

Managing Friendly URLs in BC & NAV

Rewriting URL Slugs for Improved SEO Management in BC & NAV

E-Commerce Solutions for Microsoft Dynamics™ BC & NAV

WHAT ARE THE BUSINESS BENEFITS OF USING URL SLUGS?

- Stay on top of SEO and make changes quickly according to new strategies
- Minimize development and IT involvement, saving time, money, and effort over time
- Improve visibility and usability of your website to search engines

WHAT ARE URL SLUGS?

URL Slugs are a dynamic portion of the URL that describes the contents of a specific webpage. Manipulating or rewriting the URL Slugs is used to improve the usability of your website and helps to determine how search-engine friendly it is. URL Slugs can be managed automatically or manually, simultaneously. Having the ability to do this on your e-commerce website addresses the ongoing need to stay on top of changing SEO practices.

WHY IS URL REWRITING IMPORTANT?

Slugs make the URL more user-friendly by being memorable, easy to read and understand, as well as relevant, and professional. This attracts positive attention from search engines and your customers, which can ultimately improve your search ranking. URL Slugs help determine the relevancy of the website to the search query. When the URL Slug contains the item category and name, it helps you target the correct customers as they can quickly identify keywords important to them in the URL.

HOW IS THIS MANAGED IN NAV-TO-NET?

The task of URL Rewriting can be tedious, overwhelming, and prone to making errors. Nav-to-Net dynamically scours the content within your Business Central or NAV environment, taking the ongoing list of properties available on your website. The URL Rewriting rules can then be automatically generated. Create and manage all URL Rewriting rules with precise control in Microsoft Dynamics Business Central/NAV, making changes to specific page URL's as needed.

URL rewriting can put you on the right track for your e-commerce website's SEO, especially when managed in an integrated solution like Nav-to-Net™.

For more information or a demo on URL Rewriting (Slugs) and Nav-to-Net™ e-commerce solutions, please contact us at:

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