# Canonical Treatment for Content

For cases where content would be duplicated on the site - this is the hierarchy for SEO purposes.

Video - video pages will always be on the video page.  There will be no duplication.  For other content, if it matches more than one of these categories, the URL would reflect the higher number item on this list.  i.e. if the blog was about gear and news written by an Ambassador, the canonical URL would be gear (1), over news (5) or User profile (7).

1. Gear
2. Tournament
3. Event
4. On TV
5. News
6. Travel
7. User Profile