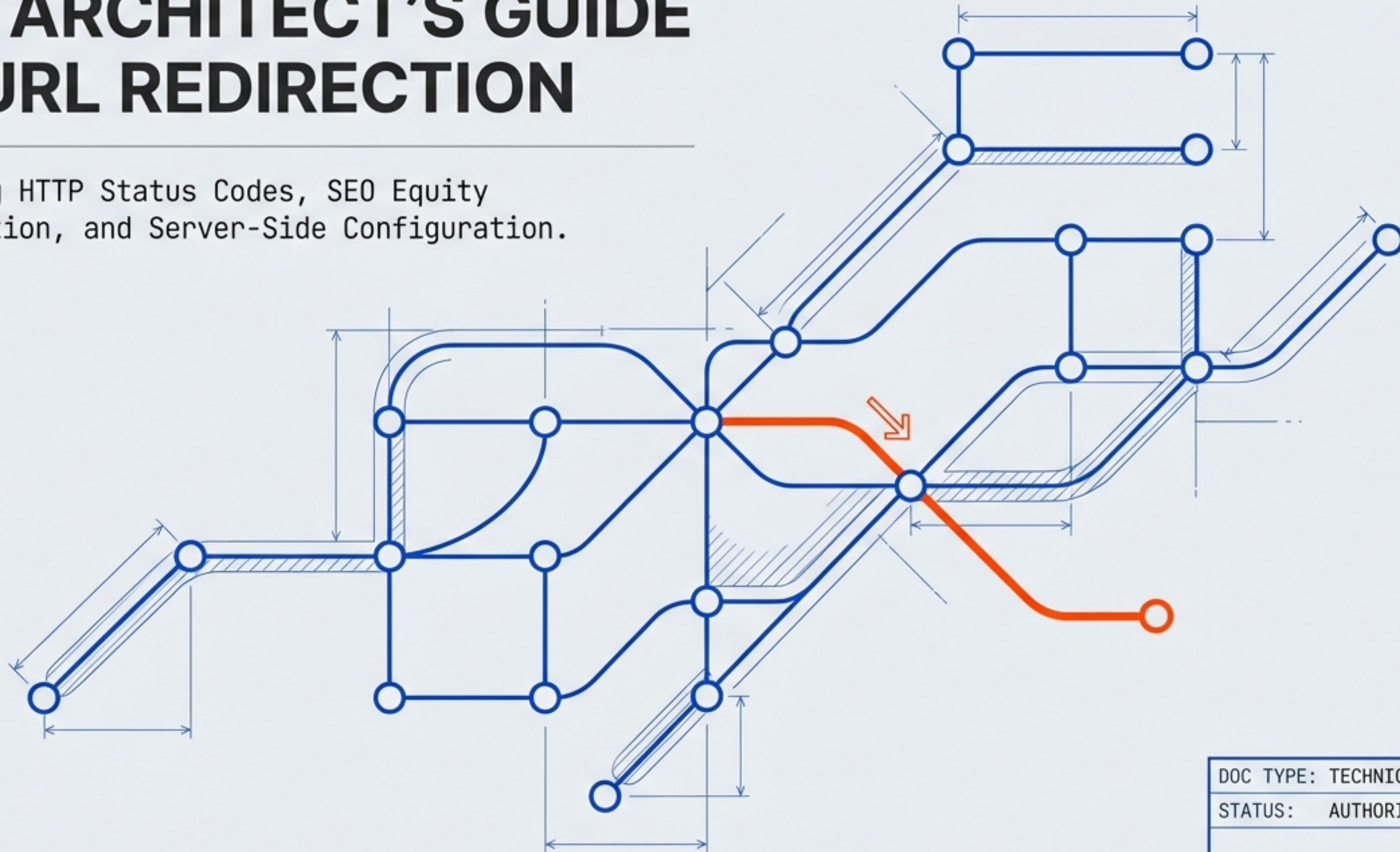


THE ARCHITECT'S GUIDE TO URL REDIRECTION

Mastering HTTP Status Codes, SEO Equity Preservation, and Server-Side Configuration.



DOC TYPE: TECHNICAL FIELD GUIDE	
STATUS: AUTHORITATIVE	

THE DUAL IMPERATIVE: SEO & UX

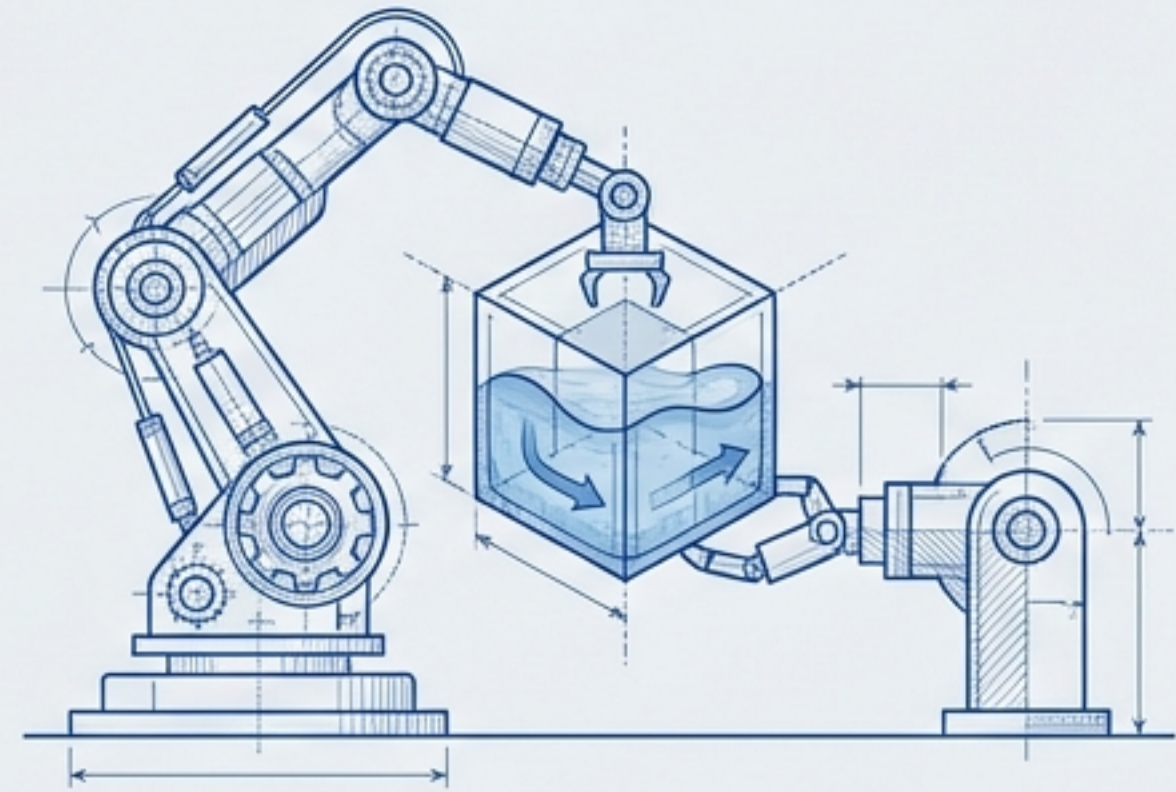


USER PATH



Zero Friction Navigation.
No 404s.

BOT PATH



Equity Transfer.
Preserving History.


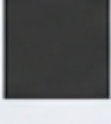
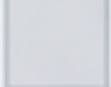
CRITICAL DATA: 301 Redirects transfer ~90-99% of ranking power.

Redirects are the bridge that carries your site's history and authority to its new location.

THE 3XX SPECTRUM

Taxonomy of HTTP Status Codes



-  Solid Blue = Permanent (SEO Standard)
-  Hatched Blue = Temporary (Placeholder)
-  Grey = Specialized
-  Light Grey = Obsolete/Rare

301 "Periodic Table" style:
302 = JetBrains Mono,
305 = name-prenaizv's font
306 - 306 = JetBrains Mono.

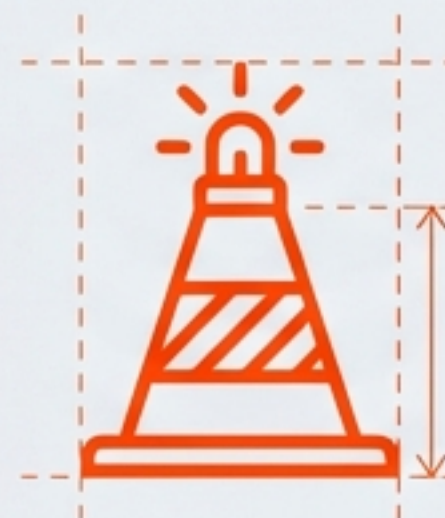
THE GREAT DEBATE: 301 vs. 302

301: MOVED PERMANENTLY



- The Mover
- Updates Search Index
- Passes PageRank
- Browser Caching: YES
- Use: Migrations, Deletions, HTTPS

302: FOUND / TEMPORARY



- The Placeholder
- Keeps Old URL Indexed
- No Full Equity Pass
- Browser Caching: NO
- Use: A/B Testing, Seasonal Sales

WARNING: Google may treat long-standing 302s as 301s, but do not rely on this behavior.

MODERN STANDARDS: 307 & 308

Preserving the HTTP Method (POST Data)

THE PROBLEM - 301/302

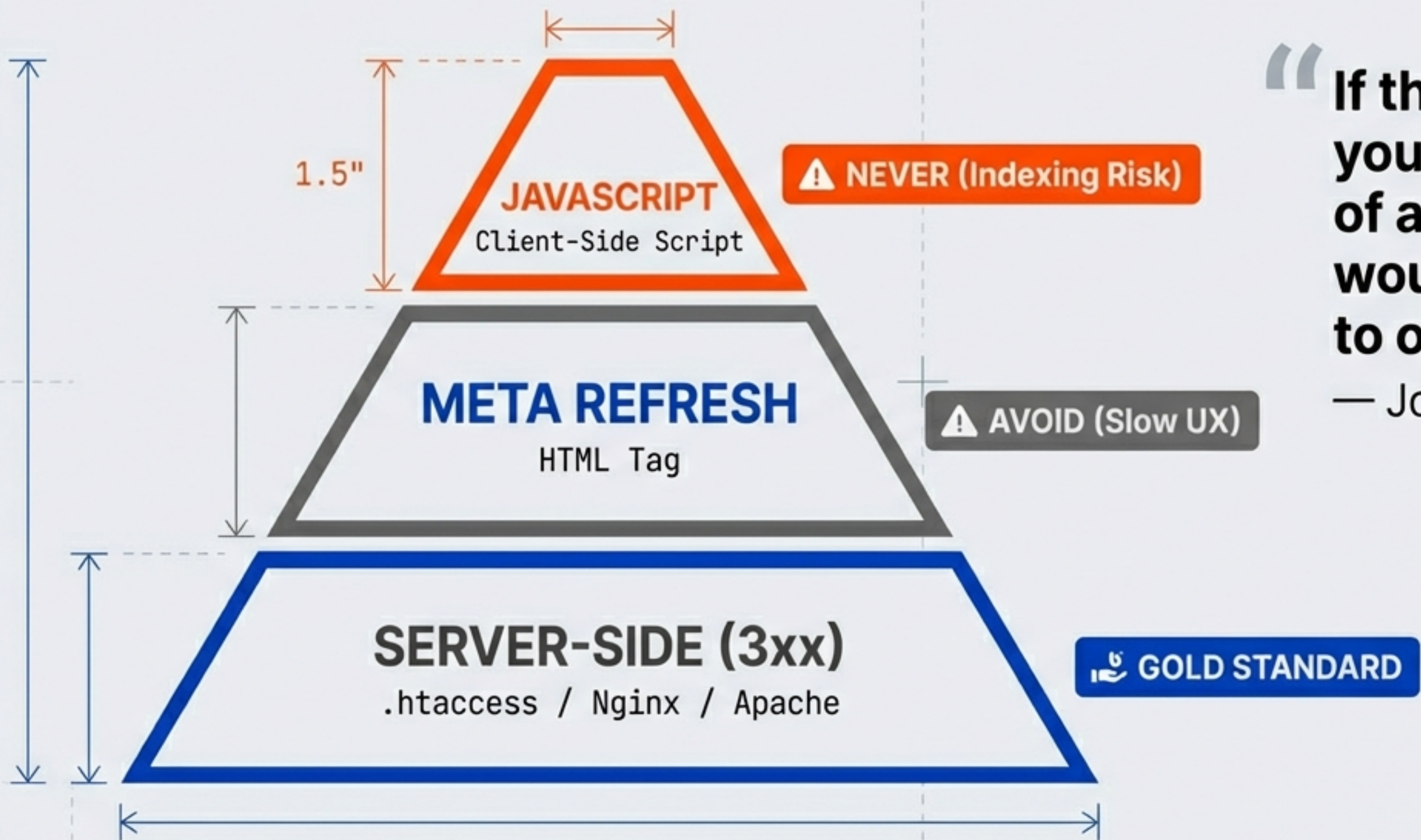


THE SOLUTION - 307/308



Essential for e-commerce checkouts and complex form handling.

IMPLEMENTATION HIERARCHY



“If the user clicked on your site in search of a knife, they would be frustrated to only see spoons.”
— John Mueller, Google

THE .htaccess CHEAT SHEET

Apache Configuration Syntax

```
# 1. Redirect Single Page
Redirect 301 /old-page /new-page

# 2. Force HTTPS
RewriteCond %{HTTPS} off
RewriteRule ^(.*)$ https://%{HTTP_HOST}/$1 [R=301,L]

# 3. Remove www
RewriteCond %{HTTP_HOST} ^www\.(.*)$ [NC]
RewriteRule ^(.*)$ http://%1/$1 [R=301,L]

# 4. Directory Redirect
RewriteRule ^old-folder/(.*)$ /new-folder/$1 [R=301,NC,L]
```

⚠ NOTE: Always backup .htaccess before editing. Nginx uses nginx.conf.

THE SEVEN DEADLY SINS

Common Implementation Failures



REDIRECT CHAINS

A -> B -> C.
Dilutes equity.
Fix: A -> C.



INFINITE LOOPS

A -> B -> A.
Browser crash.
ERR_TOO_MANY_REDIRECTS.



SOFT 404s

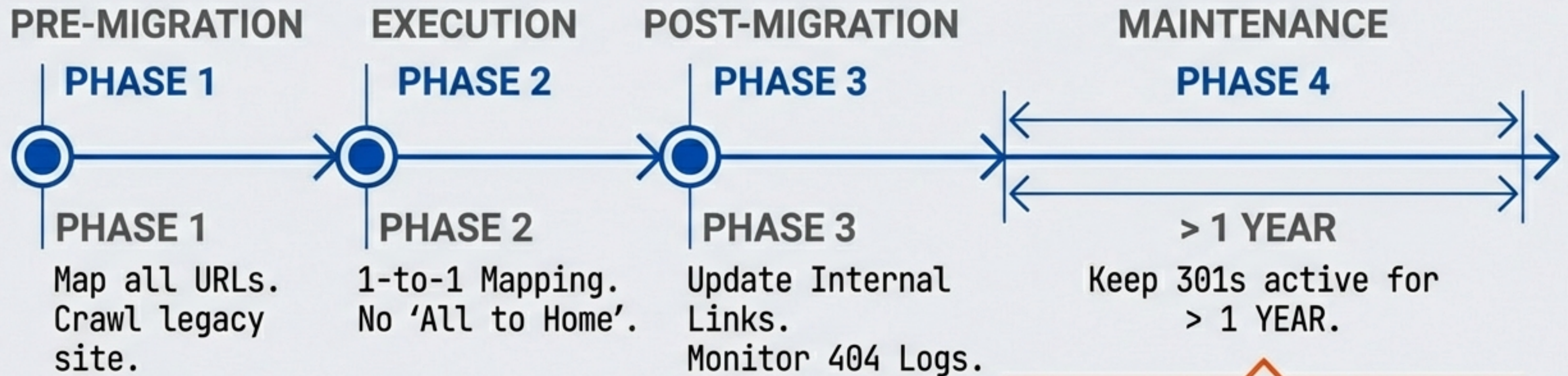
Redirecting deleted content to Home. Bad UX.



CASE SENSITIVITY

/Page vs /page.
Duplicate content risk.

MIGRATION STRATEGY



⚠ NOTE: Google requires time to permanently record the signal change.

BEST PRACTICES CHECKLIST

- Use 301 for permanent changes (Equity Transfer).
- Use 302/307 for temporary sales or maintenance.
- ELIMINATE** Meta Refresh and Client-side JS redirects.
- Audit regularly for Chains and Infinite Loops.
- Redirect to relevant content (**Avoid** Soft 404s).
- Monitor 404 logs to recapture lost backlinks.
- Enforce HTTPS and www consistency.



ARCHITECT APPROVED