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Does the URL of a webpage impact it's ranking on search engines?

EG if i have a webpage about cricket and it's called

www.randomwebsite.com/cricket

is it more likely to appear higher in a search engine ranking (like google)

than the same page but called

www.randomwebsite.com/jsdkl43jks

Technically, it doesn't effect its ranking so much as it effects the ease with which it can be ranked.

Most search engines give more weight to sites which have the words being searched for in the URL.

www.cricket.com/how-to-play-cricket would be fairly easy to rank up for cricket.

However, it is still entirely possible to get www.randomwebsite.com/jsdkl43jks to show up above the first one. If everything else were the same, your jsdkl43jks URL would require more (or better) backward links and traffic to outrank your cricket URL.

By using something totally random, you simply make it take more effort to get your site ranked up in search engines than if you chose targeted names.

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