

# How to be a URL Womble

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# **Underground, Overground, Wombling Free.**

**URLs are used in all sorts of ways, but once  
released into the wild they are free.**





# **Making good use of the things that we find.**

**Good URLs are built from the content of a page,  
and describe what can be found there.**





# **Things that the everyday folks leave behind.**

**Good URLs reflect the content of the page –  
even if that content is user generated.**





# **Wombles are organised, work as a team.**

**Pay attention to consistency; the user should  
be able to predict where a page will be.**

A stylized illustration of a field of green grass, with blades of varying heights and shades of green, filling the bottom half of the image.



**Wombles are tidy and  
Wombles are clean.**

**Avoid cruft and anything that exposes the  
technical implementation of your site.**





**People don't notice us, they  
never see; under their  
noses a Womble may be.**

**Good URLs are natural and go unnoticed  
because they create no new problems.**

A stylized illustration of a field of green grass, with blades of varying heights and shades of green, filling the bottom half of the image.



**We womble by night and we  
womble by day, looking for  
litter to trundle away.**

**Good URLs are as short as possible; containing  
all the required information but no more.**

A stylized illustration of a field of green grass, with blades of varying heights and shades of green, filling the bottom half of the image.



# Thank you!

<http://allinthehead.com/presentations/2007/url-design.pdf>

