Web Developer

HTML, CSS e Strumenti di Digital Marketing (SEO, SEM, SEA)

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Redirects & error pages

Technical seo

Shadi Lahham - Web development

301 permanent redirects

redirects act as digital signposts, guiding users and search engines to the correct URL when a page is moved, preserving search rankings, backlinks, and user experience

always use the 301 status code for permanent redirects, ensure the new URL matches the old one except for the domain or path, update internal links, submit a new sitemap to search engines, and monitor and fix 301 redirects

301 Redirects Explained: How They Impact SEO
301 Redirect: What It Is & How It Impacts SEO

301 permanent redirects

Technically
configure the web server to return a 301 HTTP status code for the old URL using server-specific directives like **RedirectPermanent** in Apache or **permanent** in Nginx; on Apache servers, the **.htaccess** file can also be used to implement 301 redirects

Optimize 301 redirects for SEO
- implement 301 redirects for permanent URL changes to ensure search engines and users are directed to the correct page
- avoid redirect chains by redirecting directly to the final destination URL
- use them to resolve duplicate content issues by pointing to the preferred version
- monitor the site for redirect issues with tools like ahrefs site audit and fix issues
- use them for specific SEO strategies, such as merging similar pages to consolidate ranking power

404 error pages

occur when users try to access a non-existent page, causing frustration and potentially harming SEO, so create custom 404 pages with helpful information, clear navigation, and a search bar; provide an explanation of the error and offer navigation to key pages; use tools like Google Search Console to track errors and either redirect or remove broken links

How to Handle 404 Pages for SEO
Do 404 Errors Matter in SEO?
A Beginners Guide to Custom 404 Pages
Best 404 pages

404 error pages

Technically
configure the web server to return a 404 HTTP status code for broken pages, create a custom HTML 404 page, place it in the website's root directory, and set the server to use this page

404 error with seo
- create a custom 404 page that is informative, user-friendly, and has a search bar and key links
- implement 301 redirects to relevant content instead of leaving users on a 404 page
- 404 errors primarily impact UX and link equity; fixing enhances UX, traffic, and rankings
- resolve 404 errors with tools like Google Search Console, SEMrush, or Screaming Frog
- monitor the site for new 404 errors, especially after updates

500 Error Pages

a 500 error occurs when a server encounters an issue preventing it from fulfilling a request, which can frustrate users and harm the site's reliability, so create custom 500 pages with an apology, clear messaging, and a link to the homepage or key pages to maintain user trust

Decoding 500 Series Status Code Errors and SEO Impact
Best 500 error pages

500 Error Pages

Technically
configure the server to return a 500 HTTP status code when an internal error occurs, create a custom HTML 500 page, and set the server such as apache or nginx to use this page; monitor server logs to identify and fix the root cause of errors promptly

SEO Impact
500 errors, that hinder site indexing, negatively impact SEO and cause search engines to downgrade site reliability

use tools like google search console to monitor for server errors and resolve them quickly; keeping the site error-free improves user experience and search engine rankings