

candour

301 permanent redirects



Trainer:

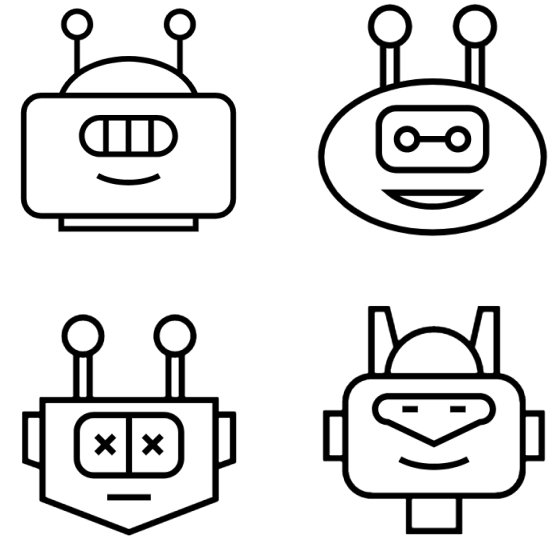
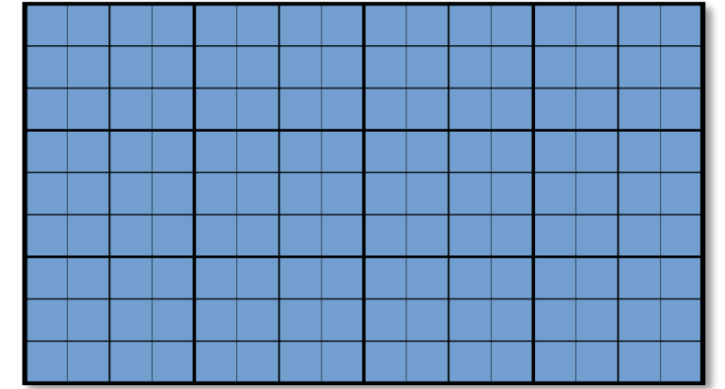
Mark Williams-Cook
Candour



301 permanent redirects

What are they?

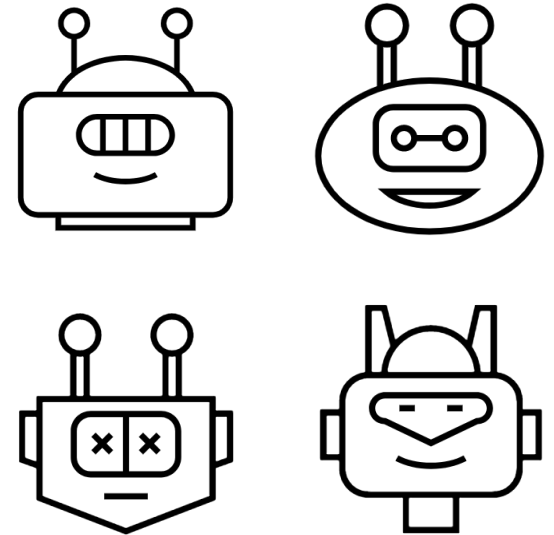
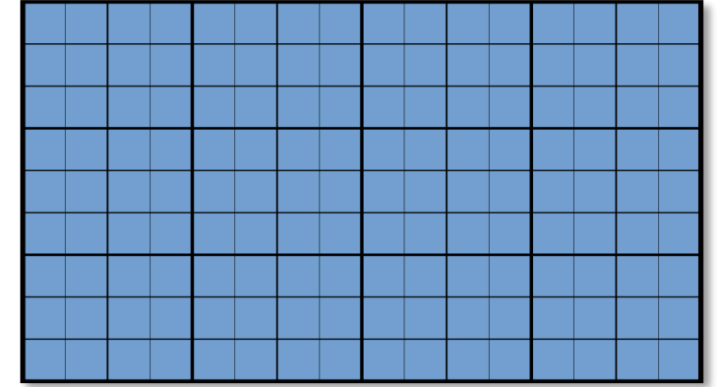
They are used to send both users and search engines to a different URL than the one they requested.



301 permanent redirects

When is it used?

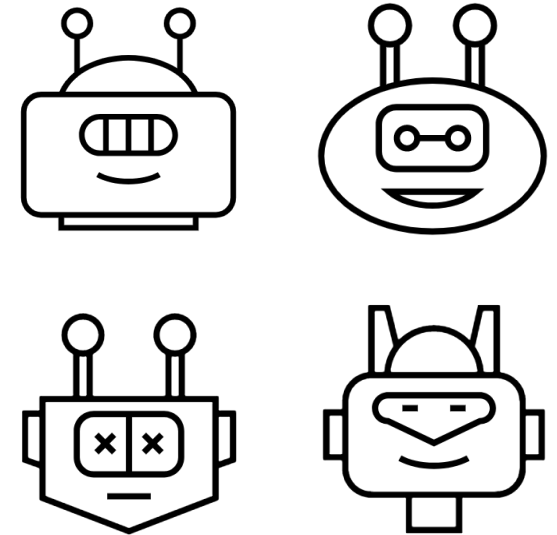
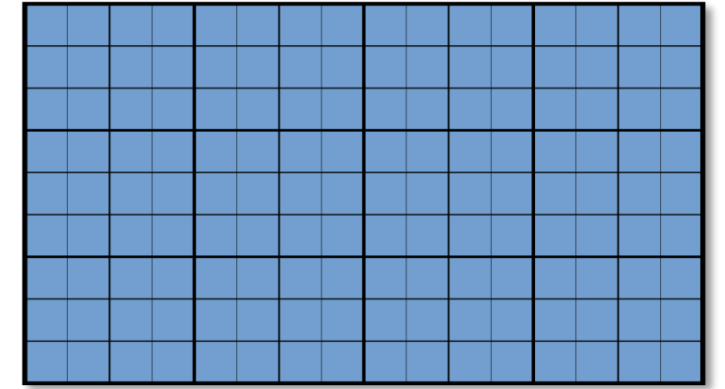
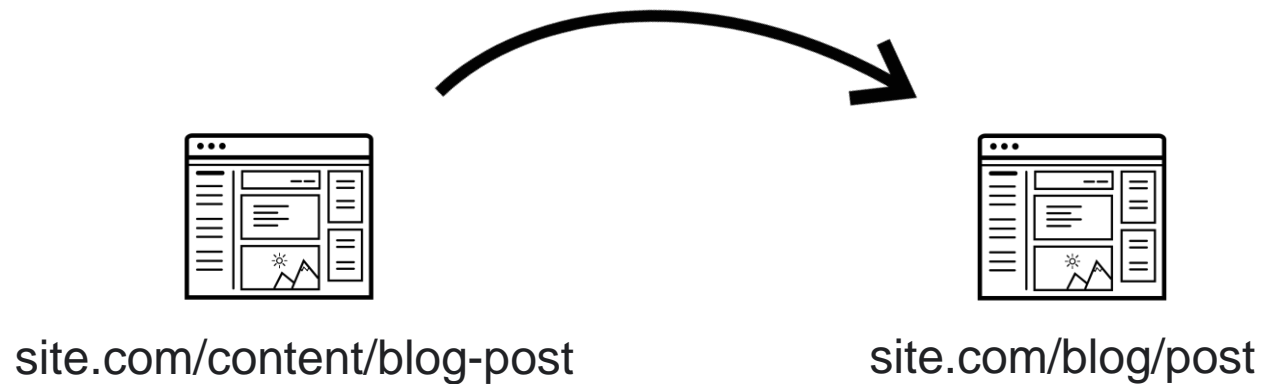
301 redirects are most commonly used when the URL of a page changes.



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When is it used?

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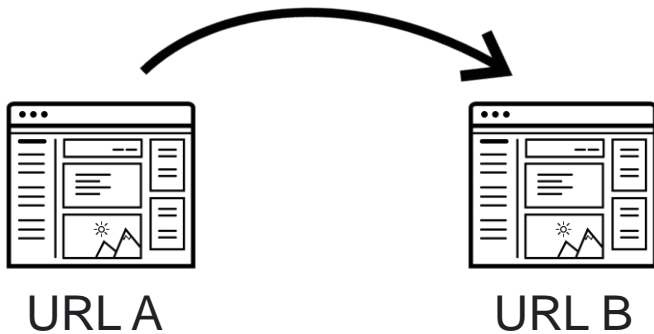
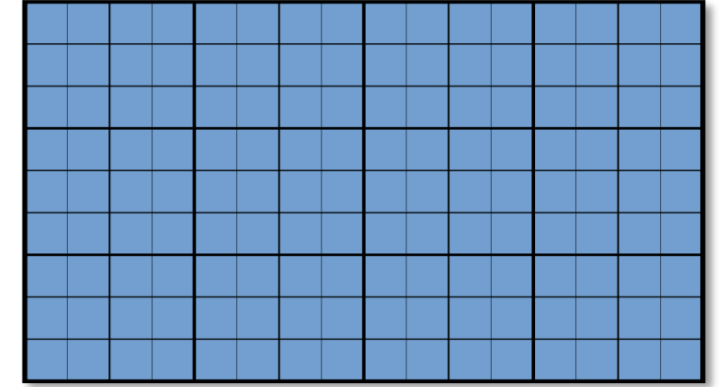
Challenge



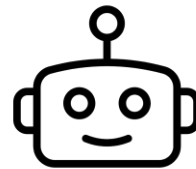
What do you think happens to Google search results that list URLs that are then redirected?

Key concept

URLs that are 301 redirected are replaced by their new destination URL within Google search results



"I understand, this is here now"

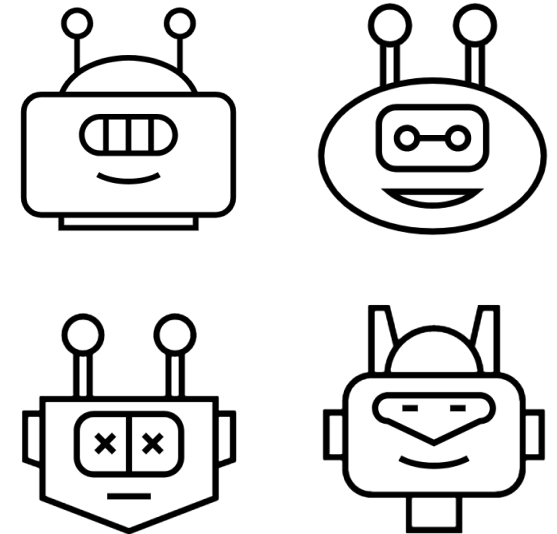
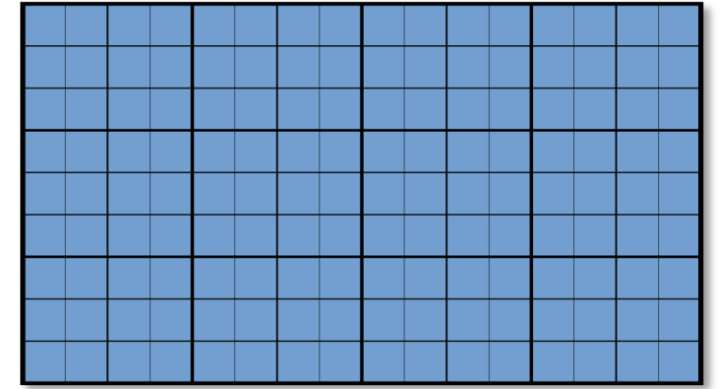


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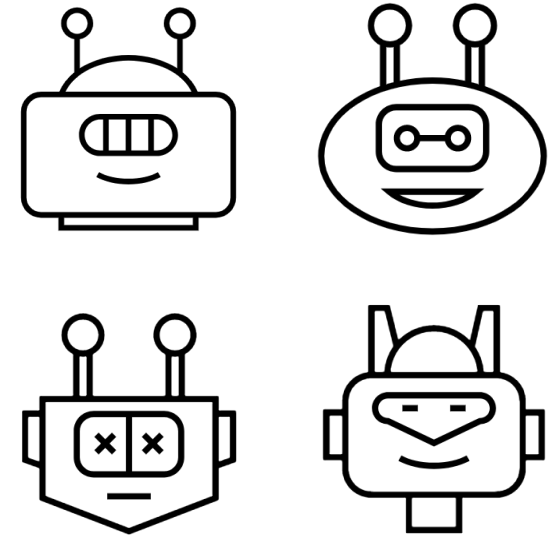
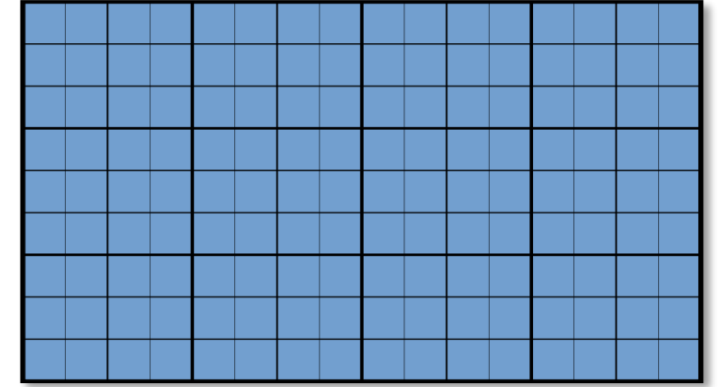
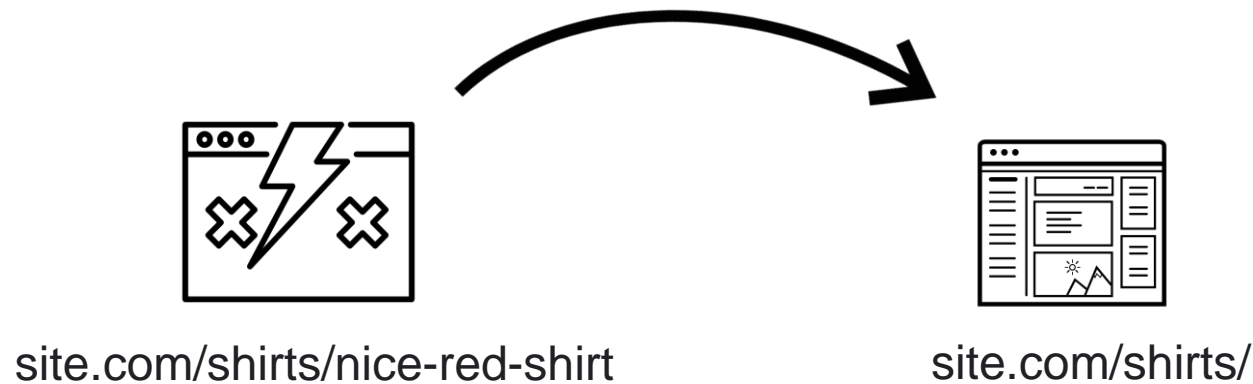
Sometimes it is used when a page is removed but there is a similar page you want to send people to.



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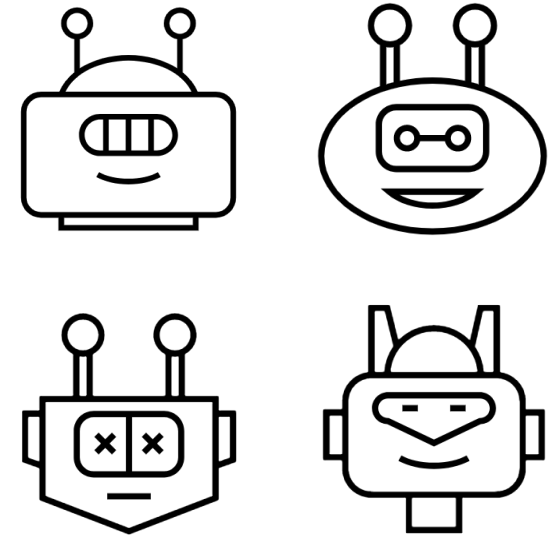
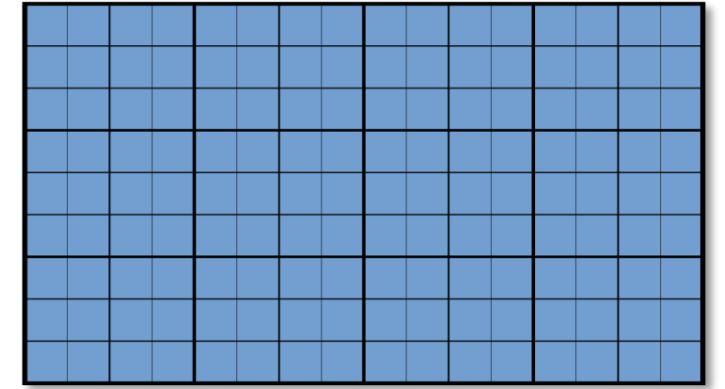
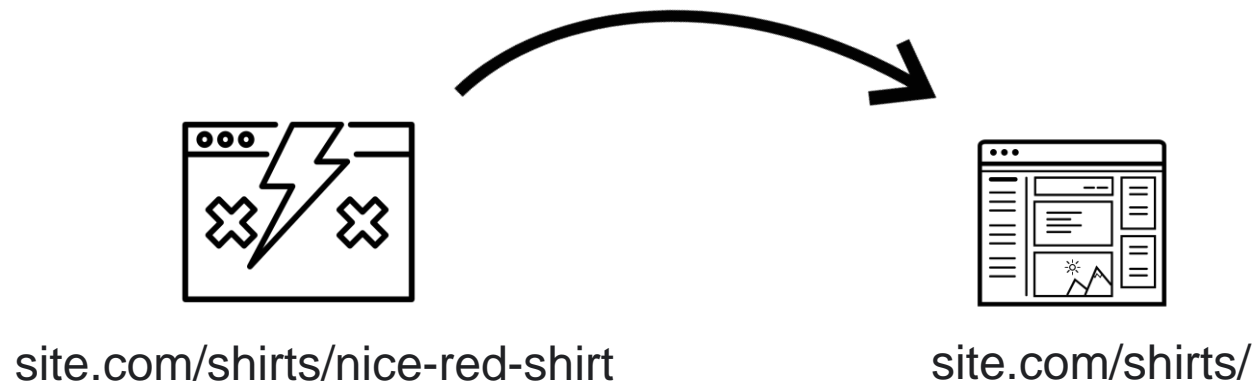
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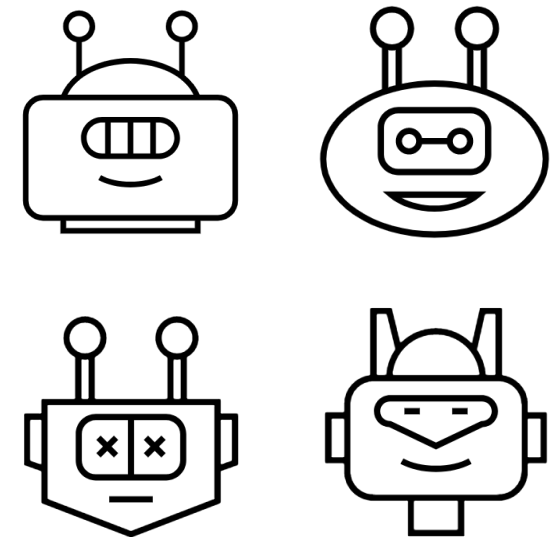
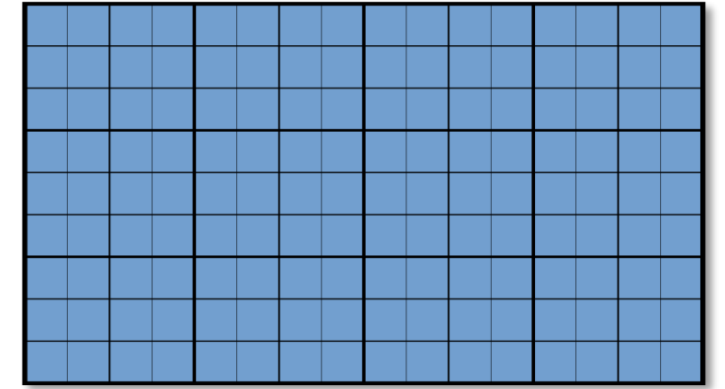
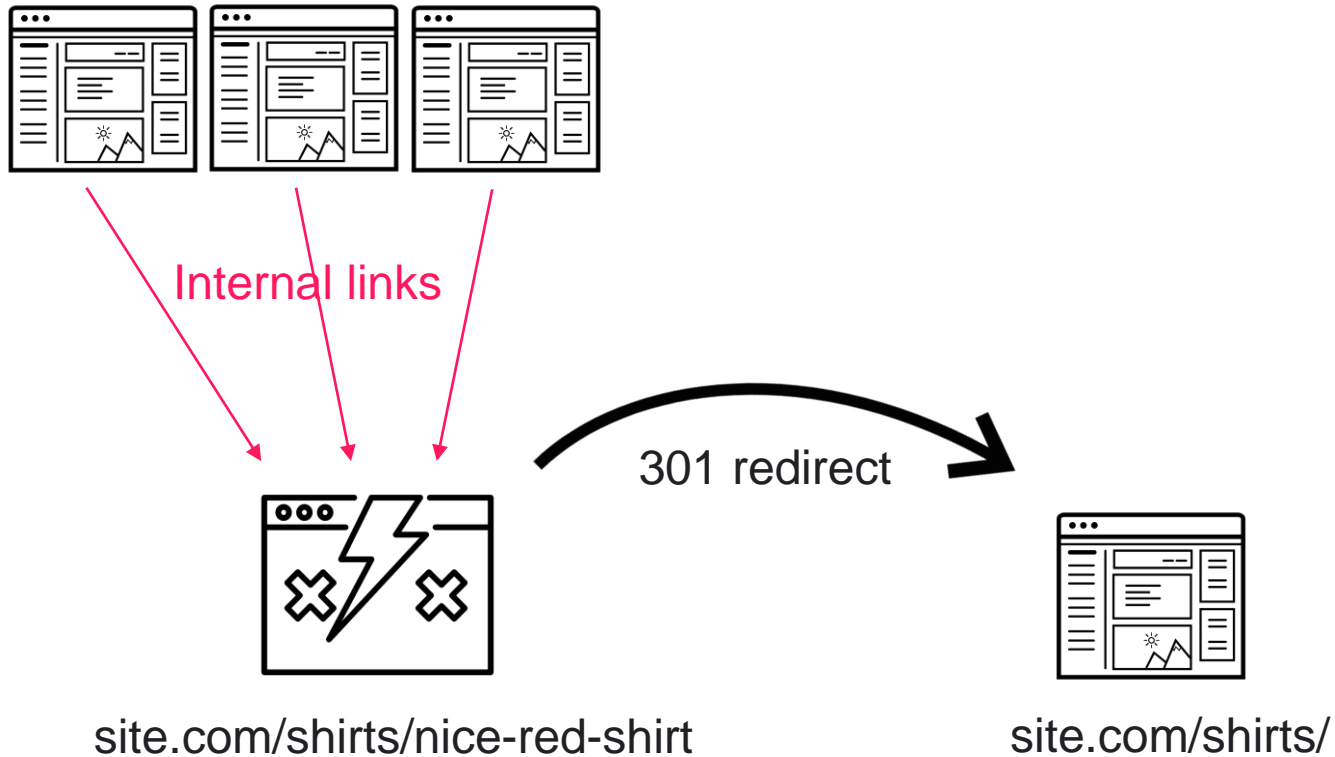
301 permanent redirects

Best practise

We should update internal links so they do not point to pages that are redirecting

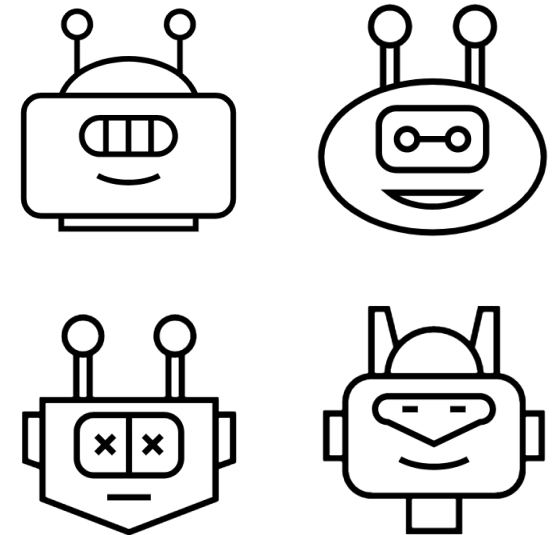
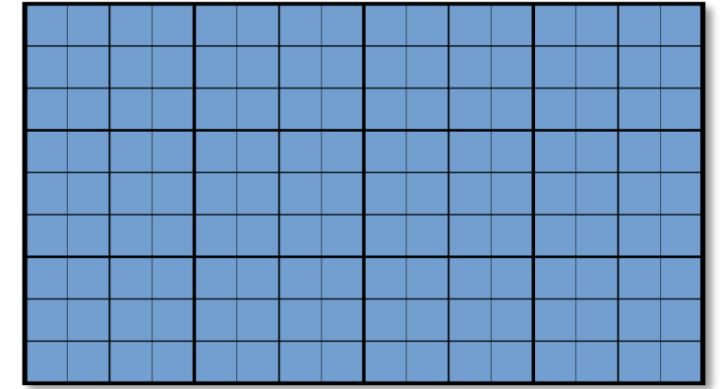
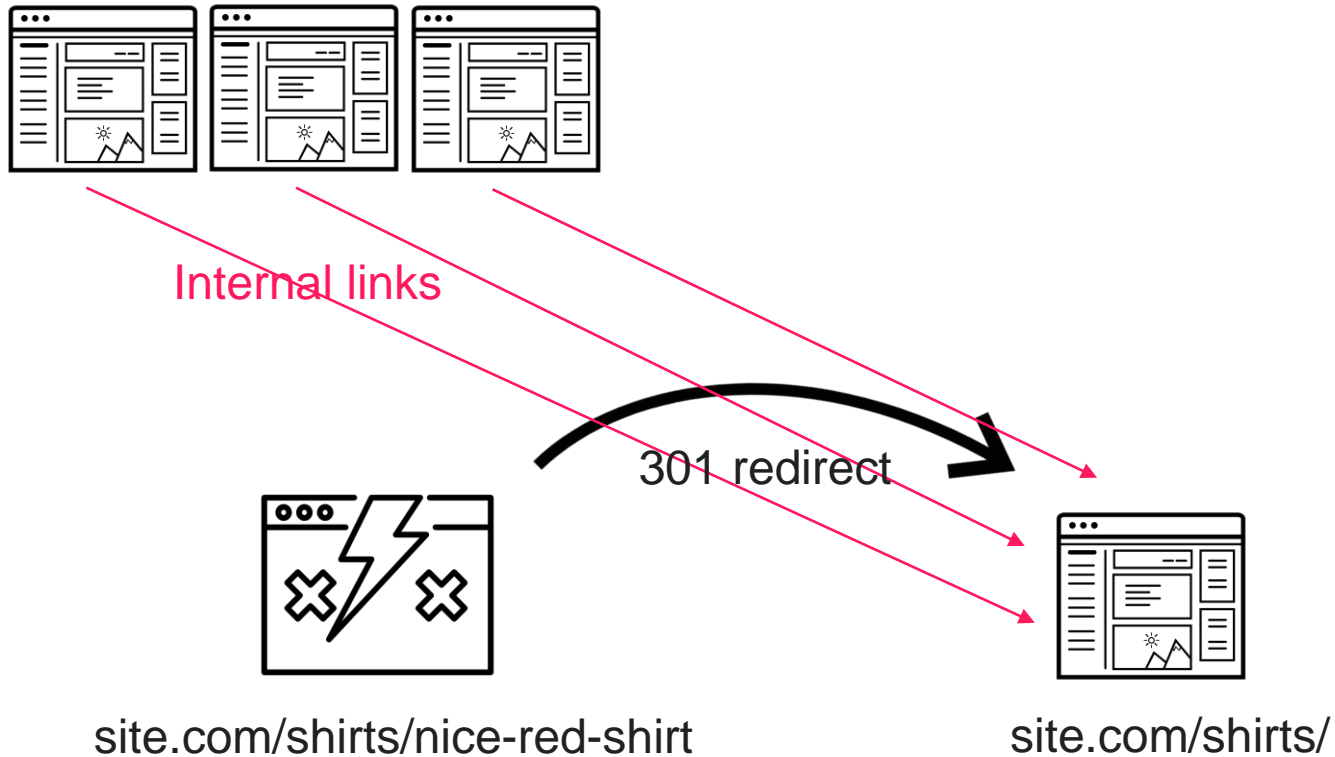


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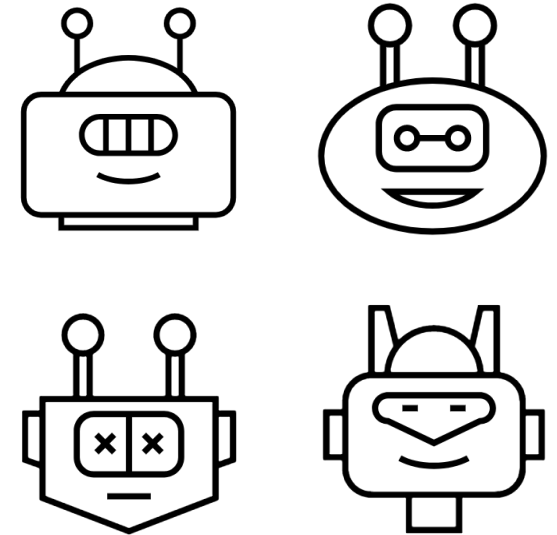
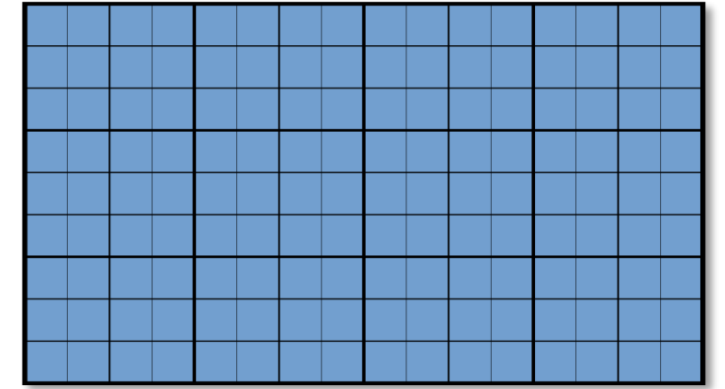
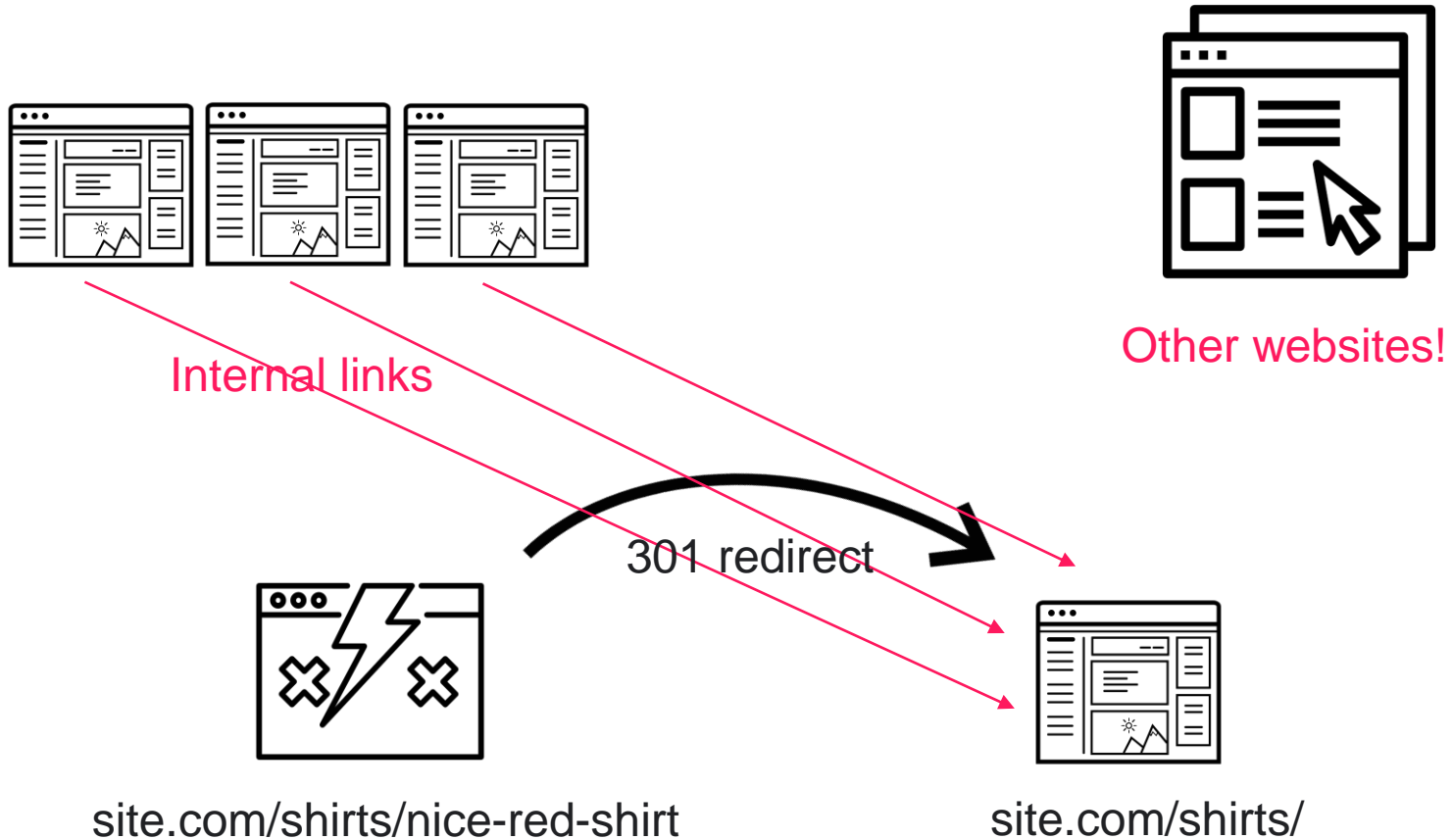
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Challenge



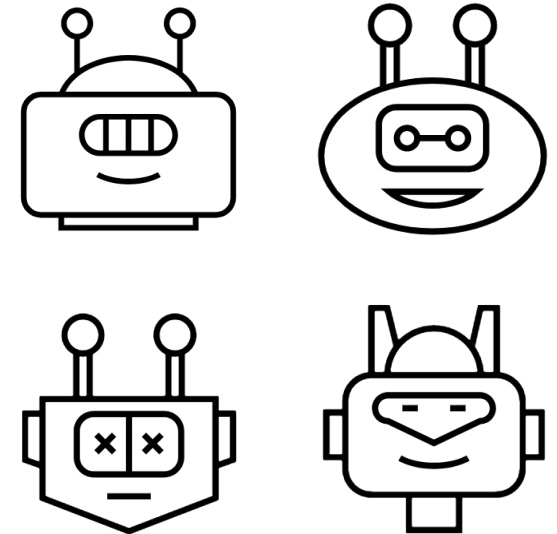
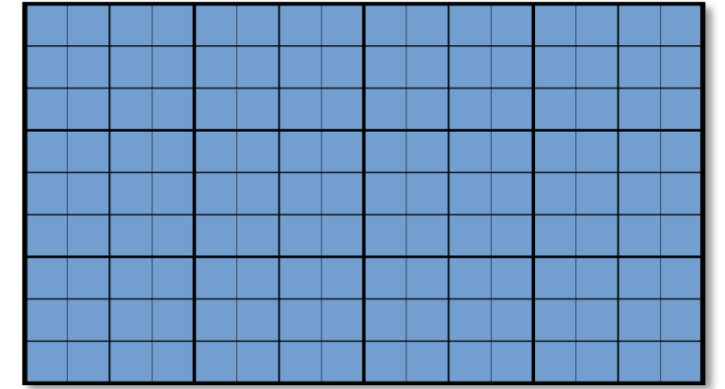
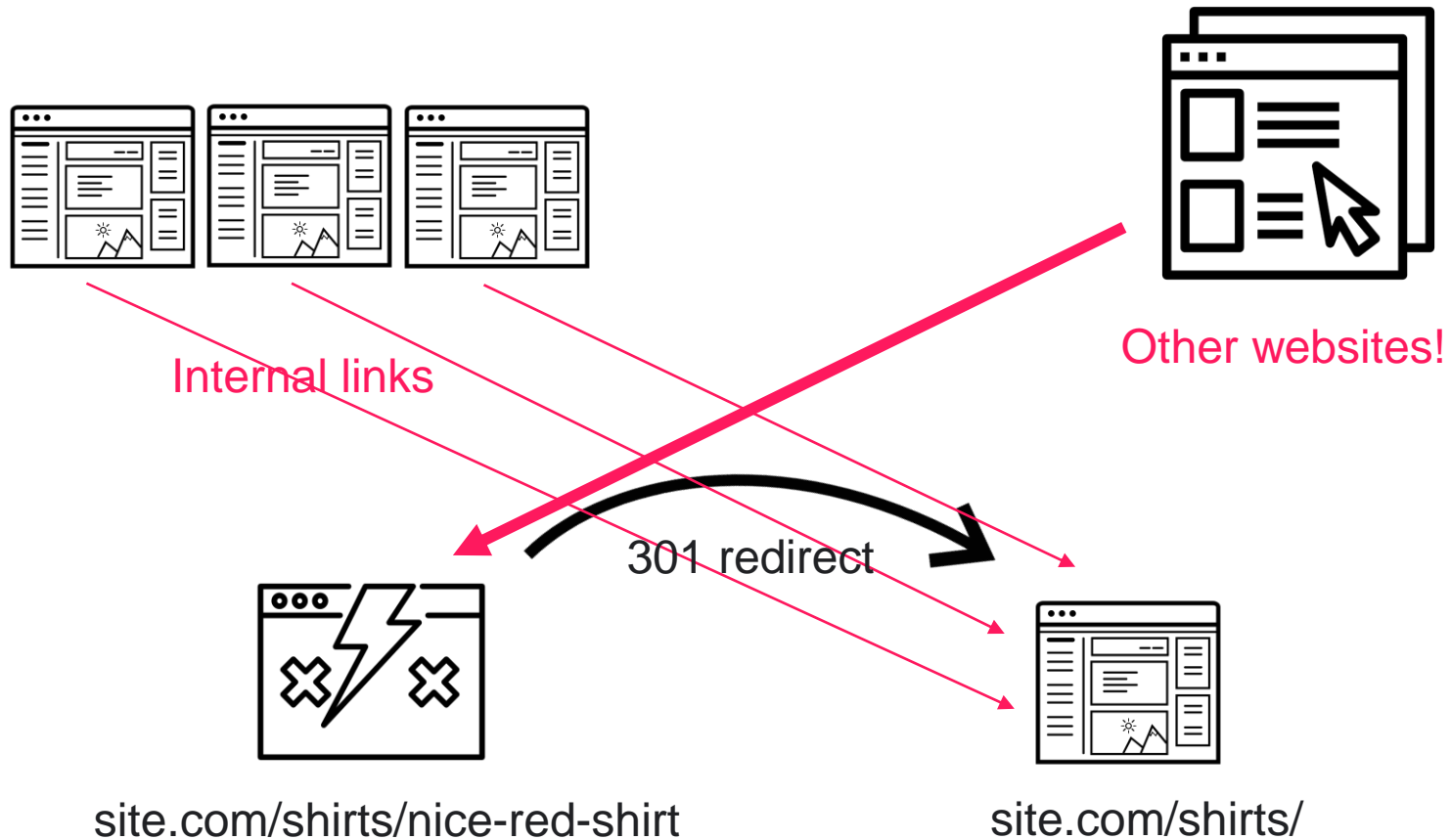
With all internal links updated, do we need to leave the old 301 redirect in place?

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Key concept

301 redirects pass link equity. Leaving a page an old page to 404 will not only be bad for users, it will lose the 'credit' earned from search engines for the links.

