

Etail Systems Tip Sheet

Objective: To add a redirect in COMS.

The following tells you how to achieve this;-

There are many reasons why you may want to do a redirect – maybe because you’ve changed a product URL that does well in Google, or when you changed your original site URL over, you forgot a stray one. This walkthrough shows you how to do a redirect in COMS. If you have lots of URLs that need redirecting, please ask for the ‘Adding your redirects from a previous site’ walkthrough, which shows you how to do this via a CSV file.

You’ll need to go to Sites > Admin > Website Redirects. This page will show you all the redirects that are currently set up.

Old URL	New URL	Created	
http://www.wellhungmeat.com/virgin	http://www.wellhungmeat.com/index/virgin_585793536.htm	03/07/2011	⊖
http://www.wellhungmeat.com/virgintaste	http://www.wellhungmeat.com/index/VirginTaste_587235329.htm	03/07/2011	⊖
http://www.wellhungmeat.com/offer/sheerlux	http://www.wellhungmeat.com/index/SheerLux_673120256.htm	03/07/2011	⊖

To add a new redirect, use the boxes under the blue bar entitled “New Website Redirection”.

New Website Redirection

Old URL New URL

In the ‘**Old URL**’ box, put the URL which people are **currently** being directed to.

In the ‘**New URL**’ box, put the URL which you **want** people to be directed to.

Then click the “Add Redirect” button. Your redirect will now be set up.

Old URL	New URL	Created	Expires	
http://yourwebsite.com/dept/old-dept-here_d012.htm	http://yourwebsite.com/dept/new-dept-here_d013.htm	24/09/2013	22/01/2014	⊖


If you’d like to remove the redirect for any reason, you can let it expire, or click the red ‘remove’ button.

Limitations

Timescales

Redirects are mainly meant for search engines, so they can re-index your new site/new URL. For this reason, they only last 120 days (around 4 months). If you want a redirect to last for longer than this,

then you will need to click the 'refresh' button every few months to keep this redirect active.

Old URL	New URL	Created	Expires	
http://yourwebsite.com/dept/old-dept-here_d012.htm	http://yourwebsite.com/dept/new-dept-here_d013.htm	24/09/2013	22/01/2014	

This will keep it active for another 120 days **from the day you clicked the button.**

Unless you're moving your website to us from another company, then you might have a lot of redirects to start off with. This is fine as the search engines need to reindex your site. **We don't recommend adding lots & lots of redirects all the time, as every time someone clicks on a page, the full list of redirects has to be looked up – the longer this list is, the longer it will take for the page to load.**

NB: Please make sure your URLs are all absolute e.g.

http://www.mywebsite.com/dept/old-dept-here_d012.htm

rather than

[mywebsite.com/dept/old-dept-here_d012.htm](http://www.mywebsite.com/dept/old-dept-here_d012.htm)

Redirecting Products

If you are wishing to redirect products, then you will have to do this via the Replacement Product feature – please ask for the “Adding related, associated, recommended & replace products” walkthrough (either for CSV or COMS). If you try to add a redirect **from** a product page to elsewhere on the site, it will not work.

If you need help with redirects, please call 0844 482 0908 or email support@etailsystems.com.