



Checklist 1: Are 301 Or 302 Redirect Best For SEO?

Project Name: _____

Date: _____

Yes No

To help you understand the difference between the two redirects and to explain how they are used, here is a checklist review to tell how they can affect your SEO strategy:

The need for redirects

- | | | | |
|---|---|--------------------------|--------------------------|
| 1 | With the growth of the website and the addition of more content; changes to the site need to be made. | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | It is a challenge to change some items like the structure of your page concerning its URL. | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | It is also tricky for Google to identify which page is the authentic and correct one. | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | Also, the search engine giant might not be able to understand the page you prefer visitors to go on. | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 | Duplicate content can damage your search efforts, and hence a need for the redirect is required. | <input type="checkbox"/> | <input type="checkbox"/> |

301 redirect

- | | | | |
|---|---|--------------------------|--------------------------|
| 1 | A website page that has moved permanently to a new URL. | <input type="checkbox"/> | <input type="checkbox"/> |
|---|---|--------------------------|--------------------------|

Notes

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- 2 Search engines often require you to tell them what you are doing because they are not mind readers.
- 3 A 301 redirect allows you to say to a search engine like Bing or Google that your old page is no longer valid and hence you want traffic to the new page.
- 4 Usage of a 301 redirect can show Google how you want to be cooperated with and how you want to recover the traffic.
- 5 The recovery, however, could take a few months to a year.

302 redirect

- 1 Intended for a temporary website page move.
- 2 The challenge here involves webmasters using 302 redirects for a permanent move.
- 3 Because of its temporary nature and purpose; the redirect confuses Google because it isn't sure if the change is real, short-term or long-term.
- 4 Be careful while using this form of redirect. If you do not reset your website at a certain point to its original settings or convert the 302 redirects to 301; you could lose considerable traffic over the long term.

How to create the redirects easily

- 1 WordPress has many plugins that can allow you to do the work quickly.

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2 Redirection is one of them. It is the most popular plug-in.

3 Other plugins include simple 301 redirects, SEO redirection.

Which redirect is better?

1 In most cases, you would want to prefer using a 301 redirect as it gives you more search credit than a 302 redirect.

2 However, if you have multiple landing pages, then you can test a 302 redirect as it can be more comfortable in the interim.

3 The best redirect can only be decided once you know what you want to accomplish. This will help you pick the most appropriate redirect method for your work and requirement.

Notes