

Friendly URLs

Friendly URLs, also known as "clean URLs" or "pretty URLs," are web addresses that are designed to be more readable and user-friendly.

This type of URL can be "friendly" in two ways.

- It can help visitors remember the Web address, and
- It can help describe the page to search engines.

Friendly URLs are more shareable, as they are easier to copy and paste, and they look cleaner in social media posts, emails, and other forms of communication. This makes it simpler for others to share the page's content, and makes them a great marketing tool.

The usefulness of Friendly URLs is not just limited to marketing tools, however. In the event that a link is mistyped on marketing collateral or in an e-blast, a Friendly URL can be used to redirect users from that mistyped link to the proper page, rather than re-sending out those materials. Overall, Friendly URLs have a variety of use cases that can make your website and marketing efforts more effective.

Let's look at the following example:

- Actual URL: `website.com/events/detail/bruce-springsteen-and-the-e-street-band`
- Friendly URL: `website.com/springsteen`

The original URL for this Bruce Springsteen event is extremely long and would be difficult for anyone to remember. By using the Friendly URL `website.com/springsteen` instead, it becomes much easier to market this event knowing that customers will be much more likely to remember this shortened link.

To create a new Friendly URL, navigate to Friendly URLs under the website tab and select "Add New." The title will be the new "friendly" URL, and the URL field should be filled in with the URL of the page where the friendly will redirect. Remember to include everything after the ".com" (including the first forward slash) if you're redirecting to an internal page on your website, rather than the full URL. Click save once finished.

Using our Bruce Springsteen example, once the Friendly URL is set up, if a user goes to `website.com/springsteen`, they will automatically be redirected to the full event detail page URL.

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