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## SETUP 301-PERMANENT REDIRECT WITH NGINX

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When a site has new changes and old links are changed to new URLs, in order for the change to not affect the SEO content, NGINX offers us to simply enable redirection. So, when the end-users visit the old URLs, they get redirected to the new ones instead of facing a 404-error page.

Setting this up makes sure the SEO remains intact and end-users do not lose access to the page via the old URLs.

Here's how you can set up 301 Permanent redirection in NGINX web server configuration.

First edit your default NGINX configuration file by using the following command:

```
sudo vi /etc/nginx/sites-available/preview2.valuelinksoftware.com
```

Inside the configuration file, paste the following lines in a location block.

```
location = /valuelink-products/ {  
    return 301 /products/;  
}
```

Here, the old URL is **/valuelink-products/** which now redirects to the URL **/products/**

By following the same process, you can configure rest of the links.

After configuring, your file should look like this:

```
location = /valuelink-products/appraisal-management-system {  
    return 301 /products/direct;  
}  
  
location = /valuelink-products/appraisal-management-software {  
    return 301 /products/core;  
}  
  
location = /valuelink-products/connect-features {  
    return 301 /products/connect;  
}  
  
location = /valuelink-products/automated-appraisal-review {  
    return 301 /products/crosscheck;  
}  
  
location = /valuelink-products/virtual-inspection-tool {  
    return 301 /products/homeview;  
}  
  
location = /live-demo-valuelink-direct {  
    return 301 /demo-request;  
}  
  
location = /live-demo-valuelink-core {  
    return 301 /demo-request;  
}  
  
location = /live-demo-homeview {  
    return 301 /demo-request;  
}  
  
location = /live-demo-valuelink-connect {  
    return 301 /demo-request;  
}  
  
location = /valuelink-products/ {  
    return 301 /products/;  
}
```

Now reload the NGINX service using the following command

**sudo systemctl reload nginx**

This implements the new configured settings.

You can then verify whether the URL was moved to 301 or not, using the curl command.

**curl -I https://valuelinksoftware.com/valuelink-products/**

The output is:

```
vlpuser@VL-WP-PRIMARY:/etc/nginx/sites-available$ curl -I https://valuelinksoftware.com/valuelink-products/
HTTP/2 301
date: Fri, 23 Sep 2022 06:27:23 GMT
content-type: text/html
content-length: 162
location: https://valuelinksoftware.com/products/
x-frame-options: SAMEORIGIN
strict-transport-security: max-age=31536000; includeSubDomains; preload
x-content-type-options: nosniff
referrer-policy: strict-origin

vlpuser@VL-WP-PRIMARY:/etc/nginx/sites-available$
```

Hence, the output shows the 301 redirection and includes the new location of the URL.