# Best Practices for File Names and URLs

- Ditch the junk: No underscores, weird characters, or spaces in your file names or URLs. Just don't.
- Dashes are your friends: Use dashes instead of spaces. They're totally fine. Search engines recognize them as word separators.
- Capitalization counts (sometimes): Title casing is cool for file names like "Document.pdf" or "Video.mp4," but keep extended URLs all lowercase (like "jesusfilm.org/watch," not "jesusfilm.org/Watch").
- Version it up: Even if you think it's the final version, slap a version number on it. You never know!
- Think like a downloader: Name files in a way that someone searching for it in the future will be able to find it.
  - Maybe add "JFP" at the start.
  - Throw in the year at the beginning or end, too.
- Why all the rules? Mostly for SEO (search engine optimization), but also to avoid links looking weird and to prevent issues with older browsers. Plus, keeps things tidy.
- Internal vs. Public: You might get away with anything for internal stuff, but sticking to best practices saves headaches later, especially if you plan to share files publicly.

**Further reading:**

https://www.woorank.com/en/blog/underscores-in-urls-why-are-they-not-recommended

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