

WordPress - Permalink Setting

Topics : [Wordpress](#)

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In WordPress, permalinks (short for "permanent links") determine the structure of your URLs, including how your posts, pages, and other content are identified in the web address. Permalinks are essential for search engine optimization (SEO) and user-friendly navigation. Here's an overview of the options available under the "Permalink Settings" in the WordPress admin dashboard:

1. Common Settings:

- WordPress offers several common permalink structures, such as:
 - **Plain:** This option uses the default query parameter structure (e.g., `http://yoursite.com/?p=123`).
 - **Day and Name:** Includes the date and post name in the URL (e.g., `http://yoursite.com/2023/12/13/sample-post/`).
 - **Month and Name:** Similar to "Day and Name," but without the day information.
 - **Numeric:** Uses post ID numbers in the URL (e.g., `http://yoursite.com/archives/123`).
 - **Post Name:** Uses the post or page name in the URL (e.g., `http://yoursite.com/sample-post/`).

2. Optional:

- You can create a custom structure for your permalinks using various tags such as `%year%`, `%monthnum%`, `%day%`, `%postname%`, etc. This allows you to create a highly customized URL structure.

3. Category and Tag Base:

- If you are using categories or tags in your permalinks, you can customize the base word that appears in the URL.

4. Save Changes:

- After making any adjustments, click the "Save Changes" button at the bottom of the page to save your permalink settings.

Important Considerations:

- **SEO Best Practices:** It's generally recommended to use a permalink structure that includes the post name (`/%postname%/`) for better SEO. This structure is user-friendly and easier for

search engines to understand.

- **Avoid Changing Permalinks on Established Sites:** If your site has been live for a while, changing permalink structures can affect existing links and search engine rankings. If you must change them, set up proper redirects to avoid broken links.
- **Custom Structures:** If you choose a custom permalink structure, be mindful of the structure's hierarchy and clarity. It should make sense to both users and search engines.

Permalinks play a crucial role in the usability and search engine visibility of your site. Choose a structure that aligns with your content organization and is easy for users to understand. Additionally, consider setting up redirects if you ever need to change your permalink structure on an established site.

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