to find a Web page based on your personal information.

Are microformats also on the "My Associates" pages?

Yes.