## Adding redirects (in COMS)



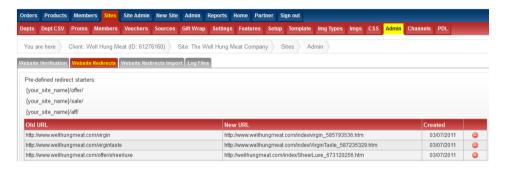
# **Etail Systems Tip Sheet**

Objective: To add a redirect in COMS.

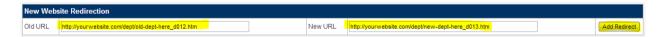
The following tells you how to achieve this;-

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.



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



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.



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,

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



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

#### **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.