

URL Rewriting

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The purpose of URL rewriting is to convert difficult URL string into more acceptable URLs for the search engines to read. What typically happens to advanced website tha utilize a database, or content management system is that the URLs can become quite long and complete with query parameters. The difficult issue for the search engines is the handle these long URLs, it is more difficult to store them and process the content. What is a URL? A URL is what you see in the address bar of your web browser. So, the URL for Yahoo is "http://www.yahoo.com". Every website, including your own must have a URL.