



Top 8 URL Structure Best Practices for Ecommerce Websites


We all know that
E-Commerce is a tough nut to
crack.

Especially, in this
highly saturated market.



To keep an ecommerce website relevant and competitive, owners must focus on several **key areas.**

These include enhancing user experience, optimizing product pages, updating product listings, and creating compelling graphics.




But there's one crucial detail that often gets overlooked:

the URL structure.

This tiny detail can make a huge difference in how easily your site can be found and indexed by Google.

Let's explore some practical tips to make every URL of your ecommerce site well structured and optimized.



1. Minimize alternative URLs for the same content

Keep your product pages organized by using only one URL per product.

Multiple URLs for the same item can confuse search engines and make your site less efficient. Stick to a single, clear URL for each unique product in your online store.



/products/nike-air-zoom-pegasus-38



/products/nike-air-zoom-pegasus-38

and **/running-shoes/nike-pegasus-38**

(both leading to the same product page)



2. Maintain consistent URL case

Choose either uppercase or lowercase for your URLs and stick with it across your entire site.

This consistency helps both customers and search engines navigate your online store more easily.



/womens-clothing/dresses/floral-summer-dress



/Womens-Clothing/Dresses/Floral-Summer-Dress



3. Use unique URLs for Paginated Results

If your store has multiple pages of products, give each page its own unique URL.

This is especially important for category pages with many products spread across several pages.



/category/smartphones?page=2



/category/smartphones (for all pages in the pagination)



4. Include descriptive words in URL paths

Make your URLs informative by including clear, descriptive words.

This helps potential customers understand what's on the page before they click and gives search engines a better idea of what you're selling.



/electronics/laptops/macbook-pro-13-inch-m1-chip



/electronics/laptops/product-12345



5. Use "key=value" format for URL parameters

When adding extra information to your URLs, use the key=value format.

This structure is clearer and can help your website run more smoothly, especially when dealing with product variations or search filters.



**/mens-shoes?
brand=adidas&color=black&size=10**



/mens-shoes?adidas?black?10



6. Avoid using the same parameter twice

Keep your URLs clean and avoid repeating parameters.

Using the same parameter more than once can cause confusion and potentially lead to errors in how your products are displayed or sorted.



/cameras?brand=canon, nikon



/cameras?brand=canon&brand=nikon



7. Avoid internally linking to temporary parameters

Stay clear of linking to URLs with temporary parameters like session IDs or time-sensitive values.

These can create issues with bookmarking and sharing product pages. Stick to stable, long-lasting URLs for your products.



/deals/summer-sale?category=outdoor



**/deals/summer-sale?
session=abc123&time=1624743600**



8. Use separate URLs for product variants

If you sell products with multiple options (like different colors or sizes), give each variant its own unique URL.

This makes it easier for customers to share and find specific product variations, and helps keep your inventory organized.



/clothing/t-shirts/classic-cotton-tee?color=navy&size=medium




/clothing/t-shirts/classic-cotton-tee
(for all color and size variants)



URLs are critically important for ecommerce websites.

Having a good site navigation workflow is beneficial for both users and search engines.

As your website grows so does your number of pages, making URL management and optimisation a complex task.



That's where we come in to do the
hardwork for you.

Get in touch with us today to get a
free audit report of your online
store.

Drop us a line at :

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