Search engine friendly URLs

What is a search engine friendly URL?

KBPublisher records are stored in a database. When you wish to read an article, KBPublisher sends a request to the database to get this record for you. This request is usually sent as a query string, and in its native form it looks something like:

http://*yoursitename.com*/kb/index.php?view=entry&entryID=90.

This works well to get the record back, but most search engines, Google excepted, will not index pages with question marks (?) or ampersands (&) in the name.

To get around this, we use a **search engine friendly URL**. This converts the query to something more like:

1. *http://yoursitename.com/kb/entry/90*
2. *http://yoursitename.com/kb/Search-engine-friendly-URLs_90.html*

which contains only characters that search engines recognize, and therefore will the record will be found by the search engine.

Not only that, when sending a link to someone else, it makes a lot more sense, and is a lot less error prone, to send a link *http://yoursitename.com/kb/entry/90* than to send *http://yoursitename/kb/index.php?view=entry&entryID=90*.

How do I set up a search engine friendly URL?

- Log onto KBPublisher as an administrator
- Choose the **Settings** menu
- Click on the **Public Area -> Common** tab
- Go to the **Titles / Meta** section and choose an appropriate option from the **Search Engine Friendly URL** drop down list.

  You have four options:

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  - Automatic uses the default set up when KBPublisher was installed
  - Type 1: kb/entry/[article_id] gives the friendly URL - ***http://yoursitename.com/kb/entry/90***
  - Type 2: kb/entry/[article_title]_[article_id].html gives the friendly URL - ***http://yoursitename.com/kb/Search-engine-friendly-URLs_90.html***
  - Do not use search engine friendly URL means exactly what it says.
    Your link to the article mentioned above would be ***http://yoursitename.com/kb/index.php?view=entry&entryID=90***

Note:

- **"Search Engine Friendly URL"** works on Apache web server with *mod_rewrite* enabled.
- On IIS you can set it up with IIS ModRewrite or similar tools.