

# How to move a Wordpress Blog (same domain) and redirect your users

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One task that has come up recently when dealing with the SEO side of a client's portfolio is the positioning of their Blog. They are using Wordpress, so I searched for and found a few other guides to moving Wordpress Blogs, but they are all quite length, and don't deal with the social side of things, like re pointing your XML feeds and redirects on the old Blog URL.

## 1. Backup your Blog

This kind of goes without saying, but make a copy of your blog before you do anything. Safety first and all.

## 2. Edit the Blog settings

You need to login to your blog and edit three of the system setting before moving any of the files.

Click on 'Settings' - 'General' and edit the Wordpress address URL and Blog Address URL to the new address.

Click on 'Settings' – 'Miscellaneous' and edit the 'Store uploads' directory path to use the new folder. If you are using an absolute URL this will need updating, if it is a relative path it won't.

## 3. Move the directory to the new destination

Move your blog directory to its new home. Make sure that you leave a directory with the old blog name there, as we will use that later in a redirect rule. Also check at this point that your server has write permissions on the new folder, as your blog will create files inside the folder structure.

## 4. Redirect the old URL

The process for this will be different for different server technologies, but I have another article here () that lists three possible ways of doing this. In my case I used IIS to create a permanent 301 redirect from the old folder to the new folder.

### **5. Syndication links**

If you are using any sort of content syndication, like Feedburner or blog rolls etc then you need to let them know your blog has moved. As an example I use Feedburner to manage the XML RSS feeds on blogs. It is very easy to login to Feedburner and change the URL of the blog feed. This also keeps your subscriber list, as Feedburner uses the blog name, not the URL to identify the blog, so change the URL NOT the feed name.