

REDIRECTS AND WHY YOU SHOULD BE USING THEM FOR EVERYTHING

SPOTLIGHT TRAINING #18:
Presented by Jen Perdew–Houlk
&
David Perdew



SPOTLIGHT

OUR GOAL TODAY IS TO: UNDERSTAND HOW AND WHY TO USE REDIRECTS

You may not even know what Redirects are yet. It seems like an advanced technique, but it's simple and foundational. Once you complete this this training, you'll understand:

- What is a redirect
- When to use a redirect
- The different types of redirects
- When a redirect is not a redirect
- Why are redirects important for SEO
- And the kind of tools to use for Redirects



WHAT IS A REDIRECT?

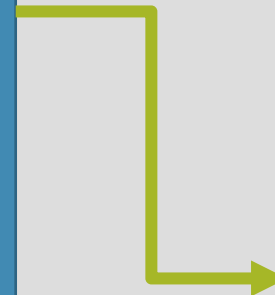
Redirection is the process of forwarding one URL to a different URL.



SPOTLIGHT

Scenario I

I want people who visit Page A
to be redirected to Page B.



SPOTLIGHT

Edit Link

Save

Save & Close

Save & New

Delete

Cancel

Back to List

Copy Link As New...

Title: CNN News



Description

Group: Temp



Add New Group

A

Redirect URL: https:// nams.ws / CNN

The second half of your redirect link, the text after the domain.
Characters allowed: A-Z, a-z, 0-9, -, _
Ex. /my-special_offer

Destination URL: http://CNN.com

B



SPOTLIGHT

REASONS TO USE REDIRECTS?

Affiliate Tracking

404 Pages

Short aliases for long URLs

Meaningful, persistent aliases for long or changing URLs

Split Testing

Search Engine Optimization

Permanent Movement

Similar domain names



Scenario 2

Promote an affiliate product with a tracking link to get credit for any sales.



Page A
<https://NAMS.ws/BLM>

Page B
Hop
Tracking Link
<https://jvz6.com/c/8683/108437>

Page C
<https://backlinkmachine.converttricom/v3sales>



SPOTLIGHT

Save Save & Close Save & New Delete Cancel Back to List Copy Link As New...

Title: Ankur Shula's Backlink Machine

Description

Group: JV Zoo

Add New Group

A

Redirect URL: https:// nams.ws / BLM

The second half of your redirect link, the text after the domain.
Characters allowed: A-Z, a-z, 0-9, -, _
Ex. /my-special_offer

Destination URL: https://jvz6.com/c/8683/108437

The URL your visitor is redirect to after clicking your link

B

C

Page C

<https://backlinkmachine.converttr.com/v3sales>



SPOTLIGHT

Scenario 3
Recovering 404 pages and
saving that traffic



Page A
<https://NAMS.ws/BLM>

Page C

<https://www.semrush.com/blog/how-i-get-backlinks-using-a-simple-email>

Page B
Page Not Found



SPOTLIGHT

Edit Link

[Save](#) [Save & Close](#) [Save & New](#) [Delete](#) [Cancel](#) [Back to List](#) [Copy Link As New...](#)

Title:

Description:

Group:

[Add New Group](#)

Redirect URL:

The second half of your
Characters allowed: A-Z, a-z, 0-9, /
Ex. /my-special_offer

Destination URL:

The URL your visitor is redirect to after clicking your link

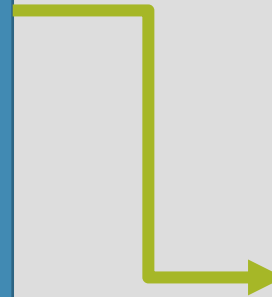
No Change to the
Customer URL
CHANGE ONLY the
Desitnation URL



SPOTLIGHT

Scenario 4

301 Redirect is PERMANENT
redirect which passes between 90-
99% of link equity (ranking power)



SPOTLIGHT



FORWARDING

SIMPLENICHEDOMAINS.COM

Forward To

[Preview](#)

https:// 

www.secureserver.net?prog_id=SimpleNicheDomains



Forward Type 

☒ Permanent (301)

☐ Temporary (302)

☐ Forward with masking

A

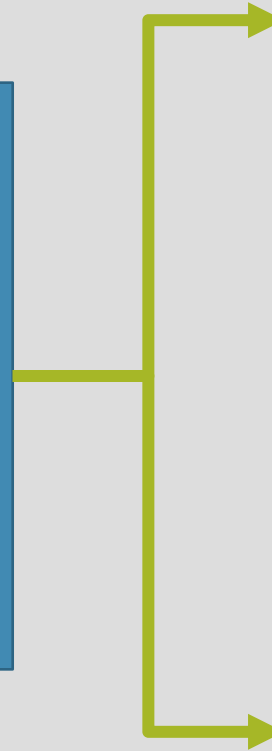
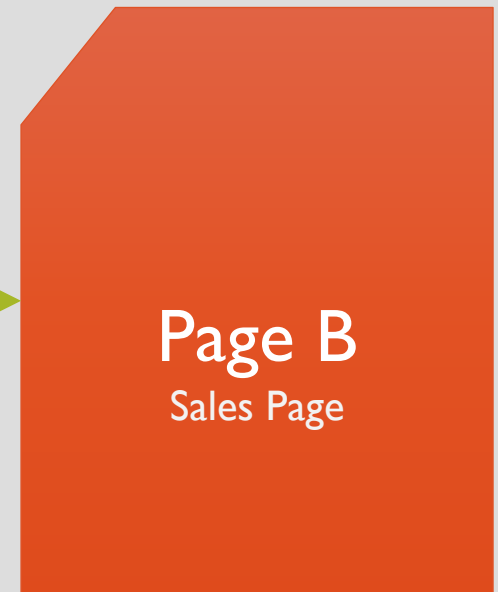
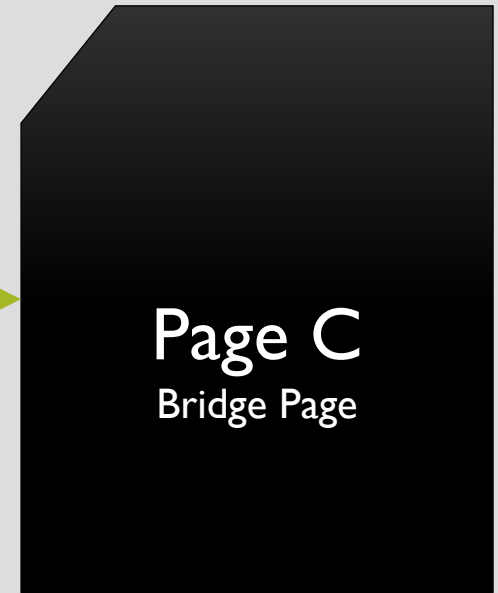
B

C



SPOTLIGHT

Scenario 5
Split Testing for Better
Conversions



A

Redirect URL:

https://

nams.ws



/ endlesssplit

The second half of your redirect link, the text after the domain.
Characters allowed: A-Z, a-z, 0-9, -, _
Ex. /my-special_offer

Destination URL:

https://mynams.com/endless-affiliate-profits-isbutton

The URL your visitor is redirect to after clicking your link

Check query string for
tracking data and to
enable inactive links: ☒

Meta Data For Social Media

Javascript Code (Advanced)

Split Testing

B

A Split Test measures
winners and losers
between competing
URLs - User clicks one
URL and traffic is split
between multiple pages

D

Goal Link:

Insiders Club Thank You Page (https://mynams.com/insiders-club-thanks)

Alt. Destination URL #2:

https://mynams.com/endless-affiliate-profits

50

Traffic %

Alt. Destination URL #3:

0

Traffic %

Alt. Destination URL #4:

0

Traffic %

C

REDIRECTS AND SEO

Questions and Answers about the effect on SEO



ARE REDIRECTS BAD FOR SEO?

- No – Not if they're done right.
- 301 Redirects (or permanent redirects) tell the search engines and users that content has moved from one URL to another. And it carries all that SEO juice from before.

WHAT HAPPENS WHEN I DELETE A POST OR PAGE?

- Google's not very happy
- When you delete without telling everyone where to go, you've created a 404 (Page Not Found) message and Google interprets that as lower quality
- Your rankings will decrease with more 404 results
- Redirects resolve that and Google (and Users) appreciate being redirected to relevant content.

RESOURCES LIST:



SCT – Simple Click Tracker –
<https://nams.ws/SCTSales>

Coupon = 100OFF



Pretty Links – Free Version
<https://NAMS.ws/Pretty>



Insiders Club – Get SCT as
part of our Tools for \$1 trial
<https://NAMS.ws/Trial>



SPOTLIGHT



SPOTLIGHT

DISCOVER WHAT YOU
NEED NOW!

Take this short survey so we help you identify
next steps...

Everyone is at a different place in their business.
One size NEVER fits all!

NAMS.ws/BR6



SPOTLIGHT