

ACCESSIBLE URL CHECKLIST

1. **Is the URL structure easy to type & easy to remember?**
URLs should be short but descriptive.
2. **Do URLs contain important, relevant keywords?**
Help maintain information scent throughout your website.
3. **Do URLs make sense to human users?**
Minimize the use of jargon and unfamiliar abbreviations/acronyms in a URL structure. If the number of characters in a URL is an issue, it's OK to use an abbreviation. Just make sure that you spell out the meaning of the abbreviation in content and the meta-tag description.
4. **Do URLs contain little or no "funky" characters?**
Even though search engines can crawl URLs with &, ?, =, %, + in them, it's still best to minimize their usage whenever possible. In geek speak, this means to minimize the number of dynamic parameters in the URL.
5. **Is the URL structure all lowercase?**
This includes URLs to graphic images, multimedia, and other text documents (such as PDFs).
6. **Does the URL use hyphens, not underscores, as word separators?**
www.domain.com/design_services vs. www.domain.com/design-services
7. **Does the URL structure reinforce the document title or primary headline?**
Minimizing or removing stop words (and, the, a, an, of, but, nor, for, etc.) from the title can make the URL concise and descriptive.
8. **Is the URL structure formatted to have no trailing forward slash?**
www.domain.com/services/ vs. www.domain.com/services. Remember to canonicalize if necessary.
9. **Are web documents in the proper file format?**
GIF, JPG, PNG, and other file formats.
10. **Do URLs look or seem spammy?**
Minimize keyword stuffing purely for search engine rankings. Also, content should be unique.
www.domain.com/design-services/ vs. www.domain.com/services-design/