

# url

A URL, short for Uniform Resource Locator, is like a telephone number in that it gives a unique way of locating any web page in the world.

- <http://en.wikipedia.org/wiki/URL>
- URL official specification <http://www.w3.org/Addressing/URL/url-spec.html>

## **For Web Developers (or for users to request of their site)**

A “friendly” URL is an address that is human-readable, void of unnecessary technical information, most common if the page is dynamically generated.

- “Unfriendly” : ...ucla.edu/example.php?title=UCLA  
%20to%20Lead%20National%20Effort....&date=2006-07-12%2009%3A45%3A08
- “Friendly” : ...ucla.edu/2006/07/12/ucla-to-lead-national-effort/

In addition, a technique called “URL rewriting” can be used to create friendly URLs and improve search rankings. A good overview of what it is, why it can be useful and how to do it:

<http://coding.smashingmagazine.com/2011/11/02/introduction-to-url-rewriting/>

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