

REDIRECTS AND ERRORS

DIGITAL CORPORATE
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ARVAL
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✂ HOW TO : SEO – 404 & 500 ERRORS

4XX represent client-side errors : 403 Forbidden Page, 404 Not Found Page

5XXs indicate problems on the server side : 500 Internal Server Error

① 403

② 404

③ 500

Forbidden

You don't have permission to access / on this server.

Apache/2.2.11 (Ubuntu) Server at localhost Port 80



Not Found

The requested URL /invalidurl.html was not found on this server.



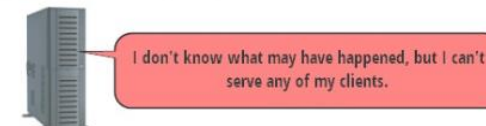
Internal Server Error

The server encountered an internal error or misconfiguration and was unable to complete your request.

Please contact the server administrator, webmaster@localhost and inform them of the time the error occurred, and anything you might have done that may have caused the error.

More information about this error may be available in the server error log.

Apache/2.2.11 (Ubuntu) Server at localhost Port 80



WHEN DO THEY OCCUR ?

- 1 The server understands the client's request clearly, but for some reasons refuses to fulfil it. Two reasons: visitors not allowed to browse the file directory structure of the site or a specific file the client requested cannot be viewed from the web.
- 2 The server doesn't find anything on the requested location. Two scenarios resulting in a 404 error: mistype the URL or move the URL.
- 3 The server encounters an unexpected condition that prevents it from fulfilling the client's request. The reason is most likely a permission error, a corrupt .htaccess file or a too low memory limit.

Errors – How to improve customer experience

↓ DON'T



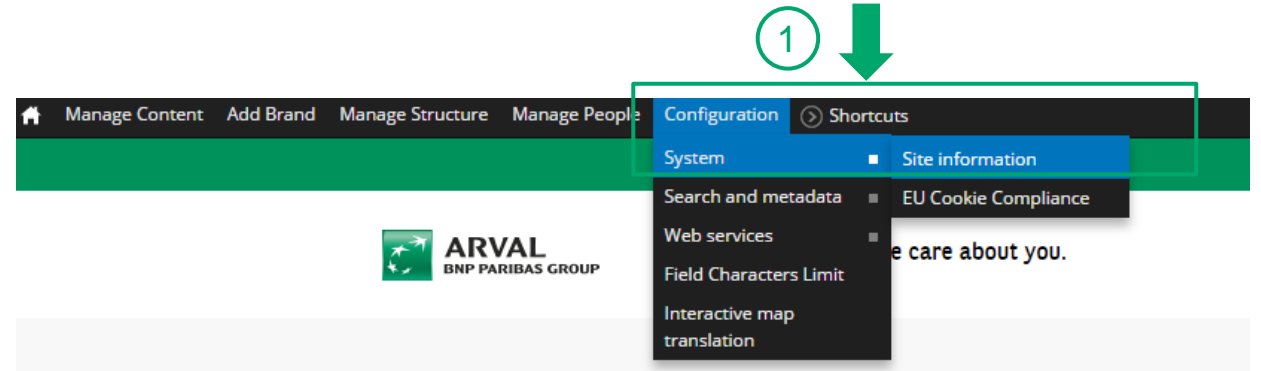
- One of the best indicators that someone is having a bad time is if they keep seeing **annoying error messages**.
- Don't make them get a slap in the face by showing them errors whenever they want to visit a web page.

↓ DO

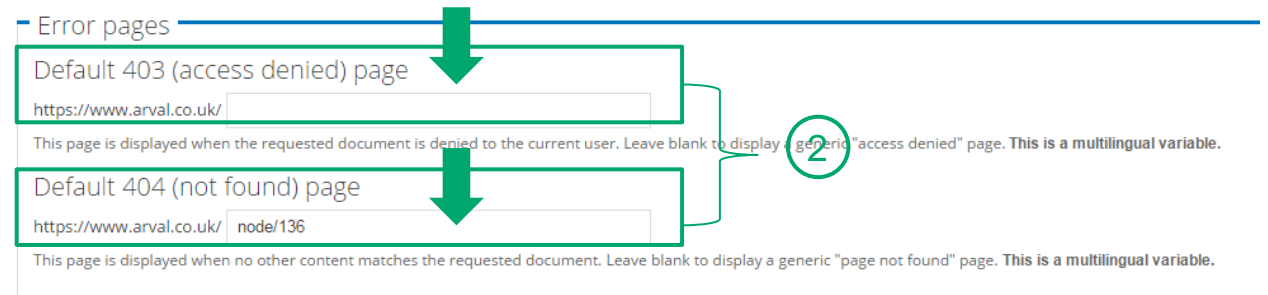
- Engage visitors with your site by showing them the page they want to see and not an error page.
- Do what you can to reduce errors and make user stay on your web pages.

How to handle errors in Drupal

- 1 → Go to Configuration
→ Click on System
→ Click on Site Information



- 2 Error Pages Section
→ Default 403 (access denied) Page
→ Default 404 (not found) Page

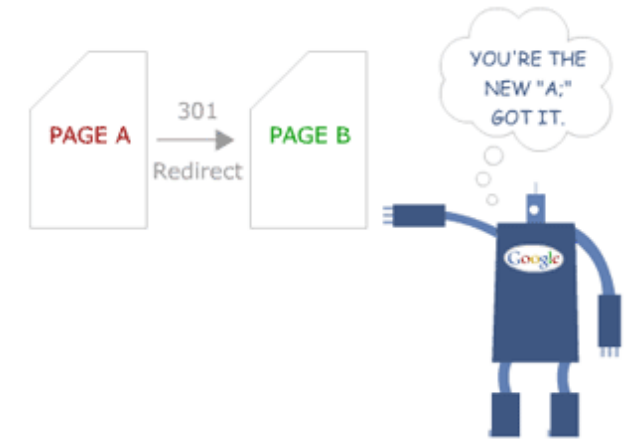


301 Redirects: Moved Permanently URLs

A redirect is used to send both web users and search engines to a different URL.

It is highly recommended to use 301 redirects to redirect to another address permanently.

Search Engines know that the page changed location and that the content can be found at the new URL.



HOW TO IMPLEMENT 301 REDIRECTS?

In order to do 301 redirects, please send a ticket to Stepnet and ask them to implement this.

In your email, please indicate:

- the Error URL
- the 301 redirect (the hos or new URL)

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