

candour

Geo-IP redirects

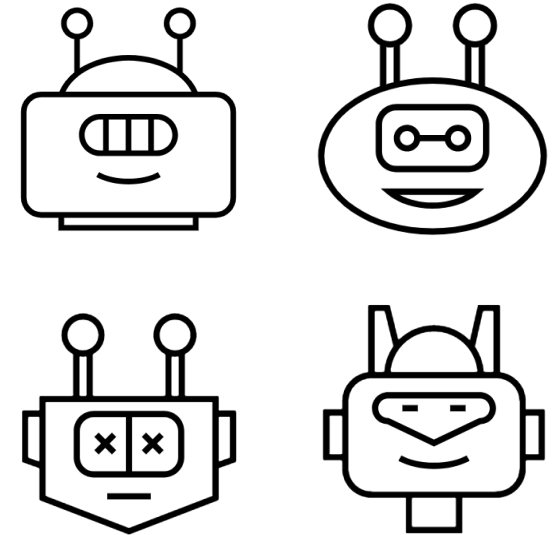
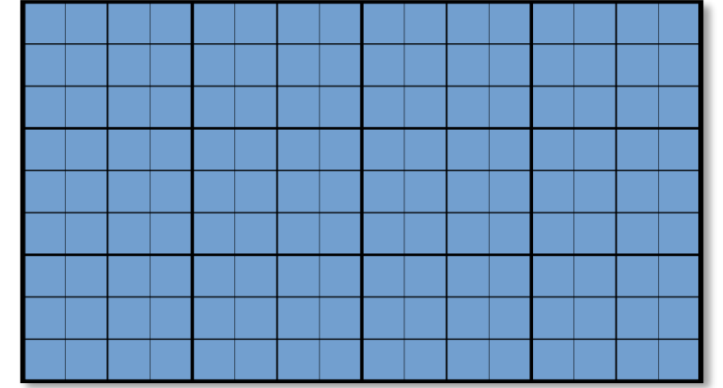


Trainer:

Mark Williams-Cook
Candour

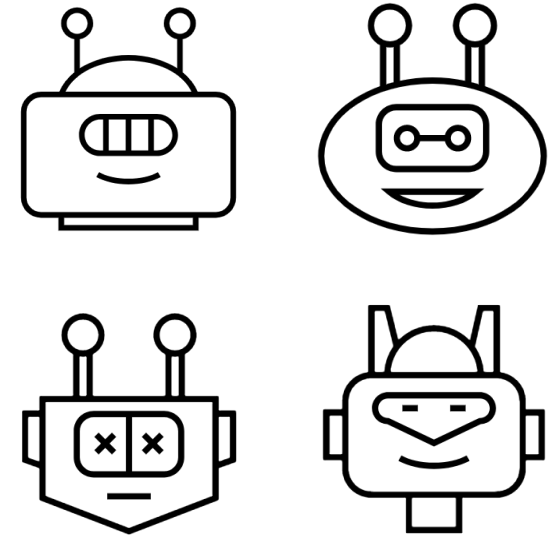
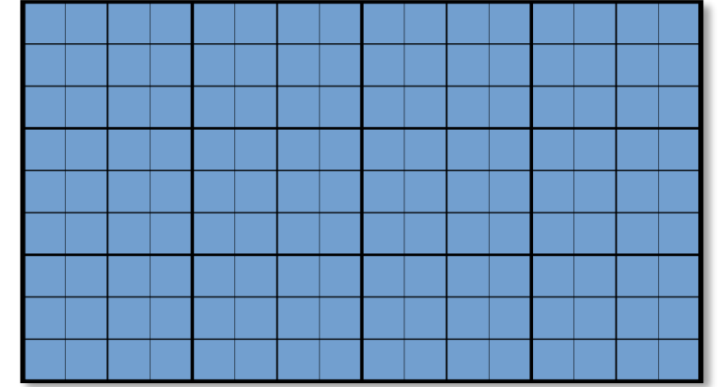


What are Geo-IP redirects?

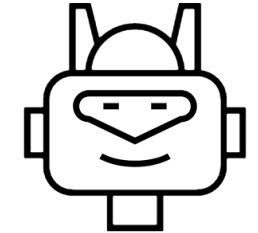
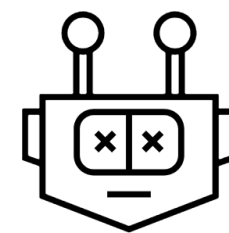
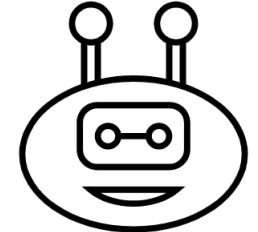
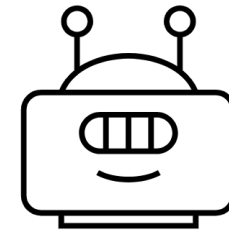
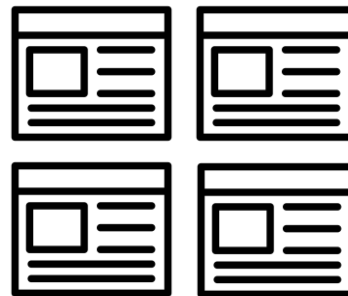
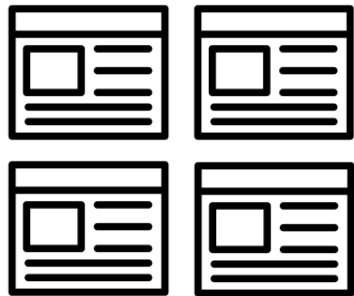
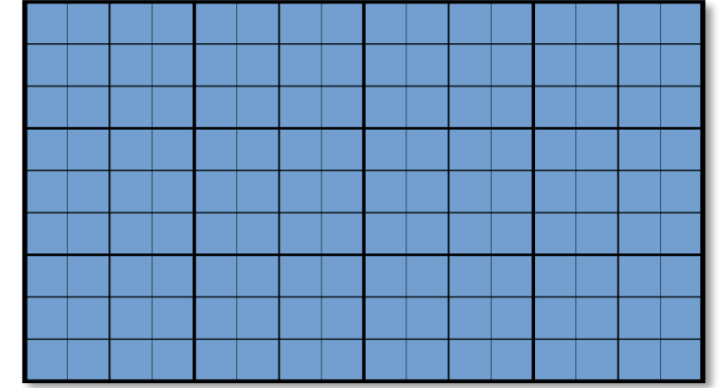


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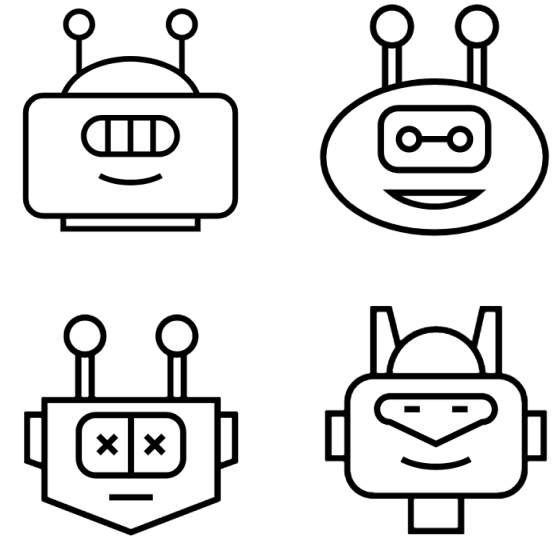
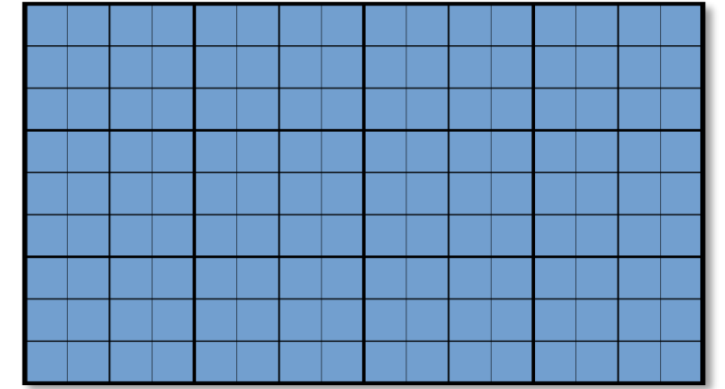
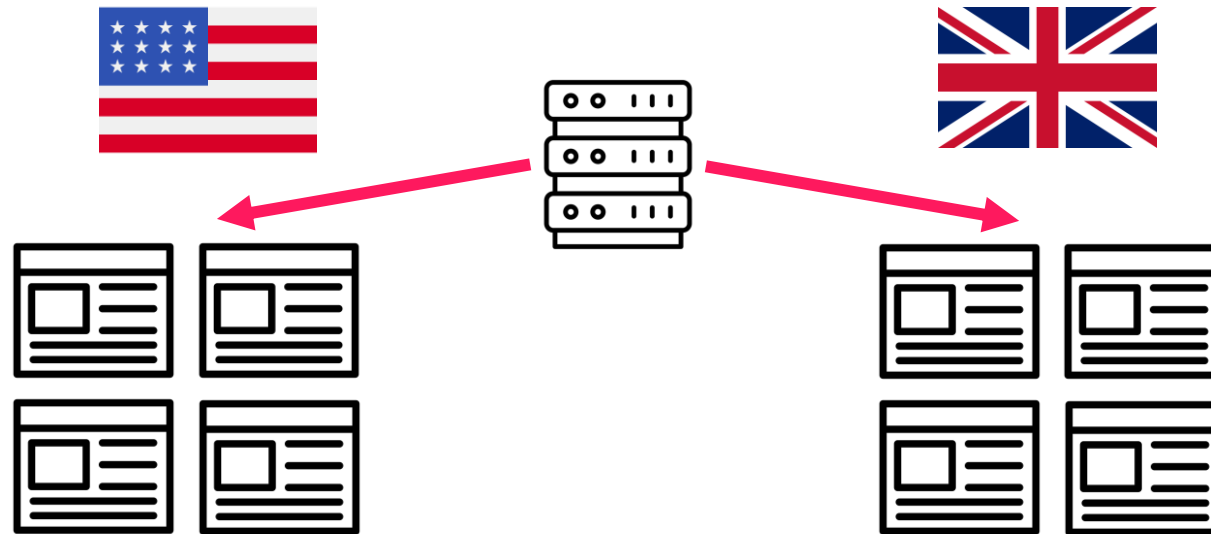
Geographic redirects are redirect rules that redirect the client based on their IP address.



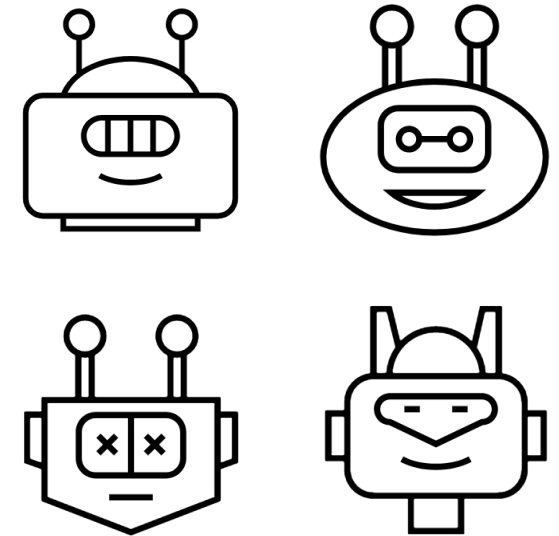
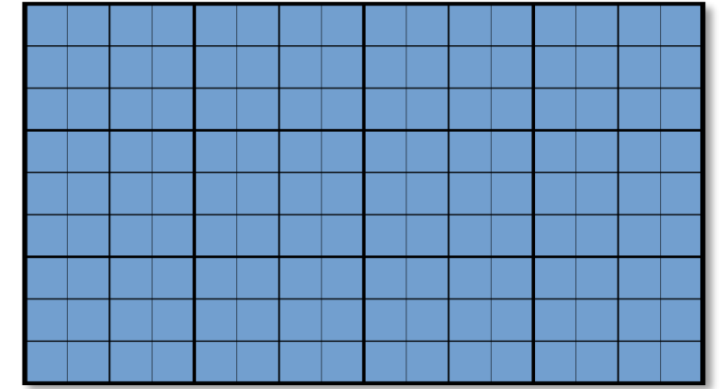
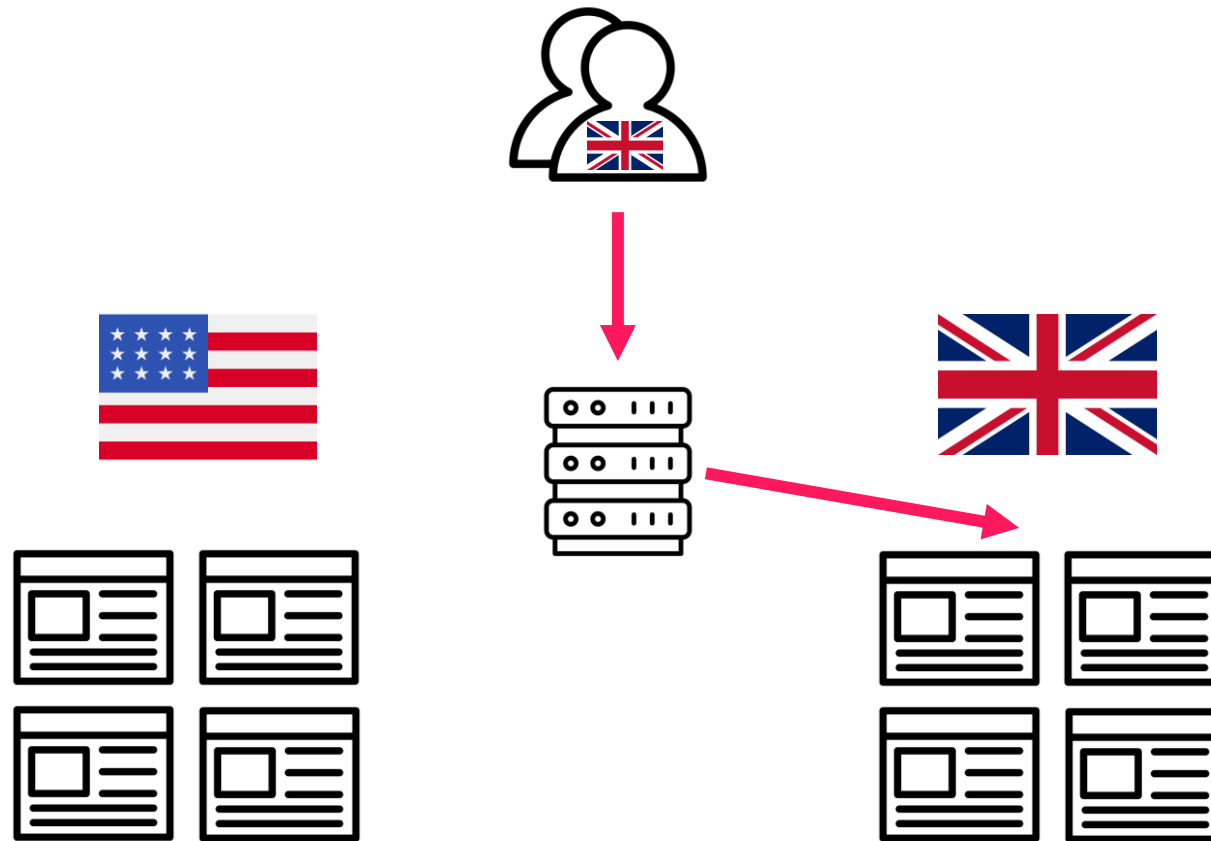
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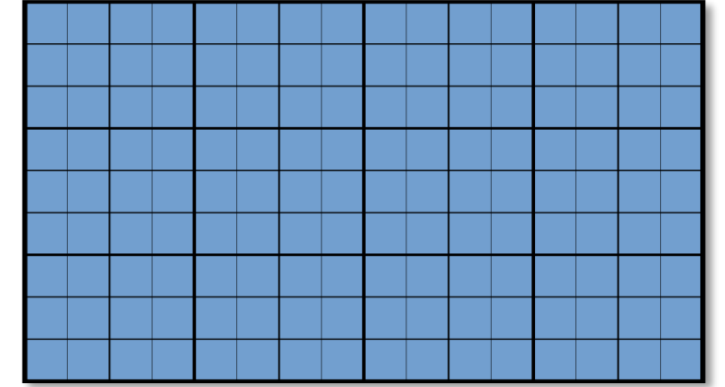
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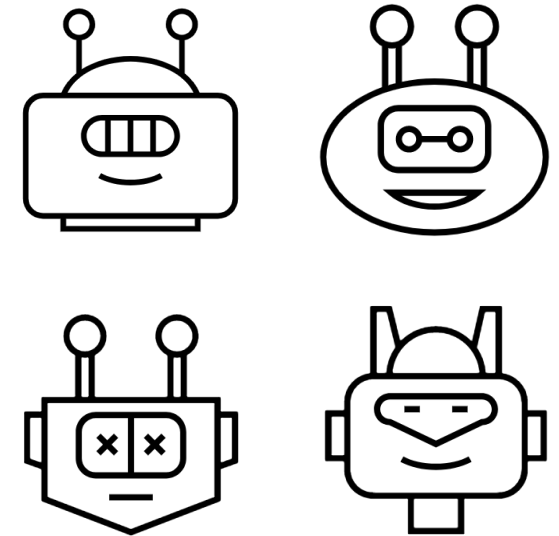
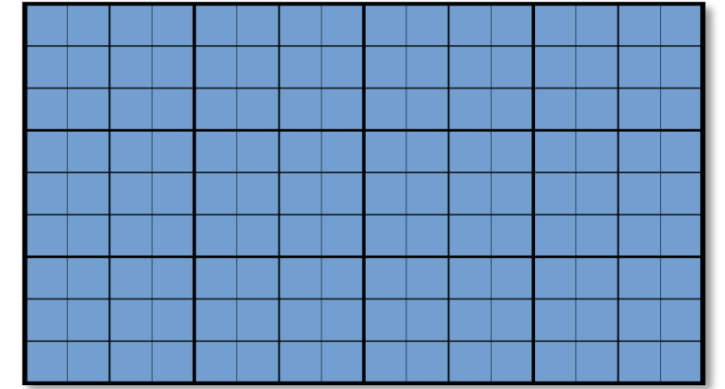
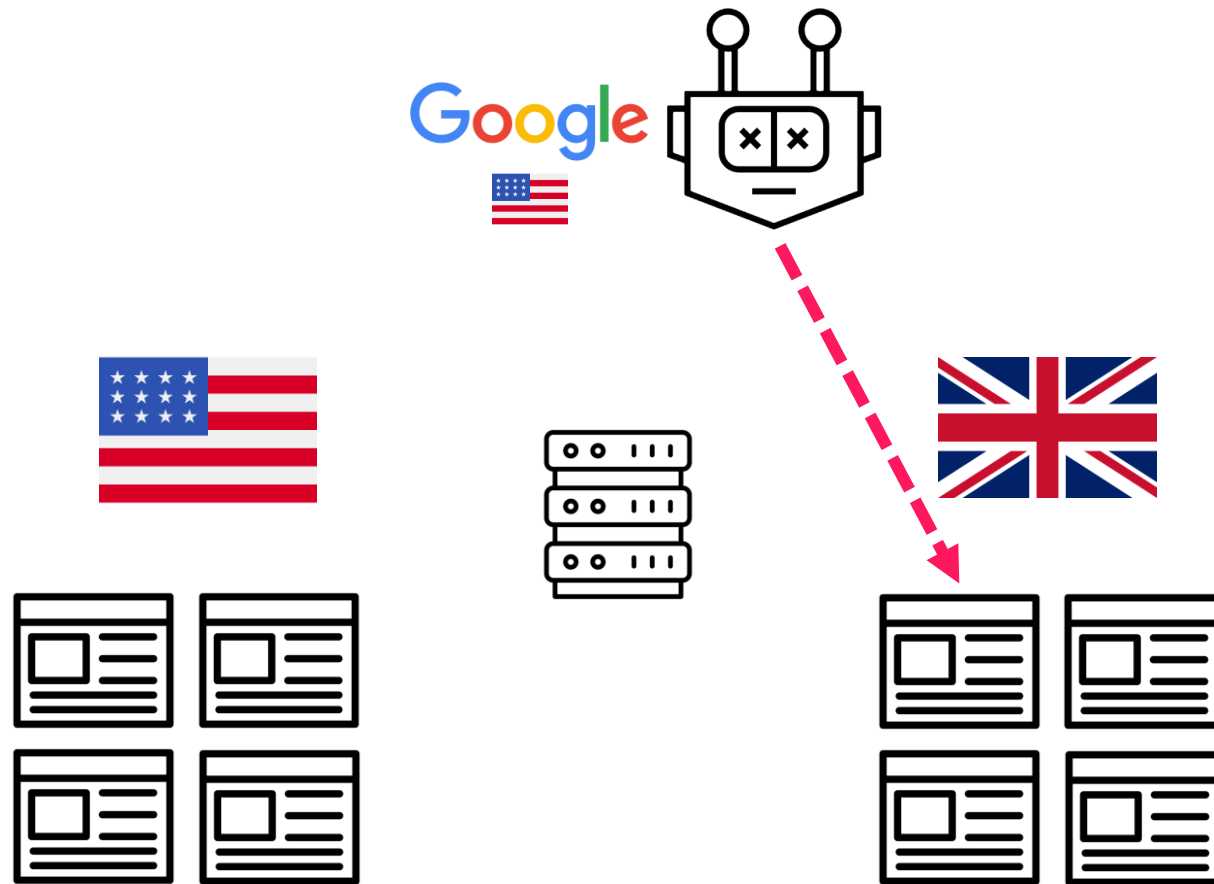
Key concept



Almost all of Google's crawling will be done with robots that US-based IP addresses



What could go wrong?

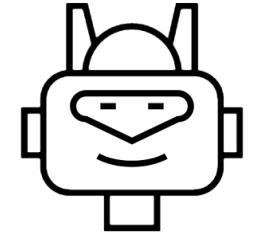
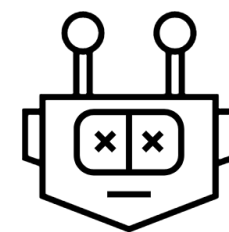
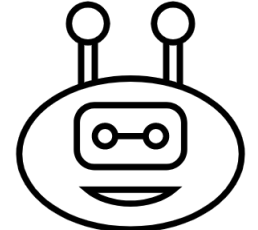
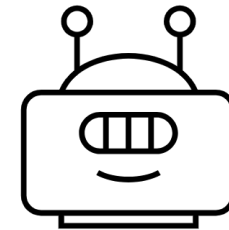
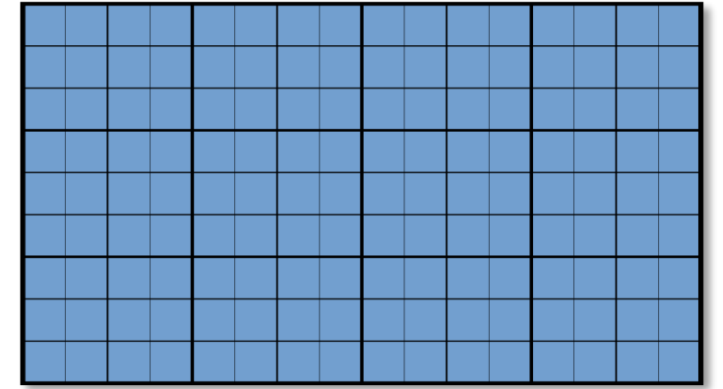
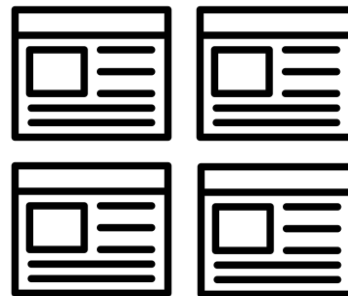
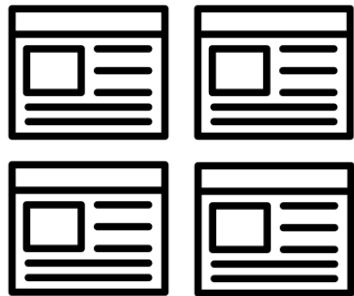
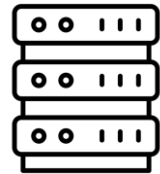
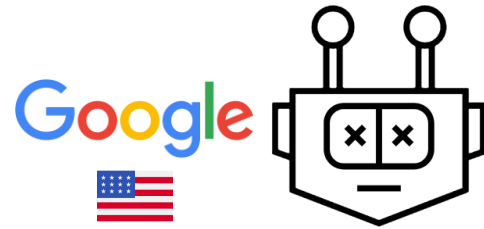


Challenge

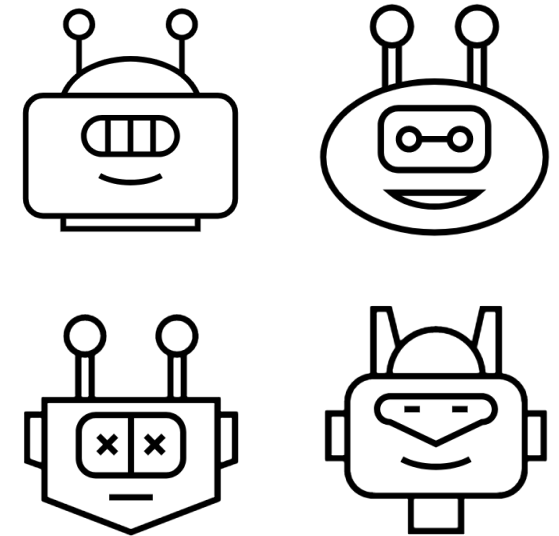
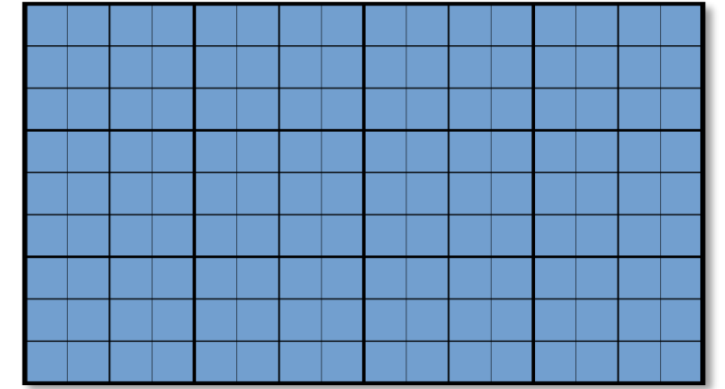
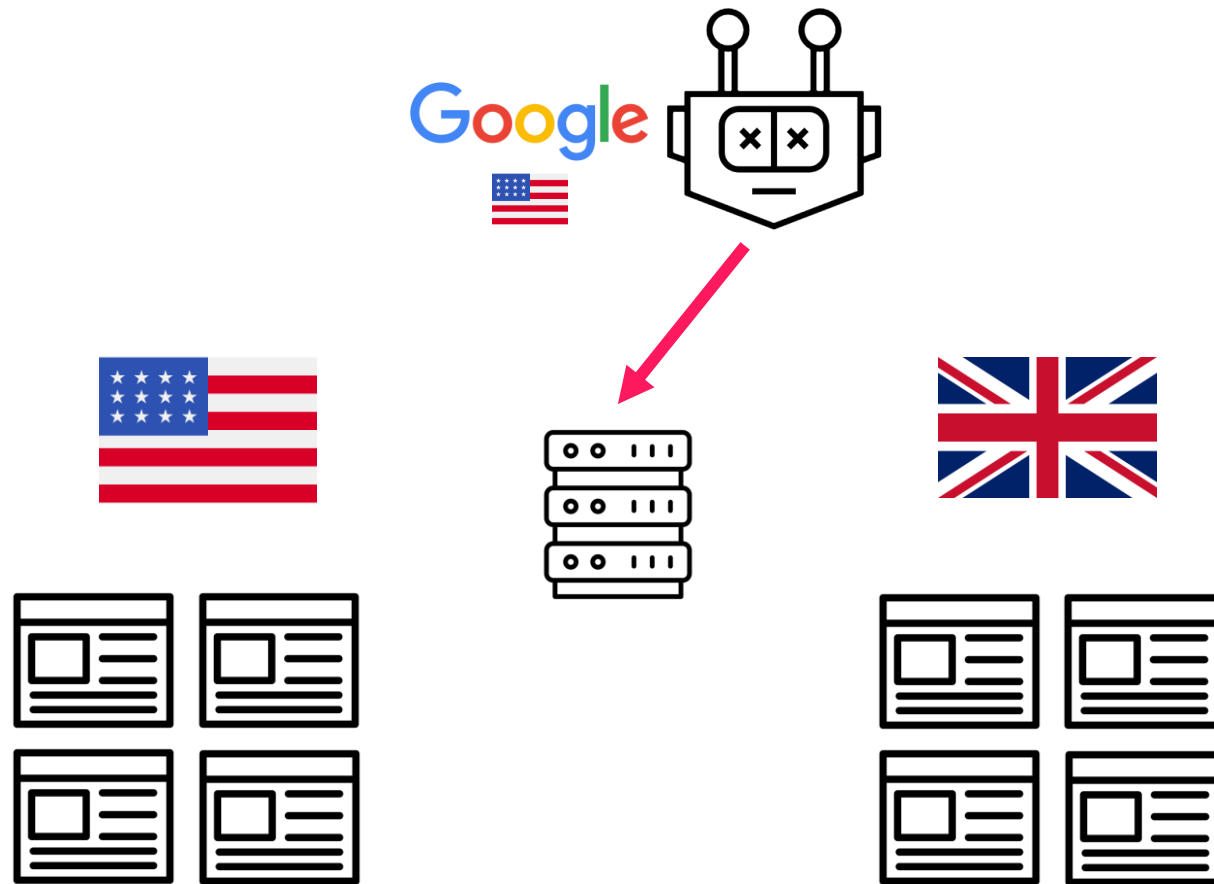


What do you think will happen in this situation?
What is the likely impact of crawling and indexing?

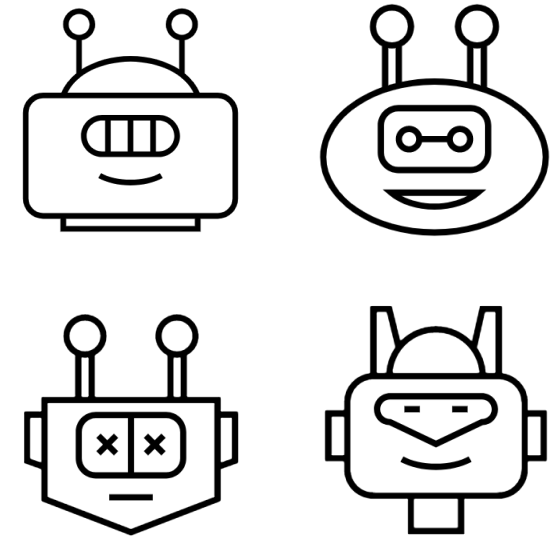
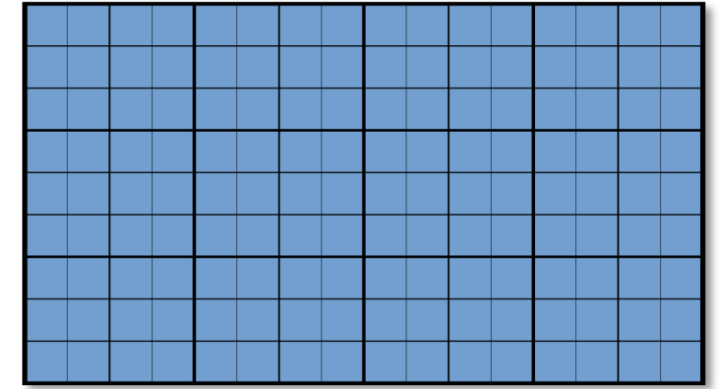
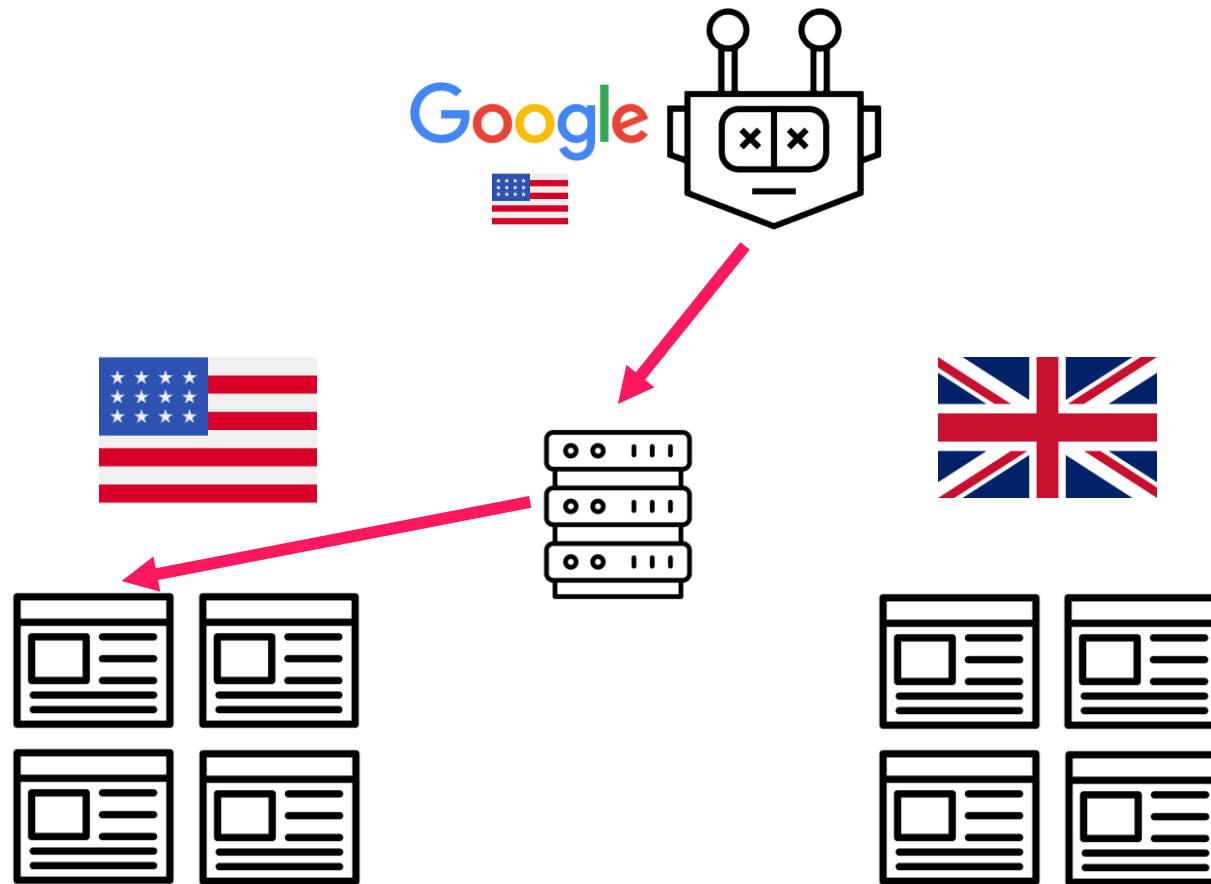
What could go wrong?



What could go wrong?



What could go wrong?



Key concept

Geo-IP redirects can severely restrict crawling to non-US areas of the site, reducing the chances pages will be correct indexed and rank.

It's not great for users either!

