

301 Page Redirects

Overview

A 301 redirect tells web browsers and search engines that a web page has moved permanently and to show the new redirect target in search results. Apart from making sure your site visitors get to the right page, Page Redirect is a useful SEO tool.

For your Commerce Vision website, 301 redirects are especially relevant for pages that are no longer used, e.g., old or misspelt category and product pages, expired promotions and campaigns. Or those with new URL names - perhaps the path names have been changed to make them more meaningful to the user.

Step-by-step guide

To configure a Page Redirect:

- 1. In the CMS, go to **Settings SEO Maintenance** (/zSearchEngineOptimisationMaintenance.aspx).
- 2. Click the **Page Redirects** tab.
- 3. Click **New**.
- 4. Populate the fields as per the table below:

Field	Value	Notes
Incoming URL	The old page URL from the first forward slash ('/') onward.	Example: www.commercevision.com.au/old-page would be entered as '/old-page'.
Outgoing URL	The new page URL from the first forward slash ('/') onward.	Example: www.commercevision.com.au/new-page would be entered as '/new-page'.

Include URL Parameters	Leave this box unticked to exclude parameters.	URL parameters structure extra information for a URL such as specifying dynamic content, filtering, user or campaign tracking. Parameters start with a '?' symbol after the URL. Multiple parameters are separated by the '&' symbol. Here is a simple one that specifies a product after the product display URL:  https://commercevision.customer-self-service.com/ProductDisplay.aspx?product=CV245 When included, the system will pass thru any parameters from the incoming URL and attach to the outgoing URL If this is a parameterised URL, decide whether the parameters need to be included for the target. E.g., Parameters are sometimes generated dynamically when a user completes an action without actually changing the content on the page. If the target URL is the primary URL, you may not need to add parameters used in the incoming URL.
Response Code	301 (Moved Permanently)	This tells search engines and crawlers that the page has moved permanently.
Match Type	Exact Match or Path	Determines how to match the incoming URL Path: only match path without the parameters (i.e. the section before the "?") Exact Match: requires matching for the entire incoming URL including any parameters

5. Click **OK** to save.



To test the redirection, enter the outgoing URL in the browser Address Bar and check it redirects to the incoming URL.

Related help

- [Google Tag Manager with Google Analytics \(v4\)](#)
- [Google Tag Manager with UA & GA4](#)
- [Google Tag Manager & Analytics](#)
- [Google Tag Manager with Universal Analytics](#)
- [Product & Category Page Metadata](#)