



# Search Engine Friendly URLs ( SEF )

Creating search engine optimized URL for your component

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# What is SEF?

- ① SEF is an acronym of Search Engine Friendly.
- ① Search engines analyzes site URLs for keywords and it will highlight it in the result.
- ① SEF URLs are much more readable by us, HUMANS. By making URLs much shorter and descent.

# Example of Google search

Web [Images](#) [Maps](#) [News](#) [Groups](#) [Books](#) [Mail](#) [more](#) ▼

**Google**   [Advanced Search](#)  
[Preferences](#)

Search:  the web  pages from Malaysia

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Web [+ Show options...](#)

[Search](#)  
Search Keyword **joomla day thailand** Total: 56 results found. ... The **Thai Joomla!** Community is looking forward to their third **Joomla! Day** Bangkok in ...  
[www.opensourceuniverse.com/search.html?...Joomla+Day+Thailand...](http://www.opensourceuniverse.com/search.html?...Joomla+Day+Thailand...) -  
Cached - Similar -

[Joomla Day Thailand 2007](#)  
Professional Web Application developer from Malaysia and widely known as **Joomla!** Extensions Developer. Our famous extensions is JomSocial; social networking ...  
[www.azrul.com/articles/142-joomla-day-thailand-2007.html](http://www.azrul.com/articles/142-joomla-day-thailand-2007.html) - [Cached](#) - [Similar](#) -

[Joomla! Day Request](#)  
Put the name of your **Joomla! Day** such including the date. Examples: **Joomla! Day** New York 2009 **Joomla! Day Thailand** 2009 **Joomla! Day** Brisbae 2010 ...  
[opensource matters.org/joomla-day-request.html](http://opensource matters.org/joomla-day-request.html) - [Cached](#) - [Similar](#) -

[Komuniti Joomla Malaysia - Joomla! Day Bangkok](#)  
Komuniti **Joomla! Thailand** telah mengumumkan bahawa mereka akan mengadakan **Joomla! Day** Bangkok pada hari Sabtu, 4 Ogos 2007. ...  
[www.joomla-my.org/joomla-day-bangkok.html](http://www.joomla-my.org/joomla-day-bangkok.html) - [Cached](#) - [Similar](#) -

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Uncategorized- Uncategorized

10 May 2008 ... For **Joomla Day** in Bangkok **thai joomla** Bangkok Uncategorized-  
**joomla day thailand 2008 - business logic with the mvc**

# JOOMLA 1.5 & SEF

- ⦿ Joomla includes SEF option by default in it's distributions.
- ⦿ 2 methods that we can configure Joomla to use SEF
  - Without mod\_rewrite
  - With mod\_rewrite
- ⦿ Does not use URL caching where URLs are created and resolved on the fly.

# Drawbacks

- ⦿ Does not have URL caching which means it needs to be executed each time a request is made
- ⦿ No choice over URL suffix. (.html)
- ⦿ Potential conflicts when two same URL link to different pages.

# Approaches in URL rewriting

- Non caching, logic based system.  
Create and resolve URLs on the fly
- Cached SEF URLs.

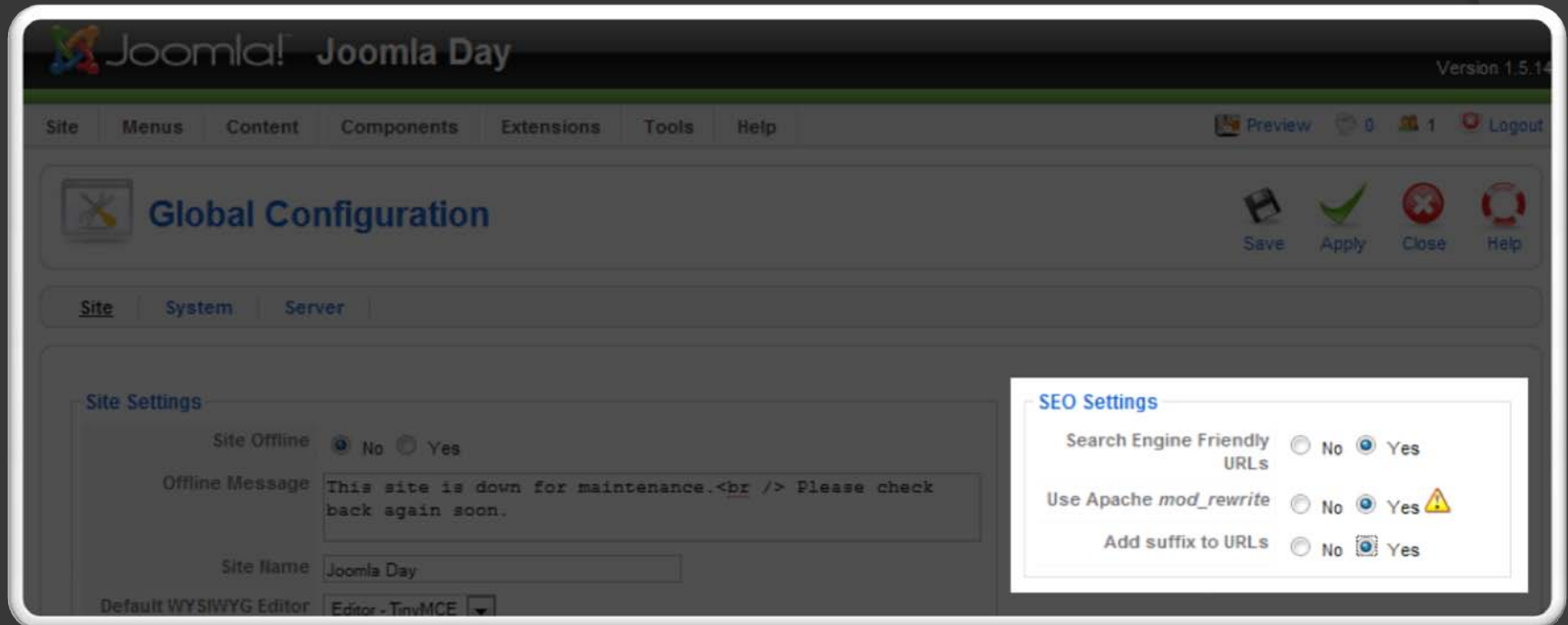
# Non caching

- ⦿ Able to resolve URLs on the fly
- ⦿ Twice more work to be done.
- ⦿ Appropriate for smaller scale websites

# Cached URLs

- ⦿ SEF URLs are created and stored.
- ⦿ Lesser overheads to parse the SEF URL since it's already cached.
- ⦿ URL has to be created first . E.g. the site needs to be visited at least once for the URLs to get created
- ⦿ It may break your site when the cache is cleared since it may introduce new URLs structure and it will impact your SEO ranking

# Enabling SEF in JOOMLA 1.5



The screenshot displays the Joomla! 1.5 administration interface. At the top, the Joomla! logo and "Joomla Day" are visible, along with the version number "Version 1.5.14". The main navigation menu includes "Site", "Menus", "Content", "Components", "Extensions", "Tools", and "Help". The "Global Configuration" page is active, with tabs for "Site", "System", and "Server". The "Site Settings" section includes options for "Site Offline" (set to "No"), "Offline Message" (a maintenance message), "Site Name" (Joomla Day), and "Default WYSIWYG Editor" (Editor - TinyMCE). The "SEO Settings" section, highlighted with a white box, includes three options: "Search Engine Friendly URLs" (set to "Yes"), "Use Apache mod\_rewrite" (set to "Yes" with a warning icon), and "Add suffix to URLs" (set to "Yes").

Joomla! Joomla Day Version 1.5.14

Site Menus Content Components Extensions Tools Help Preview 0 1 Logout

Global Configuration Save Apply Close Help

Site System Server

Site Settings

Site Offline  No  Yes

Offline Message This site is down for maintenance.<br /> Please check back again soon.

Site Name Joomla Day

Default WYSIWYG Editor Editor - TinyMCE

SEO Settings

Search Engine Friendly URLs  No  Yes

Use Apache mod\_rewrite  No  Yes ⚠

Add suffix to URLs  No  Yes

# SEF Configuration

- Search Engine Friendly URLs – Turn it on to enable Search Engine Friendly URLs.
- Use Apache mod\_rewrite – Used for rewriting URLs from the server level.
- Add suffix to URLs – If enabled, URL will contain a suffix of `http://yoursite.com/article-title.html`

# Creating SEF URLs in Joomla

- ⦿ Plan the URL structure that you want to have.
- ⦿ List down possible URLs that may best suite the site.
- ⦿ URLs should be easily readable and meaningful.
- ⦿ Should contain appropriate **KEYWORDS**

# Development

- To utilize mod\_rewrite, .htaccess file is required. It is included by default in Joomla distributions called htaccess.txt

```
1 Options +FollowSymLinks
2 RewriteEngine On
3
4 RewriteCond %{QUERY_STRING} mosConfig_[a-zA-Z_]{1,21}(=|\%3D) [OR]
5 RewriteCond %{QUERY_STRING} base64_encode.*\.*(.*) [OR]
6 RewriteCond %{QUERY_STRING} (\<|\%3C).*script.*(\>|\%3E) [NC,OR]
7 RewriteCond %{QUERY_STRING} GLOBALS(=|\[|\%[0-9A-Z]{0,2}) [OR]
8 RewriteCond %{QUERY_STRING} _REQUEST(=|\[|\%[0-9A-Z]{0,2})
9 RewriteRule ^(.*)$ index.php [F,L]
10
11 RewriteCond %{REQUEST_FILENAME} !-f
12 RewriteCond %{REQUEST_FILENAME} !-d
13 RewriteCond %{REQUEST_URI} !^/index.php
14 RewriteCond %{REQUEST_URI} (/|\.php|\.html|\.htm|\.feed|\.pdf|\.raw|/[\^\.]*)$ [NC]
15 RewriteRule (.*) index.php
16 RewriteRule .* - [E=HTTP_AUTHORIZATION:%{HTTP:Authorization},L]
```

# Development

- ⦿ First, create a file called `router.php` in your component directory.
- ⦿ The following methods are required within the `router.php` file
  - `ExampleBuildRoute`
  - `ExampleParseRoute`

# BuildRoute method

- Method name must be prefixed with your component's name. E.g.  
ExampleBuildRoute( & \$query )
- Accepts a referenced Array argument.  
The argument is built through the method JRoute::\_('index.php?...')
- Once the segment is assigned, the variable from the query should be unset.

# BuildRoute method

- ⦿ Returned value should be an array that contains the segments.

- ⦿ E.g.

```
$segments = array();
```

- ⦿ `$segments[] = 'joomladay';`

- ⦿ `$segments[] = 'thailand';`

- ⦿

The above will generate a URL of  
<http://yoursite.com/joomladay/thailand>

# ParseRoute method

- Method name must be prefixed with your component's name. E.g.  
ExampleParseRoute( \$query )
- Accepts an Array argument of URL segments. The segments are generated through BuildRoute method.
- Returned values will automatically be set in the \$\_GET query.

# Notes

- ⦿ Do not add suffixes such as '.html' or '.htm' as Joomla will automatically add them if Suffix is enabled.
- ⦿ Menu needs to be created so that the routed URLs will get it's proper Itemid. Otherwise, URLs may look like [http://yoursite.com/components/com\\_example/](http://yoursite.com/components/com_example/)
- ⦿ Menu alias has to be unique.

# Notes

- ⦿ Automatically converts the first dash '-' to a colon ':'
- ⦿ There is no reliable way to encode / decode URL that might contain combinations of dash and colons.

# Other Alternatives

- Smart SEF (<http://www.smartsef.org>)
- SEF Advance (<http://www.sakic.net>)
- SH404 (<http://extensions.siliana.com>)
- SEF Patch

Questions? ;)

