

Etail Systems Tip Sheet

Objective: To understand how the automatic redirects in COMS work, & when the 404 page or Product Not Found pages appear.

Automatic redirects in COMS come into action when someone clicks on a link to a product which isn't currently available. It's important that these pages are optimised & give the customer the correct information, rather than just throwing a generic error page.

This page also mentions replacement products, plus recommended, related & associated products – if you'd like any more information on these, please let us know.

404 Page

A 404 Error page usually appears when the URL doesn't exist any more.

On your site, this appears when:-

- There's no information for a product, or a product is dead & there is no replacement product.

Product Not Found

A Product Not Found page appears in various situations, as below:-

- A product is new
- A product is live, but invalid (e.g. no SKUs, not in a department or an affiliate only product)
- A product is suspended & there's no replacement product

Any Product Not Found page will display recommended, related & associated products (if they're set up/available).

301 Redirects

A 301 redirect means that one URL has moved to another URL permanently.

301 redirects are brought into action when:-

- A product is dead, & there's a replacement product set up.

302 Redirects

A 302 redirect is a temporary redirect, & assumes that the original will be available at some point in the future.

A 302 redirect comes into action when:-

- A product is suspended & there's a replacement product set up.

Replacement Products

Replacement products should be set up for all products which are suspended or dead. It's good practice to do this as if a customer clicks on a URL for a product which is no longer available, they'll be redirected to the product which has replaced it (temporarily or permanently), rather than receiving an error page (a 404 or Product Not Found).

NB: Please make sure that any replacement products set up are actually replacements for that product, not just something similar e.g. a shoe has been discontinued & replacement product is the new version of this shoe.

Please ask for a walkthrough on adding these if you would like to know more.

Related, recommended & associated products

These are products which often appear at the bottom of a product page, usually called something like "People who bought this also bought..." or "You may also like..." – these can be random from across the whole site, random from the department the product, or manually input. Please ask for a walkthrough on adding these if you would like to know more.

If you need any more information about how automatic redirects work in COMS, please call 0844 482 0908 or email support@etailsystems.com