



Digital Marketing Mavericks

3030 Greenmount Ave. Baltimore, MD 21218

410 730-0490

SEO Slug Checklist

Use this before publishing a new page or changing an existing URL.

Format Requirements

- Lowercase only
- Hyphens between words (no underscores)
- 3-6 meaningful words
- Use the primary keyword once, naturally (no stuffing)

Content Guidelines

- Remove filler/stop words unless needed for clarity
- No dates, IDs, or special characters
- Mirror user intent (human first)
- Match site trailing slash policy



If changing a slug:

- 301 redirect set
- Internal links updated
- XML sitemap updated
- Canonical verified
- URL resubmitted in Search Console