

SEM Coaching 65

301 Redirect & Robots.txt Exclusion



Introduction

- 301 REDIRECT is used primarily when existing web pages need to be PERMANENTLY moved to new URLs
 - E.g. When moving to a new domain name
 - Also used to prevent duplicate content issues (i.e. multiple URLs referring to the same content)
- ROBOTS.TXT EXCLUSION is used when you DO NOT want certain pages on your site to be indexed by search engines
 - E.g. PPC landing pages that have duplicate or near-duplicate content
- Both 301 redirect and robots.txt exclusion can be used together on the same site



301 Redirect



Using 301 Redirect

- To get started, you first determine what you need to accomplish:
 - Redirect OLD URL to NEW URL on SAME DOMAIN
 - Redirect OLD URL to NEW URL on NEW DOMAIN
 - Redirect OLD DOMAIN to NEW DOMAIN
 - Redirect Non-WWW to WWW Domain
 - Redirect All Files with a Certain File Extension
- *Note: Mapping is done on per URL basis i.e. if you wish to re-direct 30 URLs, you need to identify 30 existing URLs to map from and 30 new URLs to map to*



Redirect Old URL to NEW URL on Same Domain

- Here is the syntax:

Redirect 301 /oldfile.htm /newfile.htm



Redirect Old URL to NEW URL on New Domain

- Here is the syntax:

Redirect 301 /oldfile.htm <http://example.net/newfile.htm>



Redirect Old Domain to New Domain

- Here is the syntax:

RewriteEngine on

RewriteCond %{HTTP_HOST} ^example.com [NC,OR]

RewriteCond %{HTTP_HOST} ^www.example.com [NC]

RewriteRule ^(.*)\$ http://example.net/\$1 [L,R=301,NC]



Redirect Non-WWW to WWW Domain

- Here is the syntax:

RewriteEngine on

RewriteCond %{HTTP_HOST} ^example.com [NC]

RewriteRule ^(.*)\$ http://www.example.com/\$1
[L,R=301,NC]



Redirect All Files with a Certain File Extension

- Here is the syntax:

RewriteEngine On

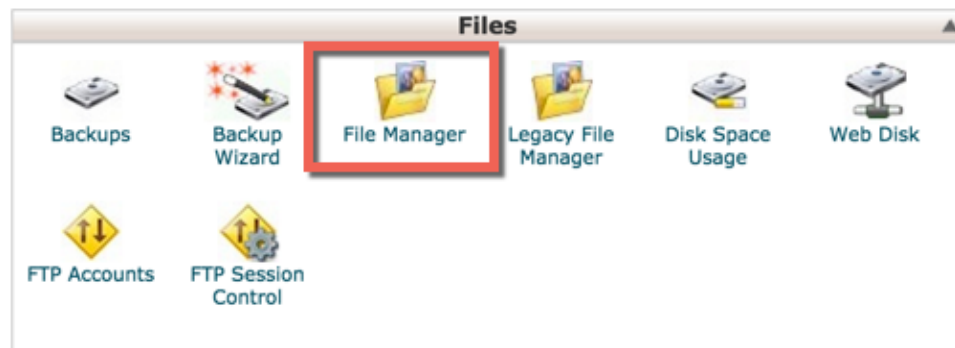
RewriteCond %{REQUEST_URI} .php\$

RewriteRule ^(.*)\.php\$ /\$1.htm [R=301,L]



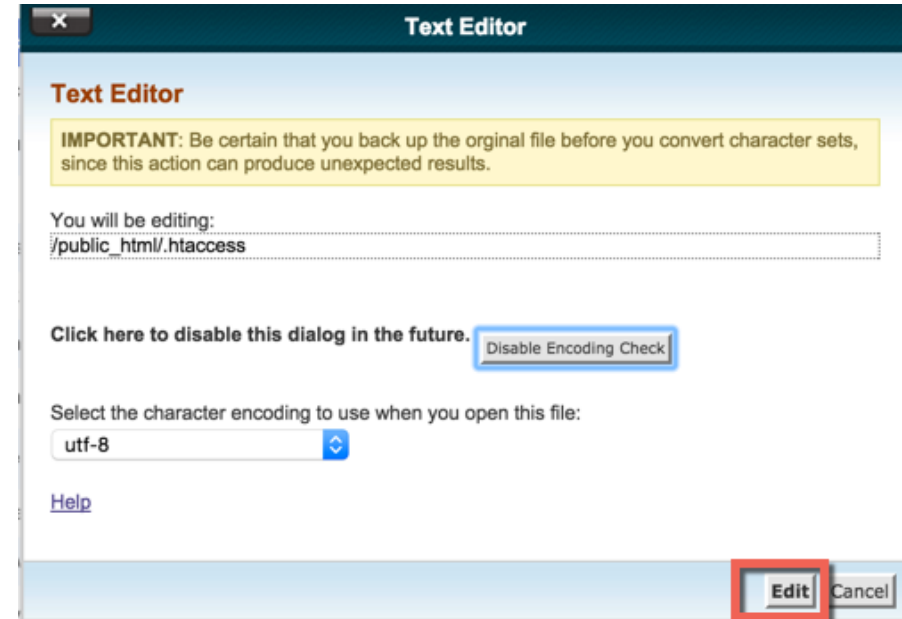
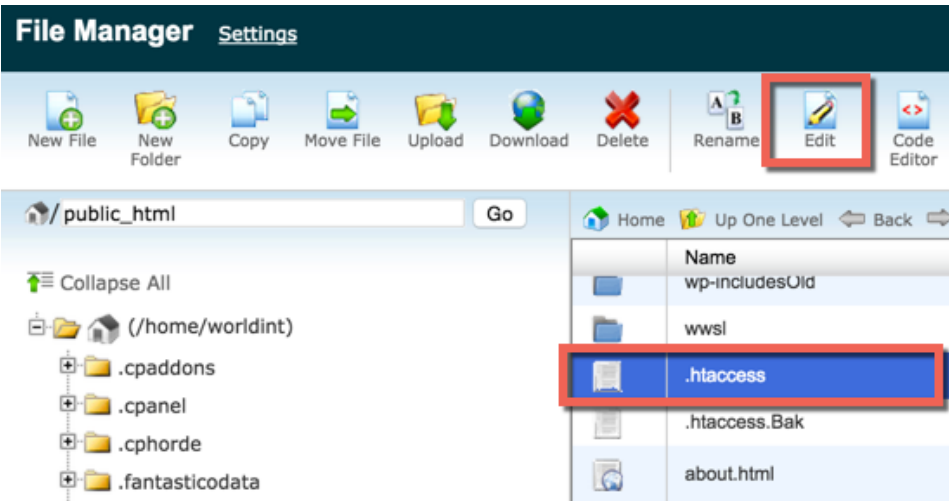
How It Works

- You first need to be able to access your .htaccess file on the server via FTP or SFTP
- If your web host uses cPanel, login to cPanel > File Manager
- Be sure to check 'Show Hidden Files (dotfiles)'



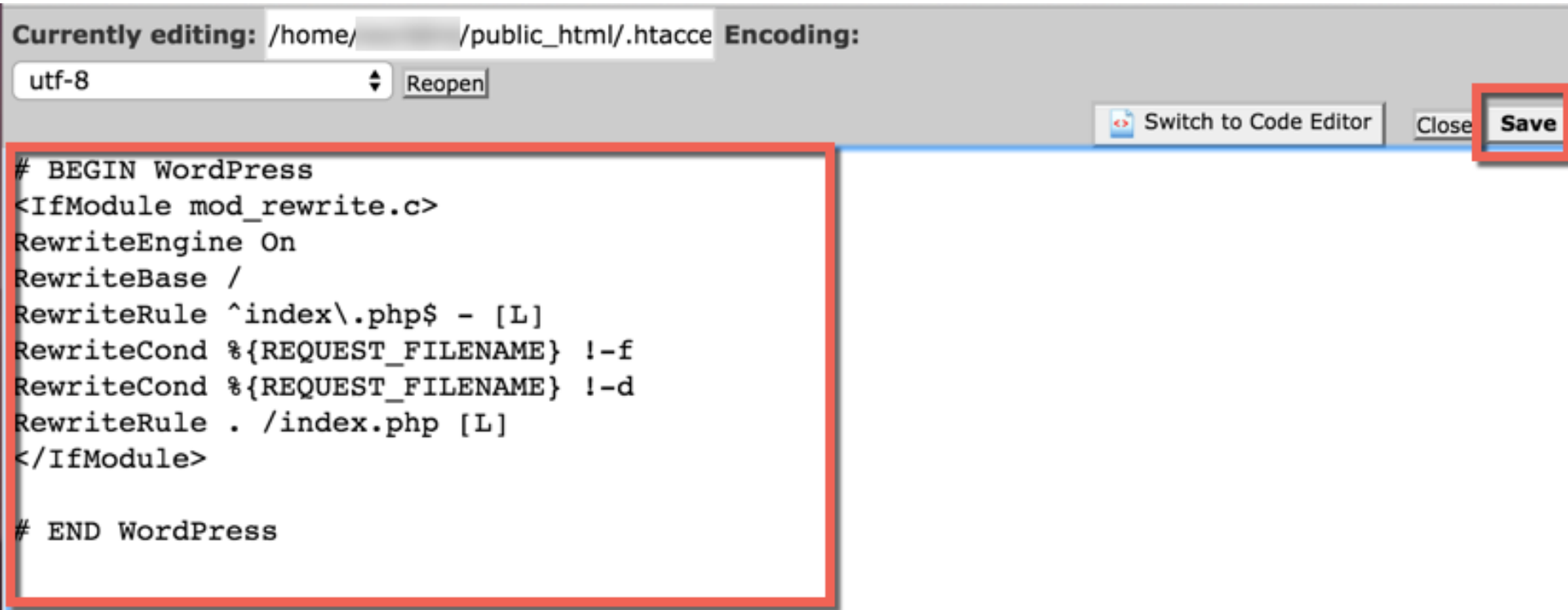
How It Works

- Scroll to '.htaccess' and hit 'Edit'
- And click 'Edit' on the Text Editor



How It Works

- Edit the .htaccess file, then click 'Save' to save changes



Currently editing: /home/ /public_html/.htacce Encoding: utf-8 Reopen Switch to Code Editor Close **Save**

```
# BEGIN WordPress
<IfModule mod_rewrite.c>
RewriteEngine On
RewriteBase /
RewriteRule ^index\.php$ - [L]
RewriteCond %{REQUEST_FILENAME} !-f
RewriteCond %{REQUEST_FILENAME} !-d
RewriteRule . /index.php [L]
</IfModule>

# END WordPress
```

Robots.txt Exclusion



Using Robots.txt Exclude

- To get started, you first determine what URLs you need to exclude:
 - Disallow Entire Directory
 - Disallow Specific Files
 - Disallow All Search Engine Bots
 - Disallow One Search Engine Bot



Using Robots.txt Exclude

- Then, use the relevant syntax below:
 - Disallow Entire Directory

*User-agent: **
Disallow: /ppc/

- Disallow Specific Files

*User-agent: **
Disallow: /ppc/landing1.html
Disallow: /ppc/landing2.html
Disallow: /ppc/landing3.html



Using Robots.txt Exclude

- Then, use the relevant syntax below:
 - Disallow All Search Engine Bots

*User-agent: **
Disallow: /

- Disallow One Search Engine Bot

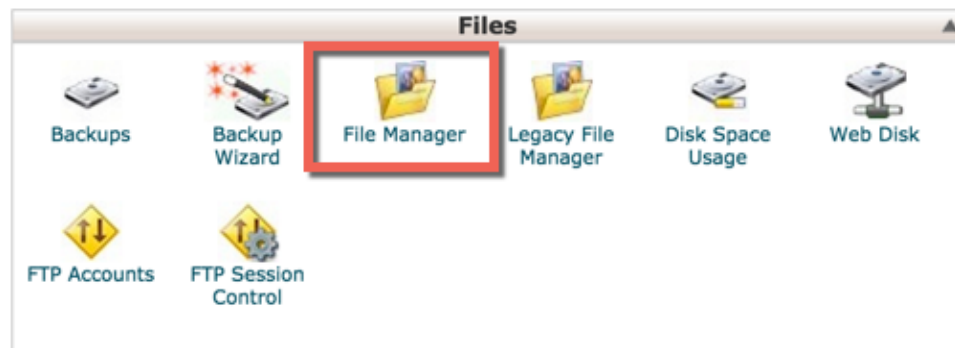
User-agent: Google
Disallow:

*User-agent: **
Disallow: /



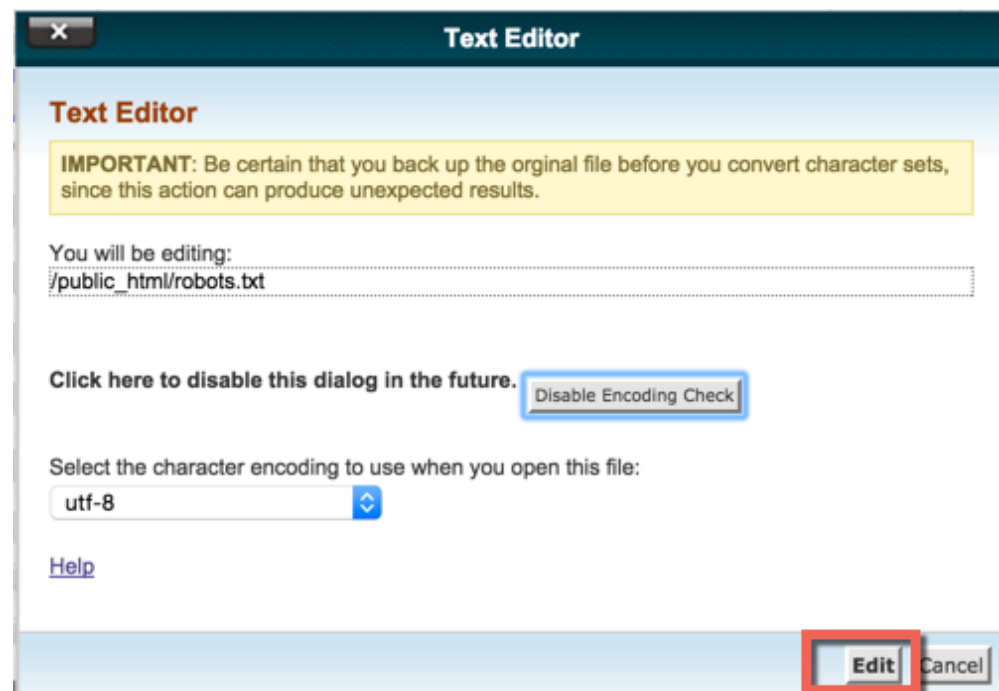
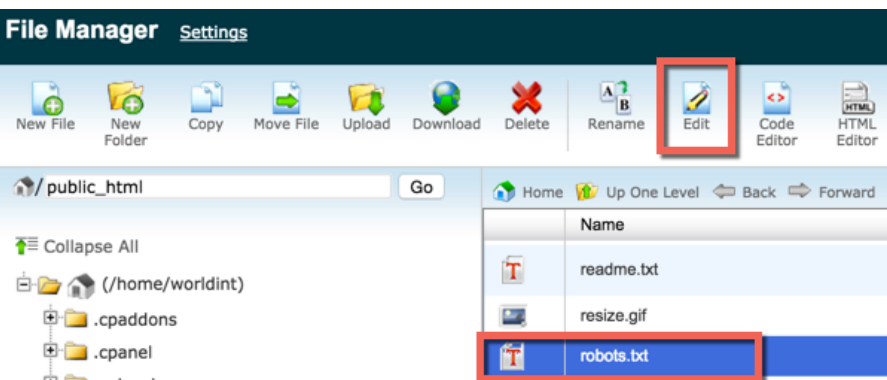
How It Works

- You first need to be able to access your robots.txt file on the server via FTP or SFTP
- If your web host uses cPanel, login to cPanel > File Manager
- Be sure to check 'Show Hidden Files (dotfiles)



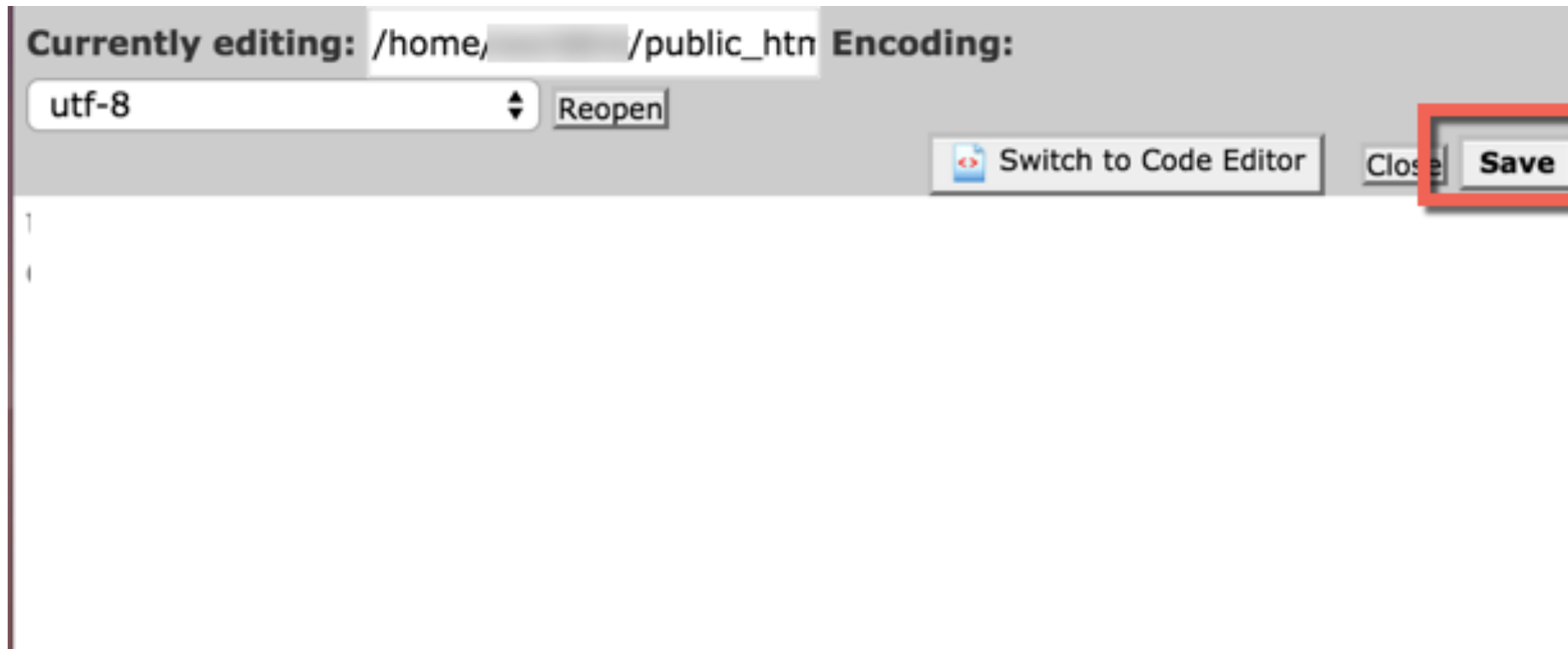
How It Works

- Scroll to 'robots.txt' and hit 'Edit'
- And click 'Edit' on the Text Editor



How It Works

- Edit the robots.txt file, then click 'Save' to save changes



Questions?

