# Forward Rewrite Cloudlet

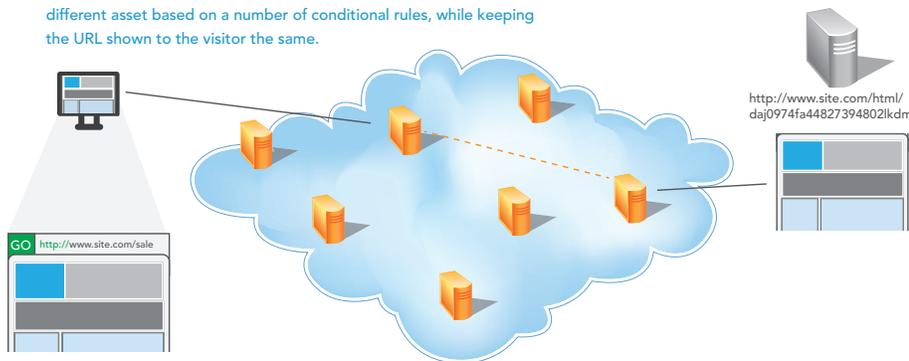Rewrite Clean or Semantic URLs at the Edge of the Akamai Intelligent Platform™

**Akamai**

When organizations design their web applications, the impact of URL structure and content on search engine rankings, and user experience, is often overlooked. Should your URLs contain characters that have been recommended in SEO guides for exclusion, like "=" or "&", you could be negatively impacting your SEO. Also, if your URLs contain a string of numbers and letters that mean nothing to the user, you're likely missing an opportunity to display a URL that both informs your visitor of the main idea (or content) of the page and includes critical keywords that will help a search engine index your page for relevant searches. You may also want to customize how the URL is shown to the customer for branding, for ease of use, and in effort to make your URL memorable and easy to identify.

With the Forward Rewrite Cloudlet, you'll gain an easy-to-use tool that helps you manage your rewrites and have them executed at the Edge of the Akamai Platform. This helps you avoid unnecessary round-trip requests to your data center by offloading hits associated with URL rewrites from your web or application servers.

For website owners who are concerned with improving the SEO for their dynamically generated URLs without negatively impacting performance, the Forward Rewrite Cloudlet provides request rewriting at the Edge of the Akamai Intelligent Platform. This helps customers return alternative content while keeping the URL in the client's address bar customized or unchanged. Unlike DIY approaches or a solution implemented at the origin data center, Forward Rewrite Cloudlet does not require custom development, is quick to provision, and takes advantage of the performance and scale of the Akamai Intelligent Platform.

## DESCRIPTION

- **Reliable and scalable -** Benefit from the scale and performance of the Akamai Intelligent Platform

- **Save time and money -** Requires no custom development work at your data center, and is quick to configure

- **Safely extend control to other teams -** Provide access profiles to additional users to configure the Cloudlet functionality without giving them full access to your Akamai configuration in Luna Property Manager



Akamai rewrites the requested URL at the edge and can return a different asset based on a number of conditional rules, while keeping the URL shown to the visitor the same.

http://www.site.com/html/daj0974fa44827394802lkdm

GO http://www.site.com/sale

## Business Benefits

- Benefit from the scale and performance of the Akamai Intelligent Platform
- Designed to improve SEO rankings by converting dynamic URLs into a Clean URL or Semantic URL; "static-looking" format to improve search engine indexing
- Designed to improve user experience by displaying desired URL in the client's address bar while delivering the payload from an alternate URL
- Achieves performance and offload by executing forward rewrite logic at the Edge of the Akamai Intelligent Platform, avoiding additional round-trip requests to your data center
- Self-serviceable, with an easy-to-use policy manager and API included

# Forward Rewrite Cloudlet

## Useful for

- Semantic URLs for improved user experience and SEO

- Rewriting URLs to exclude characters that could be hurting your search indexing

- Creating Clean URLs that your users can recognize and remember

- Delivering a whole site or application under a simplified or truncated URL shown in the address bar

- Serving a m.site.com application while displaying a www.site.com domain

- Providing a user-friendly vanity-URL to browse site content that may be delivered from a URL with a dynamic structure

## Cloudlets

Cloudlets are extensions of your Akamai solution that are designed to solve specific business or operational challenges. By pushing application logic to the Akamai Edge, you gain flexibility, resource offload and increased control.

## The Akamai Ecosystem

Akamai makes the Internet fast, reliable and secure. Our comprehensive solutions are built on the globally distributed Akamai Intelligent Platform™, managed through the unified, customizable Luna Control Center for visibility and control, and supported by Professional Services experts who get you up and running easily and inspire innovation as your strategies evolve.

## Cloudlets Policy Manager

Cloudlets are **self-provisioned** and **self-configured** via **Luna Property Manager** and **Cloudlets Policy Manager**

You can also manage Cloudlets functionality via included **{OPEN} APIs**

**Create a Rule** ✕

**IF** ＋

URL Path ▾

contains any of ▾

/vanity-keyword ✕   Add a tag       ☐ Case Sensitive

**Rewrite parts of the Forward Request**

Path and QS*  /products/specific/page.html

Copy Query Params ☐

Always On ☑

Cancel   **Save Rule**

Match ⬍   Filter

| Select | Order ▲ | Match | Forward Settings | Start Time | End Time | Actions |
|---|---|---|---|---|---|---|
| ☐ | 1 | **path** contains any of<br>• /vanity2/test.html | Use Secure Protocol: false<br>Hostname: origin2.cloudlets-akamai.com<br>Path: /test.html<br>Copy Query Params: true | Always | Never | ✕ ✏ ⧉ |

⏮ ◀  Page  1  of 1  ▶ ⏭   Records per page:  10 ⬍  ↻  Displaying 1 to 1 of 1 items.

**Akamai** FASTER FORWARD

Akamai® is a leading provider of cloud services for delivering, optimizing and securing online content and business applications. At the core of the company's solutions is the Akamai Intelligent Platform™ providing extensive reach, coupled with unmatched reliability, security, visibility and expertise. Akamai removes the complexities of connecting the increasingly mobile world, supporting 24/7 consumer demand, and enabling enterprises to securely leverage the cloud. To learn more about how Akamai is accelerating the pace of innovation in a hyperconnected world, please visit www.akamai.com or blogs.akamai.com, and follow @Akamai on Twitter.

Akamai is headquartered in Cambridge, Massachusetts in the United States with operations in more than 40 offices around the world. Our services and renowned customer care enable businesses to provide an unparalleled Internet experience for their customers worldwide. Addresses, phone numbers and contact information for all locations are listed on www.akamai.com/locations.