

THE CULT OF **FRIENDLY** URLs

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WHAT IS FRIENDLY?

readable/clean

reflect structure and hierarchy of data

hackable

shareable

“

They help orient users in your architecture.

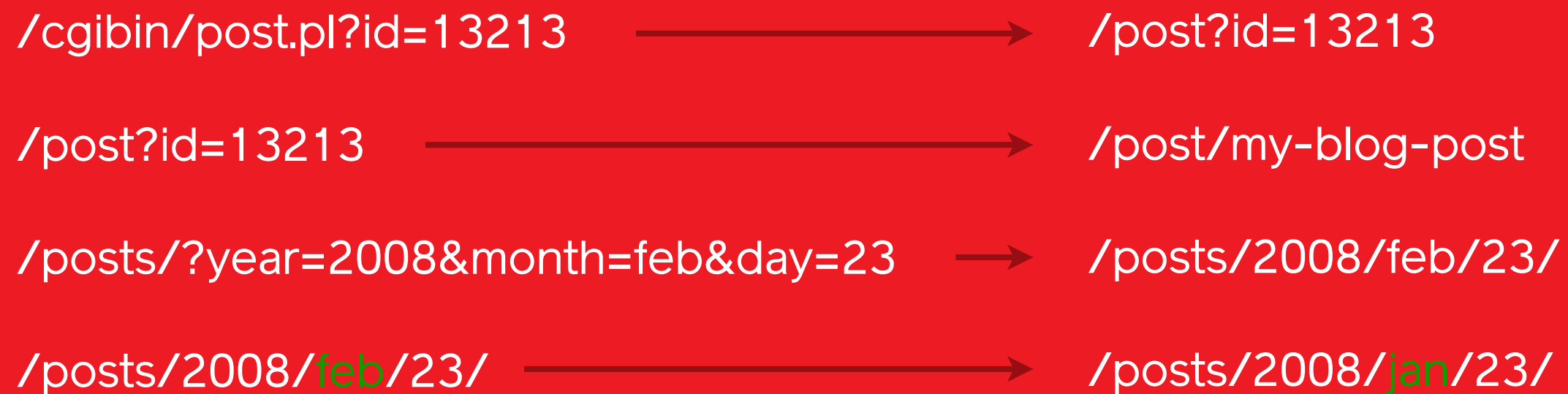
Jesse James Garrett

“

[avoid] exposing the mechanism of how you run your server.

Tim Berners-Lee

WHAT IS FRIENDLY?





Clean URLs, RESTful URLs or user-friendly URLs are purely structural URLs that do not contain a query string

Wikipedia

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Clean URLs are RESTful URLs or user-friendly URLs are purely structural URLs that do not contain a query string

Wikipedia



STILL FRIENDLY?

/place/lat/50.81754/lon/-0.03124/category/banks/poi/cashpoint

YOUR WEBSITE IS YOUR API

REST... ANYONE?



Um... Friendly URLs

Er... Not SOAP

Hm... Flickr API

ROY FIELDING

Why is the web successful?

UNIFORM INTERFACE

GET

POST

DELETE

RESOURCE ORIENTED

/photos/12345

DOING THINGS TO OBJECTS

AN HTTP REQUEST

```
GET /photos/12345  
Host: www.flickr.com
```

```
GET /my-bucket/pdf/12345.pdf  
Host: aws.amazon.com
```

QUERY STRINGS



...contain data to be passed to web applications.

Wikipedia



the knobs of URLs

Kyle Neath, Github

RESOURCE OR SEARCH?

/UK/Sussex/Brighton/North+Laine

THIS IS A REQUEST FOR A DISTINCT RESOURCE

/maps/?q=North+Laine, Brighton, Sussex, UK

THIS IS A SEARCH BASED ON A STRING

WARNING SIGNS

/typefaces/slabserif/clarendonbracketed/tags/**rubbish**

RETURNS EMPTY LIST NOT 404

/nuts/salted/toasted/**kosher**

/nuts/salted/**kosher**/toasted

INTERCHANGEABLE DIRECTORIES

AMAZON

[http://www.amazon.co.uk/Sharp-LC40LE811E-40-inch-Freeview-Technology/dp/B003IC4F58/ref=sr_1_1?
ie=UTF8&qid=1317461997&sr=8-1](http://www.amazon.co.uk/Sharp-LC40LE811E-40-inch-Freeview-Technology/dp/B003IC4F58/ref=sr_1_1?ie=UTF8&qid=1317461997&sr=8-1)

THE INDEPENDENT

<http://www.independent.co.uk/life-style/food-and-drink/kate-middleton-jelly-bean-expected-to-fetch-500-2269573.html>

<http://www.independent.co.uk/life-style/food-and-drink/utter-PR-fiction-but-people-love-this-shit-so-fuck-it-lets-just-print-it-2269573.html>

TWITTER

<http://twitter.com/#!/andyhume>

FACETED SEARCH

/cars?brand=ford&model=escort&year=1980

FULL QUERY STRING

/cars/ford/escort/1980

FULL HIERARCHY

/cars/ford/escort?year=1980

HIERARCHY/QUERYSTRING HYBRID

/cars/ford,escort,1980

RANDOM SEPARATOR

APPLICATION STATE

/maps/Sussex/Brighton/North+Laine

THIS IS A RESOURCE

/maps?

f=q&source=s_q&hl=en&geocode=&q=clearleft&aq=&sl=50.819522,
-0.13642&sspn=0.197161,0.313454&g=brighton&ie=UTF8&z=12&iwl

THIS IS APPLICATION STATE

WHAT'S THE POINT?

...of making application state data friendly/clean?

...of exposing application state to users?

...of address bars?

BIG POINT GOES HERE

WATCH OUT

...for people trying to 'friendlyrise' application state
...for people trying to 'friendlyrise' search queries

BIG POINT GOES HERE