



CHECKLIST FOR MANAGING FOLDER STRUCTURES IN YOUR CONTENT MANAGEMENT SYSTEM





What this document is all about?

The importance of URL and folder structures are growing when it comes to Search Engine Optimization. While you may have good content on your webpages, if your URLs and folders are badly structured, it will have a negative impact on search rankings.

To overcome this, we have come up with a 10 point checklist that you can use to validate the URL and folder structures whenever new assets are created.

You may use this checklist regardless of the content management system that you may be using.



S. No	Parameter	Conformance
1	There are no underscores, random numbers, abbreviations or parameters used in the URLs.	
2	Upper case is not used anywhere in the URLs	
3	File extensions such as .htm or html are excluded at the end of URL	
4	eDM folder path has year and product name clearly mentioned to facilitate easy detection and deletion of folders in future	
5	URL path is as short as possible and there are no too many folders in URL path	
6	Product name is included in folder structure	
7	Image name includes product name, section name, dimension and date	
8	Assets have meaningful names without 0, 1 etc. for creating duplicate	
9	There is no space in filename when creating new assets	
10	There is no space or other special characters except for forward slash (/), colon (:), question mark (?), ampersand (&), period (.) and underscore (_)	

NOTE: Please limit the responses to conformance column ONLY to Yes, No and Not Applicable to ensure the above checklist is utilized to the fullest.

