URL Redirects

Feature review

Overview

We will cover:
- What is a URL redirect
- Why you might need URL redirects
- How to manage your URL redirects
- How to upload URL redirects via CSV

URL Redirect

- URL redirects create server-side 301 redirects.
- 301 is the status code that means a page has moved to a new location.

- 301 Redirect are Permanent Redirects.

- More information on 301 Redirects and how search engines process them is available at https://developers.google.com/search

When do I use URL Redirects

- You moved platforms and have a different URL structure or file name (ex: .html vs .asp)
- You want to make sure links to outdated URLs are redirected to the correct pages.

Managing URL Redirects

Recap

- Use 301 redirects if you want users with an old link get to the same (or similar) content at a new link.
- Management of 301 redirects can be found in the worker portal under the SEO settings