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302 temporary redirects

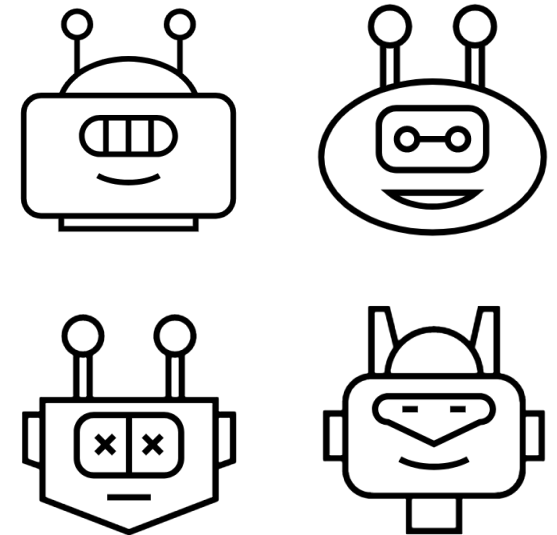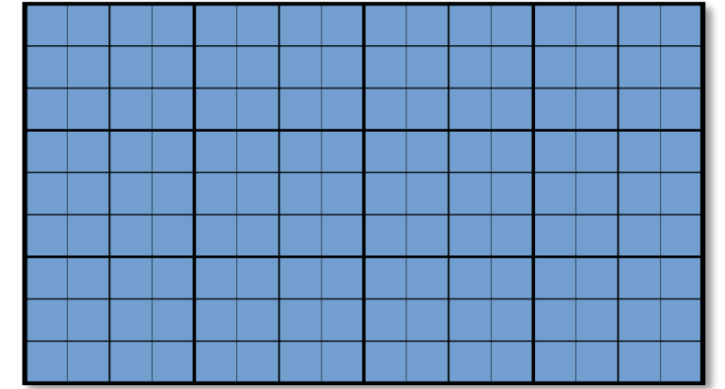**Trainer:**

Mark Williams-Cook
Candour

withcandour.co.uk

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302 temporary redirects
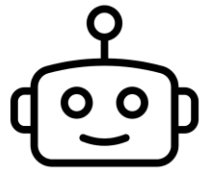
What are they?

They are used to send both users and search engines to a different URL than the one they requested.
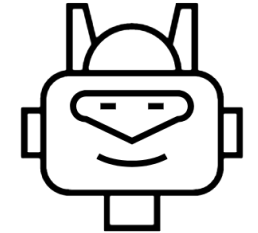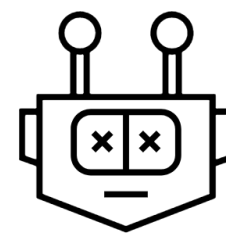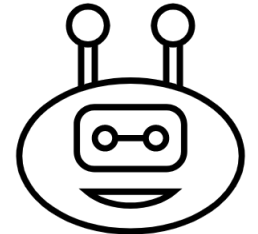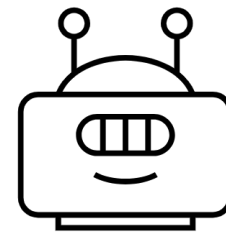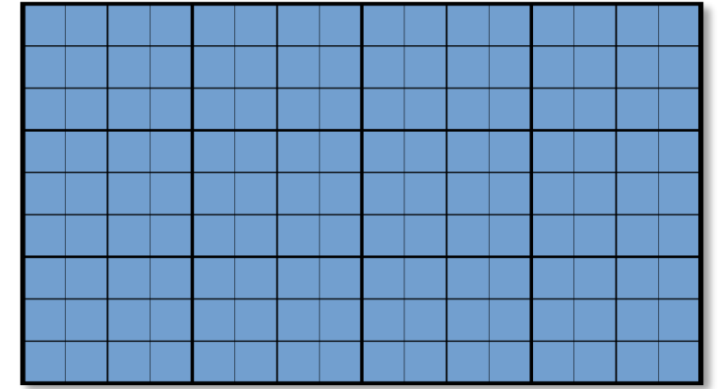
URL A   URL B

302 temporary redirects

When is it used?

302 redirects are used when you temporarily change where you are sending users, but you don't want search engines to necessarily reflect this.
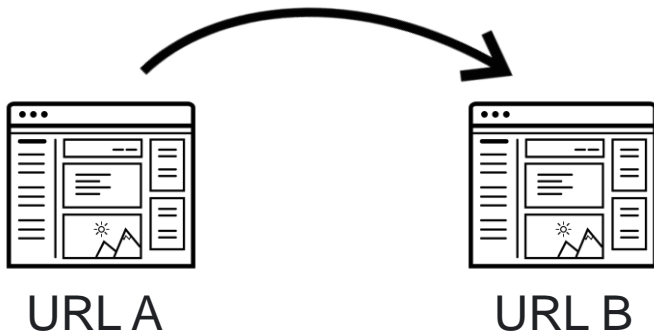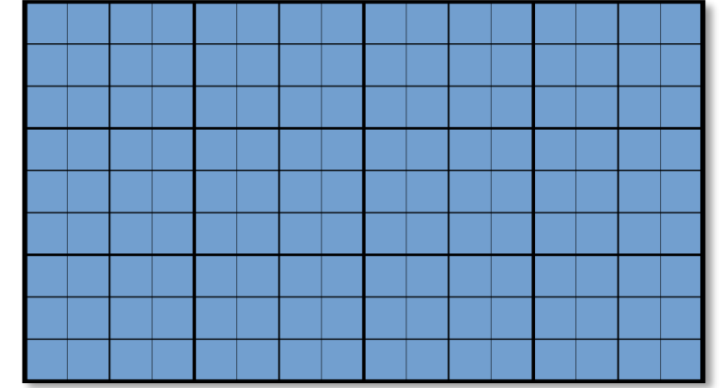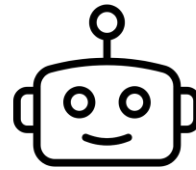
"I won't remember this redirect!"

Key concept

URLs that are 302 redirected <u>are not replaced</u> by their new URL within Google search results
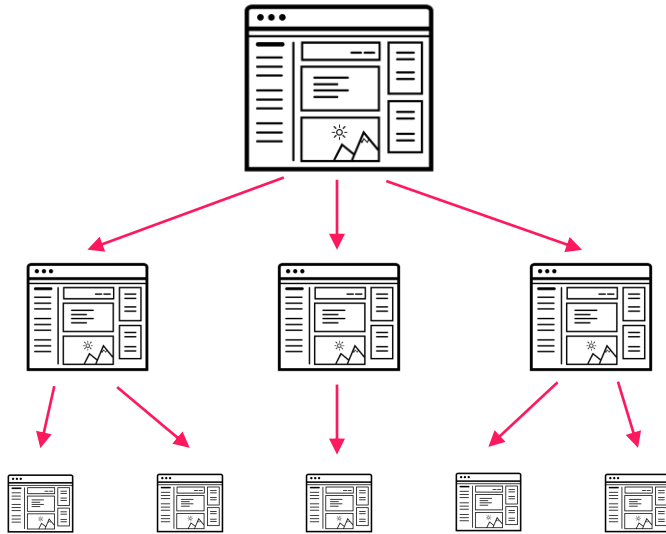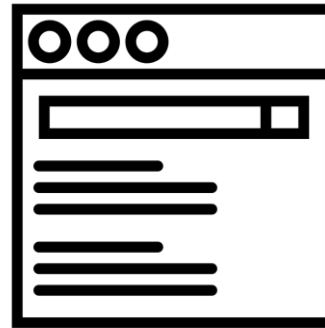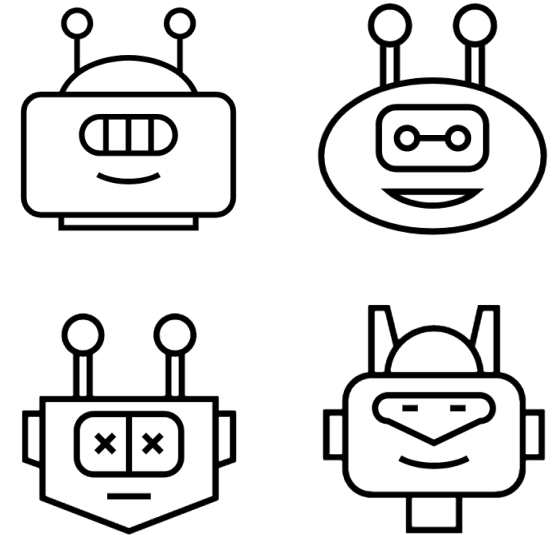
URL A → URL B

"I won't remember this!"

Usage example

Client website

Google

All pages indexed
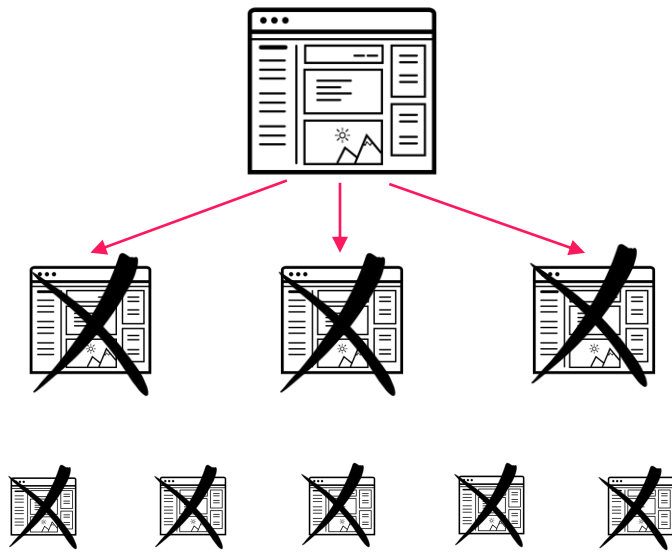
Usage example
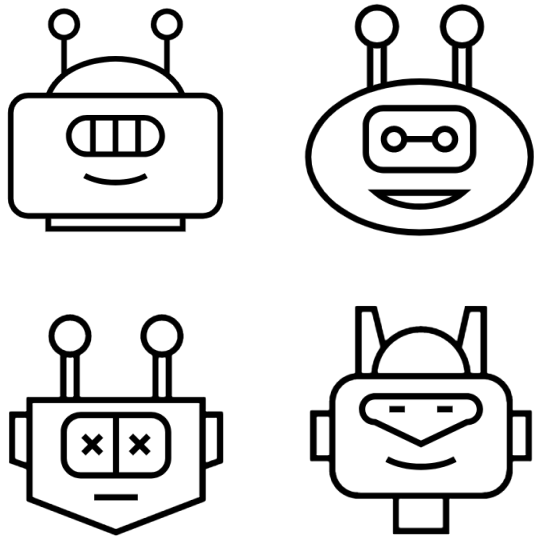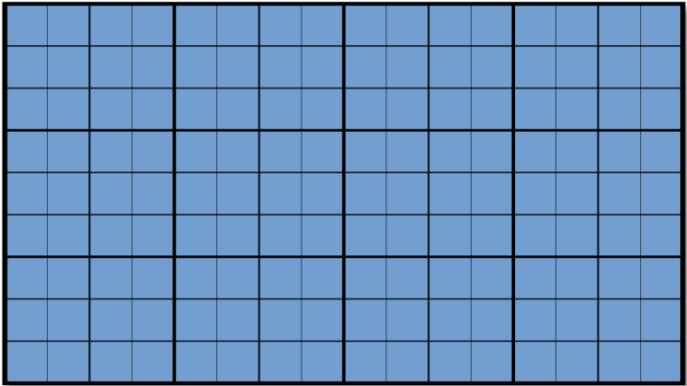
Client website
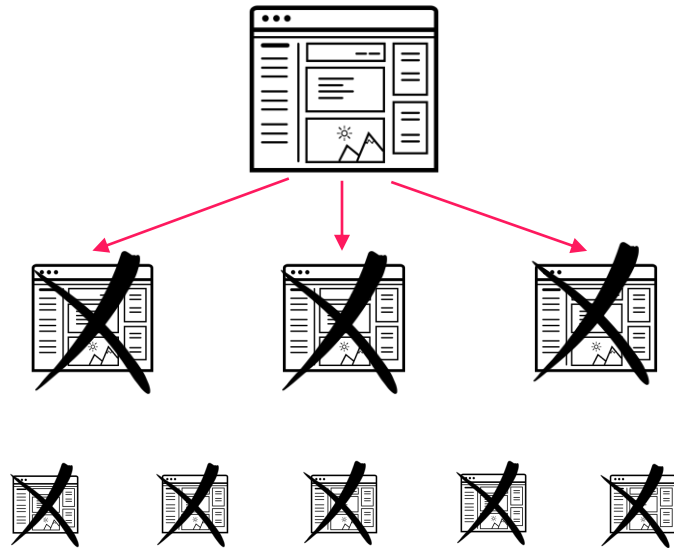
All internal pages removed

Google

All pages indexed

Challenge

What will happen to the pages in Google's index, if the all of the internal pages of the site, except the homepage are taken offline?
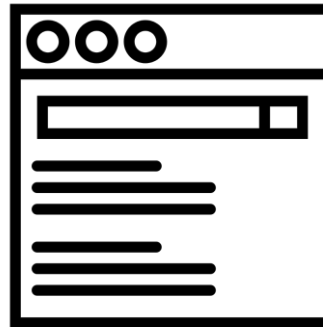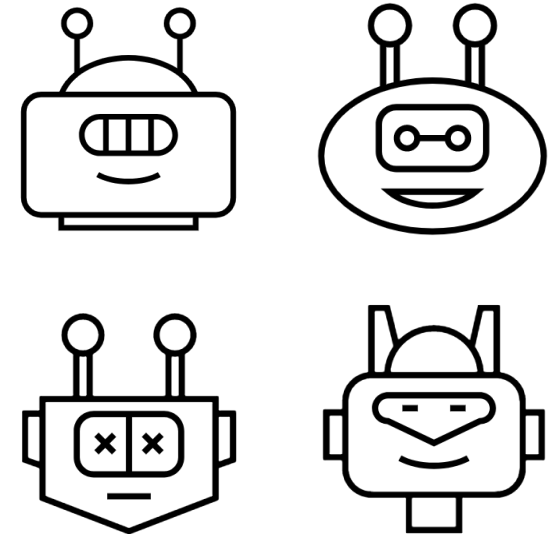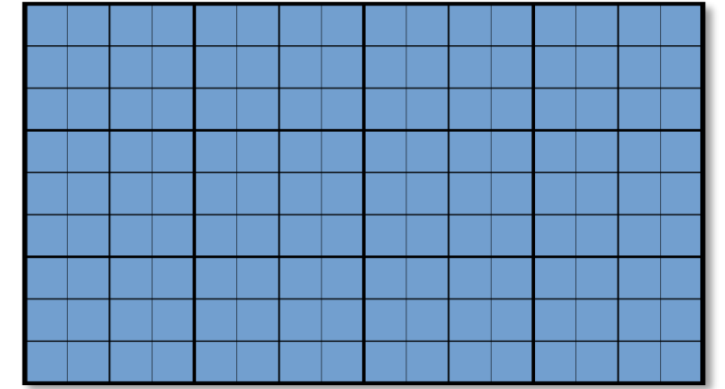
candour

Usage example

Client website

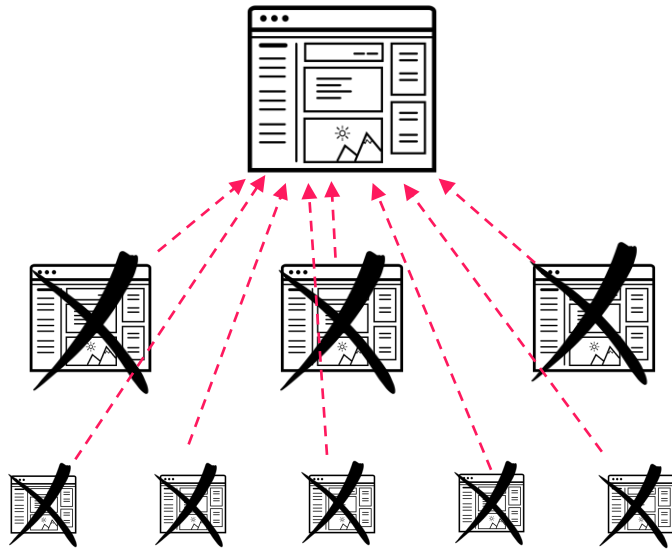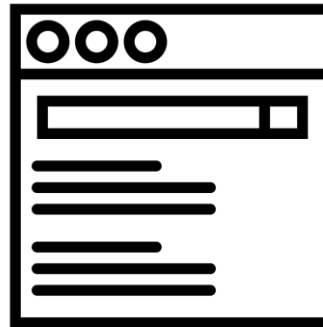All internal pages removed
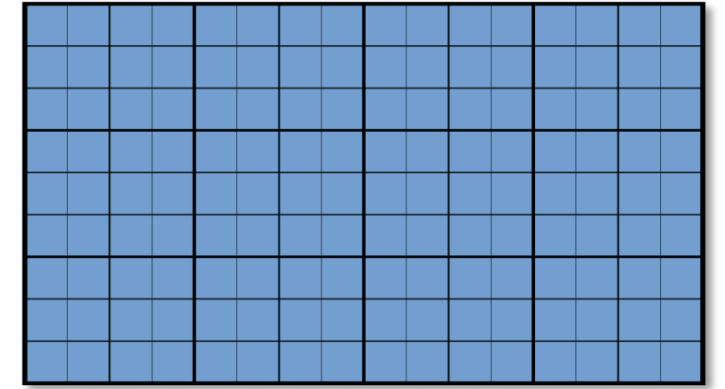
Google

Only homepage indexed

Usage example

Client website

301 internal pages to homepage
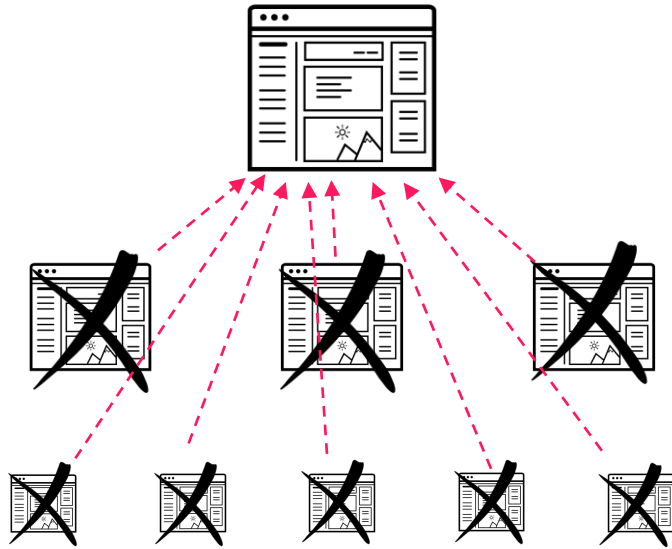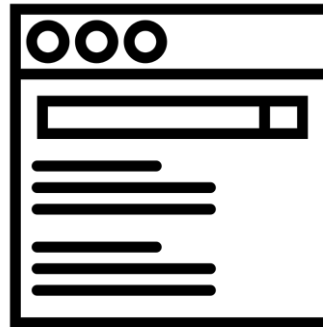
Google

All pages indexed
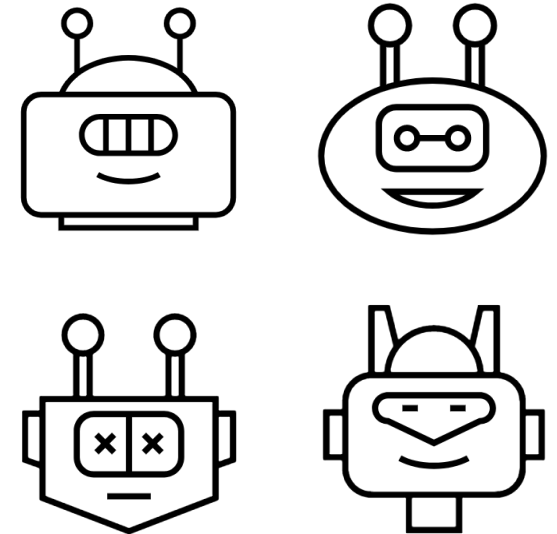
Challenge

What will happen to the pages in Google's index, if the all of the internal pages of the site were 301 redirected to the homepage?
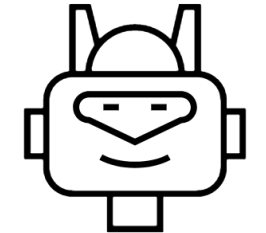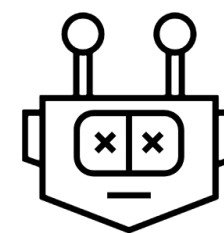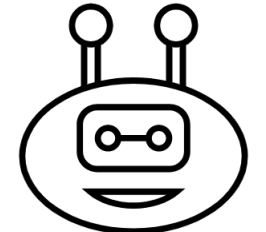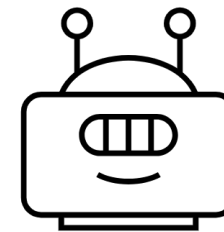
Usage example

Client website

Google

Only homepage indexed
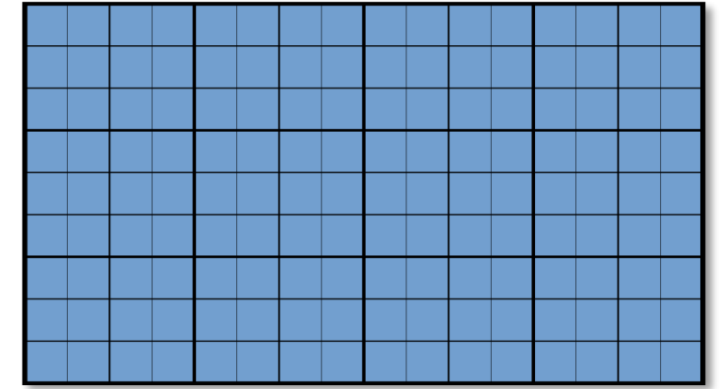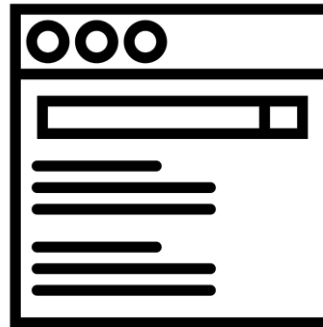
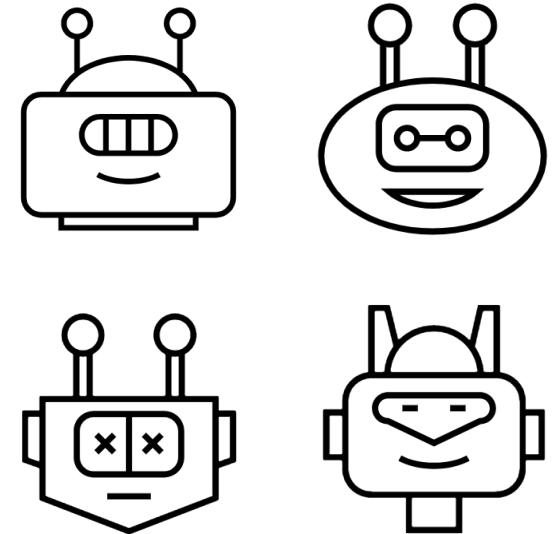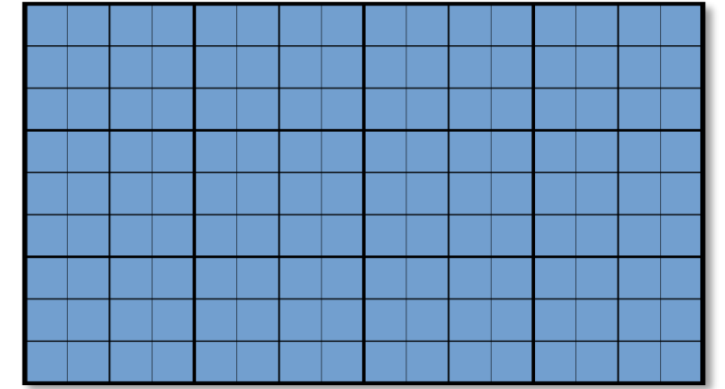301 internal pages to homepage

Usage example
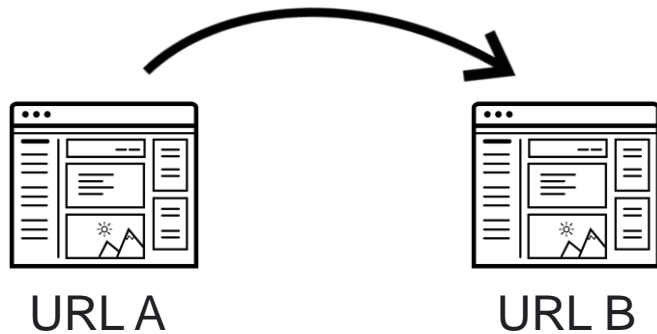
Client website
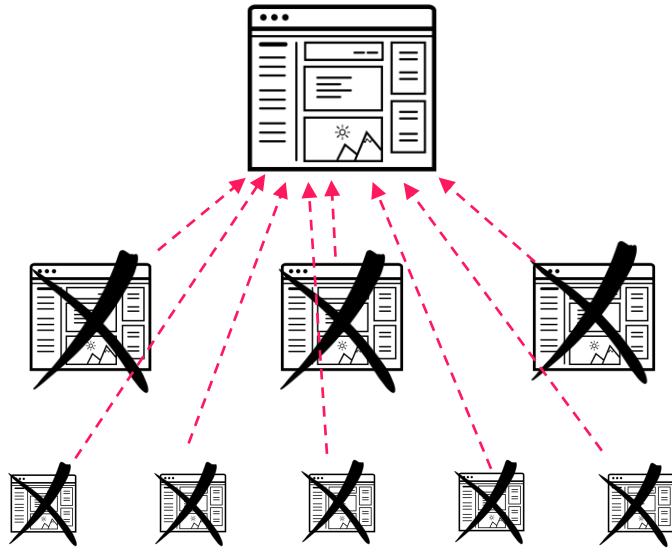
302 internal pages to homepage

Google

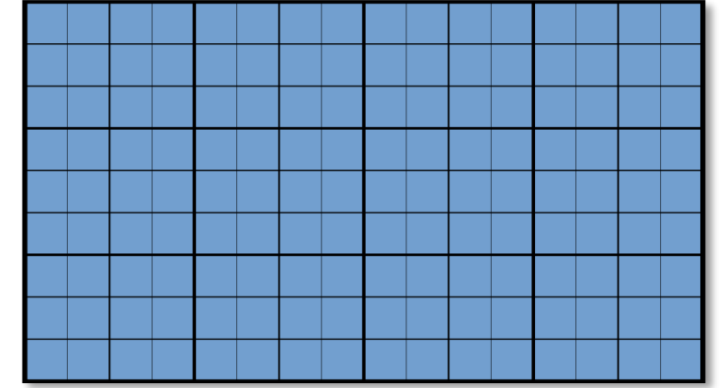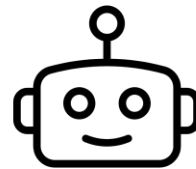The individual URLs would remain in the index

Key concept

If left long enough, a 302 redirect will be treated as a 301 redirect and replaced in the SERPs

URL A   URL B

"I think this is meant to be a 301"

302 temporary redirects