

EAT AT

WRL'S

whoami

Walter Ebert

usability engineer

gone

web dev

HTML

=

HyperText <- This is why we  
Markup            have URLs  
Language

World  
Wide  
Web

Web

„Pretty much the only good reason for a document to disappear from the Web is that the company which owned the domain name went out of business or can no longer afford to keep the server running. Then why are there so many dangling links in the world? Part of it is just **lack of forethought**.“

Tim Berners-Lee

# CMS Junk

[http:// www.tfgm.com/2009\\_news.cfm?news\\_id=9006838?submenuheader=3](http://www.tfgm.com/2009_news.cfm?news_id=9006838?submenuheader=3)

[http:// www.blackberry.com/btsc/search.do?cmd=displayKC&docType=kc&externalId=KB24960](http://www.blackberry.com/btsc/search.do?cmd=displayKC&docType=kc&externalId=KB24960)

[http:// investor.apple.com/common/download/download.cfm?companyid=AAPL&fileid=461815&filekey=feebdo45-32c3-49de-a9f3-3607a9c14645&filename=](http://investor.apple.com/common/download/download.cfm?companyid=AAPL&fileid=461815&filekey=feebdo45-32c3-49de-a9f3-3607a9c14645&filename=)

[http:// patft.uspto.gov/netacgi/nph-Parser?Sect1=PTO2&Sect2=HITOFF&u=%2Fmetahtml%2FPTO%2Fsearch-adv.htm&r=1&p=1&f=G&l=50&d=PTXT&S1=7,836,044.PN.&OS=pn/7,836,044&RS=PN/7,836,044](http://patft.uspto.gov/netacgi/nph-Parser?Sect1=PTO2&Sect2=HITOFF&u=%2Fmetahtml%2FPTO%2Fsearch-adv.htm&r=1&p=1&f=G&l=50&d=PTXT&S1=7,836,044.PN.&OS=pn/7,836,044&RS=PN/7,836,044)

[https:// www.google.com/accounts/ServiceLogin?service=websiteoptimizer&hl=en&continue=https%3A%2F%2Fwww.google.com%2Fanalytics%2Fsiteopt%2F%3Fet%3Dreset%26hl%3Den&utm\\_medium=et&utm\\_source=us-en-et-bizsol-o-biz1-all&utm\\_campaign=en](https://www.google.com/accounts/ServiceLogin?service=websiteoptimizer&hl=en&continue=https%3A%2F%2Fwww.google.com%2Fanalytics%2Fsiteopt%2F%3Fet%3Dreset%26hl%3Den&utm_medium=et&utm_source=us-en-et-bizsol-o-biz1-all&utm_campaign=en)

[http:// webgrrrl.net//public/slider/addineyeV2.html?strBanner=gEbServerData='1.0::244213::470804::Site-251/Type-11/470804\\_FE24BF70-4A2B-4516-84CD-43AECF82EAC1.js::ExpBanner::o::ebLoadScript\("ebPlayScript","http: / / ai656.insightexpressai.com/ adServer/ adServer.aspx?bannerID=18593"\):::o::-1:::o::o::o::37414:: o';gEbBannerData= '59194235810219241182137473531::1::300:: 250::: webgrrrl.net::o::o::30::false::false::true::o::o';gEbInteractions= '\['\\_ eyebLaster,http%3A// ad.doubleclick.net/ click%253Bh%3Dv8/ 3575/ 3/ o/ %252a/ d%253B110807295%253Bo-o%253Bo%253B16717987%253B4307- 300/ 250%253B21364406/ 21382296/ 1%253B%253B%257Eaopt %253D2/ o/ 3d3b/ o%253B%257Esscs%253D%253f,\]';ebBSmallS= 'http%3A/ / ds.serving- sys.com/ BurstingScript/ ebBannerServing.js';gEbDbgLvl= 0;gEbFlashVer= 9;gEbWMPVer= 10;gEbResolution= 16;gEbTemplateName= 'ExpBanner';gEbAdUrl= 'Site- 251/ Type- 11/ 470804\\_ FE24BF70- 4A2B- 4516- 84CD- 43AECF82EAC1.js';gEbDynamicResHost= 'ds- ll.serving- sys.com';gfEbUseCompression= true;gfEbCacheResources= true;gnEbLowBWLimit= 120;gnEbMinZIndex = 10000;](http://webgrrrl.net//public/slider/addineyeV2.html?strBanner=gEbServerData='1.0::244213::470804::Site-251/Type-11/470804_FE24BF70-4A2B-4516-84CD-43AECF82EAC1.js::ExpBanner::o::ebLoadScript('ebPlayScript','http://ai656.insightexpressai.com/adServer/adServer.aspx?bannerID=18593'):::o::-1:::o::o::o::37414::o';gEbBannerData='59194235810219241182137473531::1::300::250:::webgrrrl.net::o::o::30::false::false::true::o::o';gEbInteractions=['_eyebLaster,http%3A//ad.doubleclick.net/click%253Bh%3Dv8/3575/3/o/%252a/d%253B110807295%253Bo-o%253Bo%253B16717987%253B4307-300/250%253B21364406/21382296/1%253B%253B%257Eaopt%253D2/o/3d3b/o%253B%257Esscs%253D%253f,]';ebBSmallS='http%3A//ds.serving-sys.com/BurstingScript/ebBannerServing.js';gEbDbgLvl=0;gEbFlashVer=9;gEbWMPVer=10;gEbResolution=16;gEbTemplateName='ExpBanner';gEbAdUrl='Site-251/Type-11/470804_FE24BF70-4A2B-4516-84CD-43AECF82EAC1.js';gEbDynamicResHost='ds-ll.serving-sys.com';gfEbUseCompression=true;gfEbCacheResources=true;gnEbLowBWLimit=120;gnEbMinZIndex=10000;)

# Meaningful URLs



WordPress.com is also available in [Deutsch](#).

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where you dwell?

NYC Matters

[Posts about home →](#)



Living vicariously through  
wealthy car collectors

Down the Road



Transition Your Look from  
Day to Night

The Style Voyager

[Posts about fashion →](#)

[/?ref=bigassorangeonleft](http://wordpress.com/signup/?ref=bigassorangeonleft)



# Under the hood

<http://www.ftc.gov/index.shtml> server side includes

<http://www.tfgm.com/index.cfm> ColdFusion

<http://w3schools.com/default.asp> active server pages

<http://www.microsoft.com/en-us/default.aspx>

<http://www.eclipse.org/legal/copyright.php> <sup>asp.net</sup> PHP

<http://java.com/en/download/manual.jsp>

java server pages

# Content type

Default is HTML

[http://farm4.static.flickr.com/3620/3513606398\\_1f12ecfdc7\\_o.jpg](http://farm4.static.flickr.com/3620/3513606398_1f12ecfdc7_o.jpg)

<http://phpsec.org/php-security-guide.pdf> PDF JPEG

<http://ftp.akl.it/Video/Sintel/sintel-1024-surround.mp4> MPEG-4

<http://tools.ietf.org/rfc/rfc1738.txt> plain text

# State your case

<http://en.wikipedia.org/WIKI/DARTHVADER>

<http://en.wikipedia.org/wiki/darthvader>

<http://en.wikipedia.org/Wiki/DarthVader>

[http://en.wikipedia.org/wiki/Darth\\_Vader](http://en.wikipedia.org/wiki/Darth_Vader)

<http://en.wikipedia.org/wiki/darth-vader>

# Make it hackable

<http://mozillalabs.com/blog/2011/09/rescuefox-the-value-of-a-prototype/>

<http://mozillalabs.com/blog/2011/09/>

<http://mozillalabs.com/blog/2011/>

<http://mozillalabs.com/blog/>

<http://mozillalabs.com/>

# Vanity URLs

For example:

/downloads

/documentation

/news

/press

/jobs

/about

/contact

/legal

/admin

/account

# Namespaces

<https://github.com/joindin/joind.in/commits/master>

<http://stackoverflow.com/questions/7616372/php-creating-a-new-object-or-use-existing-one-if-isset>

<http://stackoverflow.com/questions/tagged/php>

<http://stackoverflow.com/users/220180/gremo>

# Long URLs

## Folders

Last Refresh:  
Sun, 3:20 am  
(Check mail)

### - INBOX (2)

- Drafts
- Sent
- Trash (Purge)
- Deleted Messages
- Import
- Queue

### Junk Mail (0)

[Show Notify Popup](#)

Current Folder: INBOX

[Sign Out](#)

[Compose](#) [Addresses](#) [Folders](#) [Options](#) [Search](#) [Help](#) [Calendar](#)

[Message List](#) | [Unread](#) | [Delete](#)

Previous | [Next](#)

[Forward](#) | [Forward as Attachment](#) | [Reply](#) | [Reply All](#)

**Subject:** Vanity URLs

**From:** "Walter Ebert" <mail@walterebert.com>

**Date:** Sun, May 29, 2011 3:21 am

**To:** mail@walterebert.com

**Options:** [View Full Header](#) | [View Printable Version](#) | [Download this as a file](#) | [Add to Address Book](#)

Check out this link:

<http://www.quora.com/How-do-sites-prevent-vanity-URLs-from-colliding-with-future-features>

Delete & Prev | [Delete & Next](#)

Move to:

## Page Not Found

I've got nothing (Error 404) · [Go to home page](#) · [Previous page](#)

### Did you mean?

[How do sites prevent vanity URLs from colliding with future features?](#)

[How does Quora prevent vanity URLs from colliding with future features?](#)

[How does Facebook prevent vanity URLs from colliding with future features?](#)

[How much do vanity URL shorteners cost?](#)

[Facebook Pages: How do I set up a 4 character vanity url for a Facebook page?](#)

[View More](#)



# File structure

The screenshot shows the Dolphin file manager window titled "concrete5.4.2.1 - Dolphin". The window displays the directory structure of the "concrete5.4.2.1" folder, which is located within "Downloads > php". The interface includes a menu bar (File, Edit, View, Go, Tools, Settings, Help), navigation buttons (back, forward, up), and utility buttons (Find, Preview, Split). The main pane shows a list of folders with columns for Name, Size, and Date. The status bar at the bottom indicates "20 Folders, 4 Files (3,5 KiB)".

Name	Size	Date
>- blocks	0 items	31.08.2011 21:54
>- concrete	20 items	31.08.2011 21:49
>- config	1 item	31.08.2011 21:49
>- controllers	0 items	31.08.2011 21:54
>- css	0 items	31.08.2011 21:54
>- elements	0 items	31.08.2011 21:54
>- files	1 item	31.08.2011 21:49
>- helpers	0 items	31.08.2011 21:54
>- jobs	0 items	31.08.2011 21:54
>- js	0 items	31.08.2011 21:54
>- languages	0 items	31.08.2011 21:54
>- libraries	0 items	31.08.2011 21:54
>- mail	0 items	31.08.2011 21:54
>- models	0 items	31.08.2011 21:54

20 Folders, 4 Files (3,5 KiB)

# File structure

The screenshot shows the Dolphin file manager window titled "wordpress - Dolphin". The window has a menu bar with "File", "Edit", "View", "Go", "Tools", "Settings", and "Help". Below the menu bar are navigation icons (back, forward, up) and utility icons (grid, list, icons, Find, Preview, Split). The breadcrumb path is "Home > Downloads > php > **wordpress**".

Name	Size	Date
> - wp-admin	87 items	12.07.2011 21:24
> - wp-content	3 items	12.07.2011 21:24
> - wp-includes	100 items	12.07.2011 21:24
index.php	397 B	25.05.2008 22:33
license.txt	16,5 KiB	08.06.2011 20:18
readme.html	9,0 KiB	12.07.2011 20:24
wp-activate.php	4,2 KiB	07.05.2011 05:26
wp-app.php	39,3 KiB	02.06.2011 00:03
wp-atom.php	226 B	09.12.2010 19:02
wp-blog-header.php	274 B	20.11.2010 22:44
wp-comments-post.php	3,8 KiB	09.12.2010 19:02
wp-commentsrss2.php	244 B	09.12.2010 19:02
wp-config-sample.php	3,1 KiB	01.11.2010 15:45
wp-cron.php	1,2 KiB	17.03.2010 05:39

3 Folders, 25 Files (153,6 KiB)

# Pretty URLs

```
RewriteEngine On
```

```
# CodeIgniter
```

```
RewriteCond %{REQUEST_FILENAME} !-f
```

```
RewriteCond %{REQUEST_FILENAME} !-d
```

```
RewriteRule ^(.*)$ index.php?/$1 [L]
```

```
# WordPress
```

```
RewriteRule ^index\.php$ - [L]
```

```
RewriteCond %{REQUEST_FILENAME} !-f
```

```
RewriteCond %{REQUEST_FILENAME} !-d
```

```
RewriteRule . /index.php [L]
```

```
# Silex
```

```
Options -MultiViews
```

```
RewriteCond %{REQUEST_FILENAME} !-f
```

```
RewriteRule ^ index.php [L]
```

# Accessing URL data

<http://tastywhe.at/urldata.php/path/to/?p=1&q=0>

`$_SERVER['PATH_INFO']`     `/path/to/`

`$_SERVER['QUERY_STRING']`     `p=1&q=0`

`$_SERVER['REQUEST_URI']`     `/urldata.php/path/to/?p=1&q=0`

`$_GET`     `Array`  
`(`  
          `[p] => 1`  
          `[q] => 0`  
`)`

# Routing by convention

/controller/method/argument1/argument2/...

```
class Videos extends Controller {
```

```
//...
```

```
    public function comments($vid=null,$cid=null,$action=null) {  
        if( !$this->vm->exists($vid) ) {  
            show_error('Video not found');  
        }  
    }
```

```
//...
```

# Routing by implementation

```
$app = new Silex\Application();  
$app->get('/blog/{id}', function($id) {  
    // show blog post  
});  
$app->post('/blog/create', function () {  
    // create blog post  
});  
$app->post('/blog/{id}/update', function ($id) {  
    // update blog post  
});  
$app->get('/blog/{id}/delete', function ($id) {  
    // delete blog post  
});  
$app->run();
```

XML emacs CSS3 subversion Webkit  
PHPNWII applications conference PHP  
CFP CVS Kate WTF  
RFC programming William javascript  
Mosaic Pippa mobile  
web free as in beer  
Manchester United football Manchester City  
codecs  
Firefox And yes, it's also good for SEO W3C  
user group links git open source  
mercurial HTTP IANA  
REST HTML5 BoF URL protocols  
JSON Chromium resource apps  
PHP community CURL OGV free as in speech  
LOL web RTFM vim software PHPNW  
development IDE FTW  
URI HATEOAS Internet

# people look 25% of their time at the URL\*

The screenshot shows a search engine interface with a search bar containing 'manchester'. Below the search bar, there are navigation links for 'Settings', 'Goodies', and 'Team Duck'. A red-bordered box highlights the text 'Get results for different meanings of Manchester:'. The search results are listed below, including links to Wikipedia, Manchester City Council, Visit Manchester, Guardian travel, Manchester UK Guide, and Manchester United. On the right side, there is a map of Greater Manchester and an advertisement for KLM Tickets to Manchester. A 'FEEDBACK' button is visible in the bottom right corner.

manchester

Settings Goodies Team Duck

Get results for different meanings of **Manchester**:

- Manchester - Wikipedia, the free encyclopedia**  
Manchester is a city and metropolitan borough in Greater Manchester, England. According to the Office for National Statistics, the 2010 mid-year population estimate for ...  
secure.wikimedia.org/wikipedia/en/wiki/Manchester More results
- Manchester City Council**  
Latest news: Rioters face second wave of punishments; With a little help from our friends... Ford Madox Brown: Pre-Raphaelite Pioneer; Free parking and transport - more reasons to love Manchester  
manchester.gov.uk
- Visit Manchester - The official tourism website for Greater ...**  
The Official Tourist Board for Manchester & Greater Manchester  
visitmanchester.com
- Manchester | Travel | guardian.co.uk**  
Latest news and comment on Manchester from guardian.co.uk ... Video (6min 09sec): Joy Division, New Order and Hacienda co-founder Peter Hook takes us on a tour of his home town, featuring DJ Luke Unabomber and indie band Delphic  
guardian.co.uk/travel/manchester
- Manchester UK Guide**  
Manchester.com - Manchester guide including property, hotels, accommodation, nightclubs, restaurants, shopping, health, beauty, jobs and Manchester United sections  
manchester.com
- Manchester United Official Web Site**  
The official site with news, results, fixtures, tables, match reports, features, photographs, teams, history, travel, maps, Old Trafford, tickets, media, community, events, and related links.  
manutd.com

**KLM Tickets Manchester** - Frequent return flights Manchester  
Permanently low KLM airfares!  
klm.com  
ads by Yahoo

Search ideas

- +official
- +guide
- +centre
- +hours
- +college

FEEDBACK

<https://duckduckgo.com/?q=manchester>

\*<ftp://ftp.research.microsoft.com/pub/tr/TR-2007-01.pdf>



@walterebert  
walterebert.com  
slideshare.net/walterebert

joind.in/3916

# Links

<http://www.useit.com/alertbox/990321.html>

<http://www.adaptivepath.com/ideas/e000058>

<http://warpspire.com/posts/url-design/>

<http://www.jenitennison.com/blog/node/151>

<http://adactio.com/journal/4256/>

<http://adactio.com/journal/4346/>

<http://www.w3.org/Provider/Style/URI.html>

<http://www.quora.com/How-do-sites-prevent- vanity-URLs-from-colliding- with-future-features>

<http://www.joshrussell.com/2009/10/15/list-of-urls-to-reserve-for-your-webapp/>

<http://tools.ietf.org/html/rfc1738>

<http://www.w3.org/TR/2010/WD-html5-diff-20101019/#changes-2010-06-24>