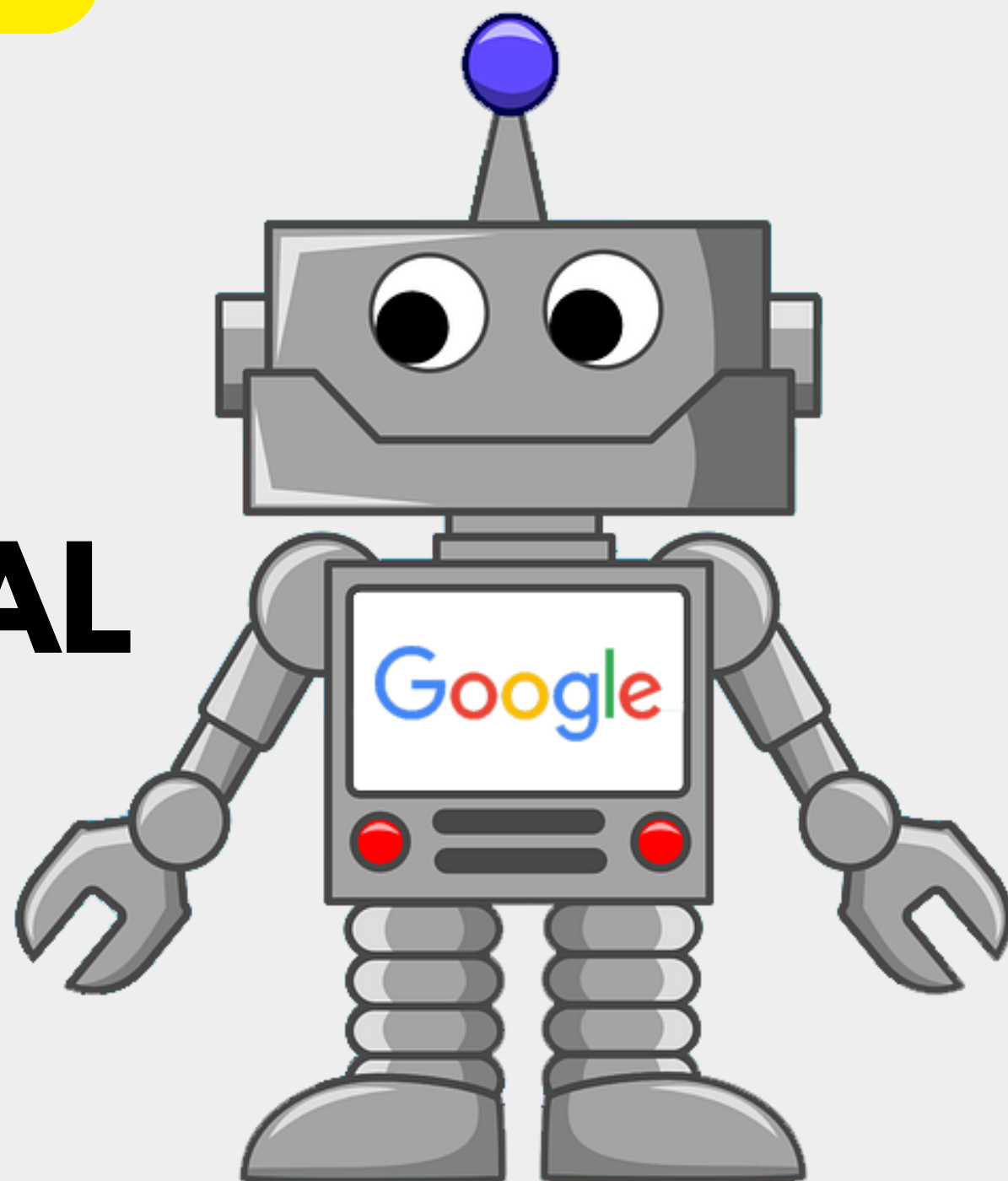




**rel="canonical"**

# 5 REASONS TO CHOOSE A CANONICAL URL



Reasons to choose a canonical URL



# To Specify Which Url You Want People to See in Search Results

01

You might prefer people reach your green dresses product page via <https://www.example.com/dresses/green/greendress.html> rather than <https://example.com/dresses/cocktail?gclid=ABCD>.

Reasons to choose a canonical URL



# To Consolidate Link Signals for Similar or Duplicate Pages

02

It helps search engines to be able to consolidate the information they have for the individual URLs (such as links to them) into a single, preferred URL. This means that links from other sites to <http://example.com/dresses/cocktail?gclid=ABCD> get consolidated with links to <https://www.example.com/dresses/green/green-dress.html>.

**Reasons to choose a canonical URL**



# To Simplify Tracking Metrics for a Single Product or Topic

03

With a variety of URLs, it's more challenging to get consolidated metrics for a specific piece of content. You need to use canonical URL to simplify tracking metrics for a single product or topic.

**Reasons to choose a canonical URL**



# To manage syndicated content

04

If you syndicate your content for publication on other domains, you want to ensure that your preferred URL appears in search results. This is another reason to choose a canonical URL.

**Reasons to choose a canonical URL**



# To Avoid Spending Crawling Time on Duplicate Pages

05

You want Googlebot to get the most out of your site, so it's better for it to spend time crawling new (or updated) pages on your site, rather than crawling the desktop and mobile versions of the same pages.

**Reasons to choose a canonical URL**





*Thanks*  
For Reading!

## Want to learn the essential skills for digital growth?

Accelerate your career or promote a business digitally with our actionable insights. Follow us to start learning today!

FOLLOW  
US



[@VOCOSWEBSTUDIO](#)



[@VOCOSWEBSTUDIO](#)



[@VOCOS](#)



[WWW.VOCOS.COM](#)