

## Etail Systems Tip Sheet

*Objective: To create an Excel file with your old URLs (from your previous site) & new URLs (from your new site).*

The following tells you how to achieve this;-

Redirecting your most popular pages from your old website is a great way to make sure any pages that have been indexed by Google don't lose their rankings.

The best way to get your most popular pages from your old site is to go into your Google Analytics account & export as many links as you're willing to redirect (it could be 50, it could be 500). We tend to say select the date range to be from the past three or four months, which will give a good average of your top pages.

### Setting up the file

You'll need to use Excel to make your redirect file, with these two headings: "OldURL" & "NewURL".

	A	B
1	OldURL	NewURL

In the "OldURL" column, paste all the full URLs from your old site

e.g. <http://www.lowsizerghbarn.co.uk/visitor-info.aspx>

### Adding your new URLs

You then need to decide where to direct people from the links on your old site, to the ones on the new site.

**NB: If you don't have access to your development site, then you won't be able to do this yet.**

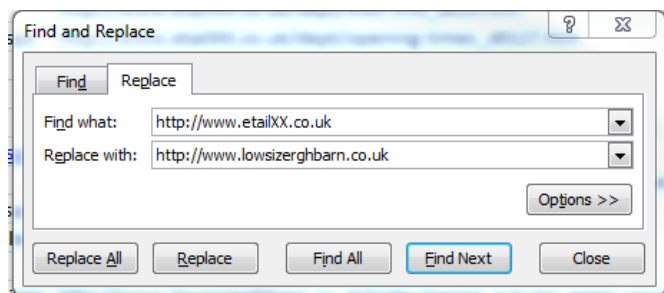
You can click round your development site to get all the links you need:

- if directing to a department, make sure it has products in it or you won't be able to see the link on the development site.
- If you're directing to a product, make sure it's set to live.
- If you're directing to a promotion or article, make sure it's set to live.

Once you have all those links, they should look something like this:

OldURL	NewURL
<a href="http://www.lowsizerghbarn.co.uk/visitor-info.aspx">http://www.lowsizerghbarn.co.uk/visitor-info.aspx</a>	<a href="http://www.etailXX.co.uk/dept/visit-info_d019.htm">http://www.etailXX.co.uk/dept/visit-info_d019.htm</a>
<a href="http://www.lowsizerghbarn.co.uk/visitor-info/opening-times.aspx">http://www.lowsizerghbarn.co.uk/visitor-info/opening-times.aspx</a>	<a href="http://www.etailXX.co.uk/dept/visit-info_d019.htm">http://www.etailXX.co.uk/dept/visit-info_d019.htm</a>
<a href="http://www.lowsizerghbarn.co.uk/visitor-info/parking-and-access.aspx">http://www.lowsizerghbarn.co.uk/visitor-info/parking-and-access.aspx</a>	<a href="http://www.etailXX.co.uk/dept/opening-times_d0127.htm">http://www.etailXX.co.uk/dept/opening-times_d0127.htm</a>

## Adding your redirects from a previous site



The start of all your URLs will be the development site URLs, so you'll need to change these to the correct domain name your site will be on. You can use a Find & Replace in Excel to do this (CTRL & H on a PC).

**NB: Please note that you cannot redirect from/to an image.**

Once that's done, send the file to [support@etailsystems.com](mailto:support@etailsystems.com) & we'll run it in for you.

If you have any questions about redirects, please call 0844 482 0908 or email [support@etailsystems.com](mailto:support@etailsystems.com).