

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.com/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:

- - 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.

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KBPublisher 8.0 Knowledge Management Handbook -> Settings -> Search engine friendly URLs

<https://www.kbpublisher.com/kb/entry/90/>