

MOVING A WEBSITE

The redirect check that says 200 is lying

It follows the redirect and hides the page that is gone.

One question when you move a site

Does every old URL that ranks go somewhere useful?



Same URL, two checks

CURL -I -L

200, looks fine

REAL CHECK

404, page lost

onlineoptimisers.ai

Why the usual check lies

*It follows to the end. That 200 can be the wrong
page or the homepage.*

The real check

- 01 `curl -so /dev/null`
- 02 `-w "%{http_code} | %
{redirect_url}\n"`
- 03 then the old URL, no `-L`
- 04 Do not follow the redirect
- 05 Read the code and the target



How to read it

301 TO A TOPICAL PAGE

Good

404

A lost ranking

301 TO THE HOMEPAGE

Check it



Cutovers fail silently.

— THE BLEED SHOWS UP WEEKS
LATER AS LOST CALLS



Comment FLEET

I'll send the redirect check sheet

**Free Fleet Room invite
included**