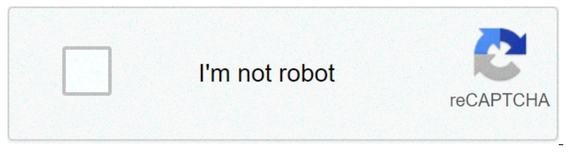

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Canonical website meaning

"This is a canon!" You will have heard this phrase used to describe a creative work that remains faithful to an original work or an imaginary universe. If you are familiar with the canon, you are on the right path to understand canonicalization and how it affects web pages. Here, we explore what is canonicalization, because it is important for SEO, and how to add tag to your website. What is canonicalization? Canonicalization declares an original or preferred web page, which helps consolidate duplicate pages for crawling. Without naming a canonical URL, web crawlers may scroll and index multiple versions of your web page. Google indicates that scrolling non-cannical pages less frequently to reduce the scanning load on your website. Less frequent scanning of duplicate and poor quality pages means that the most important pages can be prioriized for scanning instead. Okay, but why should we have duplicate content on purpose? Well, “do you post your content on your website and also on Medium? Or, maybe after the guest send you put a version of the blog post on your website as well. To do this, you should refer to the original version as canonical URL. Canon URLs can refer to different domains, which means that canon can be on another website. Although you are not actively creating duplicate pages for cross-channel promotion, duplication is naturally due to different parts of a web address. Does your website use a secure protocol, such as HTTPS? Then you can have an HTTP and HTTPS version of your web page. The same applies to www vs. non-www. Does your website use the back bars, or not? If your website does not always redirect to the preferred version of your page (safe or not, www or not, and tailbar or not), you may experience duplications. Although you are forcing the preferred version through a redirect, the query parameters used to monitor visits or filter views on a page may also appear as separate URLs for crawlers. Declaring a canonical URL tells web crawlers to ignore query parameters or other versions of the URL. What is a canonical URL? The external resource element defines the relationships between the current page and other resources. A "rel" attribute is used on the tag to indicate the type of relationship. Some types of common links include "prev" and "next" for pageing, "stylesheet" and, of course, "canonical" The tag uses the href attribute to set the URL that serves as a canon on the active page. Although these are understood as links of external resources, the canon URL can be "self-referent", that is the exact version of the current page. The use of self-referent canonicals helps to reduce unnecessary crawling of your page's unpreferred versions, provided you always useabsolute as href value. In Google Search Console, you can use the URL Inspect tool to understand what Google considers the canon URL, even if you haven’t set one. Even when you declaredCanon URL, Google sometimes will still choose a different URL, listed as the "Google-Seletto Canonico". Because of this, the canonization is not a guarantee that Google will select your favorite version or that other versions will not be indexed. How to add a canon tag Add a canon tag in an HTML document as mentioned, you can use the item to set your canon URL. The connection elements are self-closing tags. The "REL" and "HREF" attributes are required. To add a canon link to an HTML document, add the item within the element. Make sure the value of the "REL" attribute is set to "Canale". Remember to enter the absolute URL of your favorite web address as the value of the HREF attribute.

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