

11/6/18

## Search Engine Optimization (SEO) Techniques- 301 vs. 302 Redirects

There are ever changing dynamic rules Google, Bing, and other public search engines' bots use in their algorithm. They keep changing them, so they can stay important as gateway "medium" to information on internet and make money with advertising. If they don't change, websites that appear on their first page/top spot will take their business away in a long run... There are many rules for a website to do well at Google SEO and others. AAW.link will be adapting them to move up as we have times. Christopher made recent researches and knew many rules, but did not have time to change them all at once. One very important rule is REDIRECTING PROPERLY with 301 instead of 302. Search engine robots get confused and will not follow 302 redirects, according to my research as of 11/6/18 affirmatively.

The dilemma for many websites nowadays is that HTTPS (with TLS 1.2) is not an option anymore. Many websites that comply and use HTTPS standards, simply use 302 redirect technique right at their home page when they have visits with HTTP protocols. For example, many people will not type <https://aaw.link> in URL bar, but simply aaw.link or [www.aaw.link](http://www.aaw.link). Many ignorant shallow software engineers (web developers) crudely configure to redirect HTTP to HTTPS with 302, such as <https://aaw.link>, so that the website complies with high standards but this improper 302 redirect method will hurt at the Google ranking a great deal. Test your site at <http://www.redirect-checker.org/>. If you see problems or 302 rules, retain Christopher McGrath to fix them. You may also retain him to work on larger SEO Rank Improvement project to enforce other compliance rules for Google bot. Contact for details.

Contact Christopher McGrath for web development, software engineering, programming, IT engineering works, or tutoring.

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