

Redirecting a URL using 301 or 302

Posted At : 8 June 2009 15:41 | Posted By : Shaun McCran
Related Categories: Coldfusion, SEO Methodologies, Web technologies

If I want to redirect a URL I will usually try and do it on the server side, as this seems like the best fit solution to a redirect. It can be done server side, or in code, examples of both are below.

Whether it is an entire site redirect or a page move necessitating a URL redirect there are some small, but key differences in how to do it.

Differences in 301 or 302 redirects

The **302** redirect is a temporary redirect that indicates to browsers and search engines that it is not a permanent change. This is all well and good, but some engines will overlook this due to knowing that it is a temporary change. Google for instance will not index redirects of this type, effectively leaving your users pointed at the wrong URL.

The **301** redirect is a permanent redirect. It is much more search engine friendly, as they will not skip over it. They read it and cache the destination template as the end point, rather than using the redirect url, so saving your users that extra jump.

Implementing the redirect

In IIS:

In internet services manager, right click on the file or folder you wish to redirect

Select the radio titled "a redirection to a URL".

Enter the redirection page

Check "The exact url entered above" and the "A permanent redirection for this resource" (This makes it a 301 redirect)

Click on 'Apply'

In code:

```
<cfheader statuscode="301" statustext="Permanent redirect">  
<cfheader name="Location" value="http://www.redirect-url.com">
```