

SEO Friendly URLs / Page Routes

If you are creating a new page, the SEO URL or page route can be added.

Page SEO Details

Enter page name and SEO details including page title and description

Page Name *

Enter the page name

SEO Friendly Url *

Enter the URL to access this page (use numbers, letters, and dashes (-). Do not use other special characters)

SEO Description

Enter a short description of the page content to be displayed by search engines

Once a page has been saved, follow these steps to edit the Page Route. This is especially useful for [Custom pages](#), to give them meaningful URLs for SEO and your users.

To edit a Page Route:

1. In the CMS, go to **Settings SEO Maintenance**. or **Page Routes** (zSearchEngineOptimisationMaintenance).
2. Click the **URL Routing** tab.
3. Use the Search tool to find the page route.

Contains Starts With

4. Click the radio button next to the route.
5. Click **Modify**.
6. Update details.

Sequence :	<input type="text" value="20"/>
Route Name :	<input type="text" value="THEME_BPDTHEME01_ContactUs"/>
Route URL :	<input type="text" value="Contact-Us"/>
Web Page :	<input type="text" value="~/CustomPage.aspx"/>
Default Parameter Values :	<input type="text" value="CustomPage=THEME_BPDTHEME01_Contact Us Page"/>

Sequence - Order the page routes are interpreted. New page routes do not necessarily need to have unique values assigned.

i Page routes are checked each time a search is performed. Lower sequence numbers are examined first – therefore frequently used pages (i.e. 'Home', 'Login') should have a lower value than pages such as 'Terms & Conditions', which might only be viewed occasionally.

Route Name - Description of page route.

Route URL - Route for mapping requests. This will appear in the site's URL (e.g. 'Help', 'ContactUs').

Web Page - Page the above route is redirected to.

Default Parameter Values - Default values for parameters based on the web page (e.g. 'custompage=Help' would be the Default Parameter Values for the 'Help' URL route.).

7. To save, click **OK**.
8. For the new page route to work on the site, click **Re-register Routes**.

Create a SEO URL / Page Route

To create a Page Route:

1. In the CMS, go to **Settings SEO Maintenance**. or **Page Routes** (zSearchEngineOptimisationMaintenance).
2. Click the **URL Routing** tab.
3. Click **New**.
4. Enter details in the fields.
5. To save, click **OK**.
6. For the new page route to work on the site, click **Re-register Routes**.



Users can be redirected to Specials/Campaign pages from a URL. First, create a Page Route for the Custom Page or Template.

Then simply include the URL with an 'R' parameter prefacing the Custom Page name: <http://mywebsite.com.au/login.aspx?R=mycampign>

Examples

Sequence	Route Name	Route URL	Web Page	Default Parameter Values	Resulting final SEO-friendly URL
10	Contact Us	ContactUs	~/Questionnaire.aspx	questionnaire=Contact	www.YourWebSite.com/ContactUs
10	Help	Help	~/Custompage.aspx	custompage=Help	www.YourWebSite.com/Help
10	Home	Home	~/Home.aspx		www.YourWebSite.com/Home
20	About Us	AboutUs	~/Custompage.aspx	custompage=aboutus	www.YourWebSite.com/AboutUs
500	Product Route	Product/{product}/{ProductSEOName}	~/ProductDisplay.aspx		www.YourWebSite.com/product/product-code-or-name
500	Category Route	Category/{CategorySEOName}/ {*CategorySEONameOptional}	~/ProductDisplay.aspx		www.YourWebSite.com/category/category-code-or-name

Related help

- [Google Tag Manager with Google Analytics \(v4\)](#)
- [Google Tag Manager with UA & GA4](#)
- [Google Tag Manager & Analytics](#)
- [Google Tag Manager with Universal Analytics](#)
- [Product & Category Page Metadata](#)