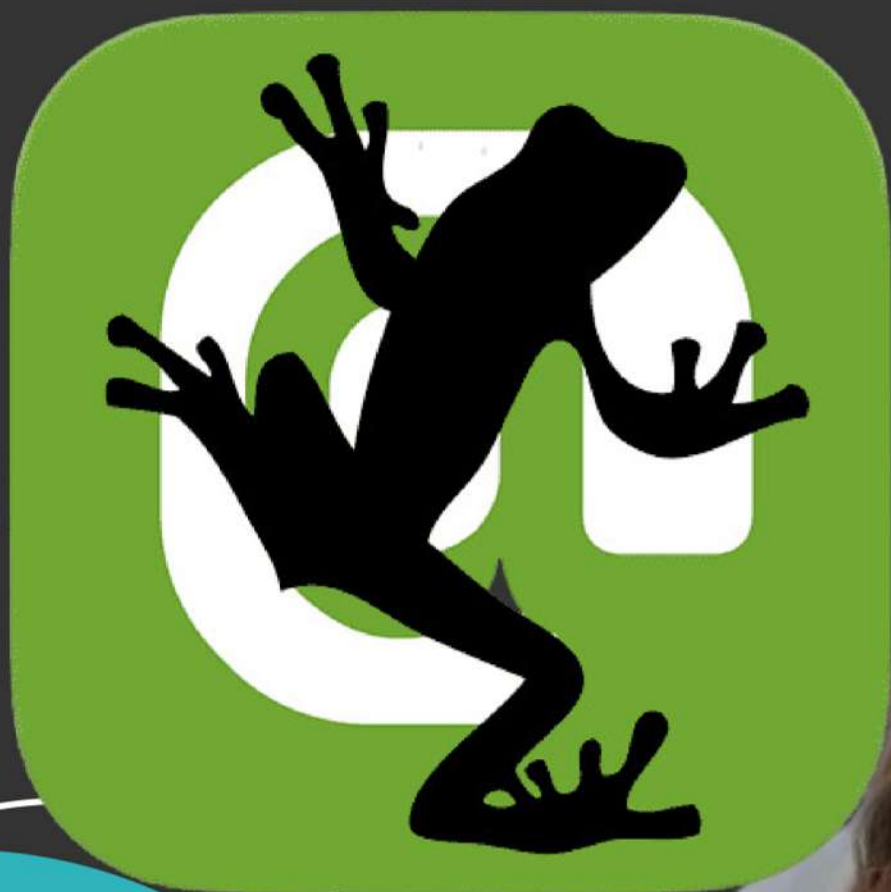




TIDY YOUR SITE ARCHITECTURE

Find links to redirected URLs and link
direct to status 200.

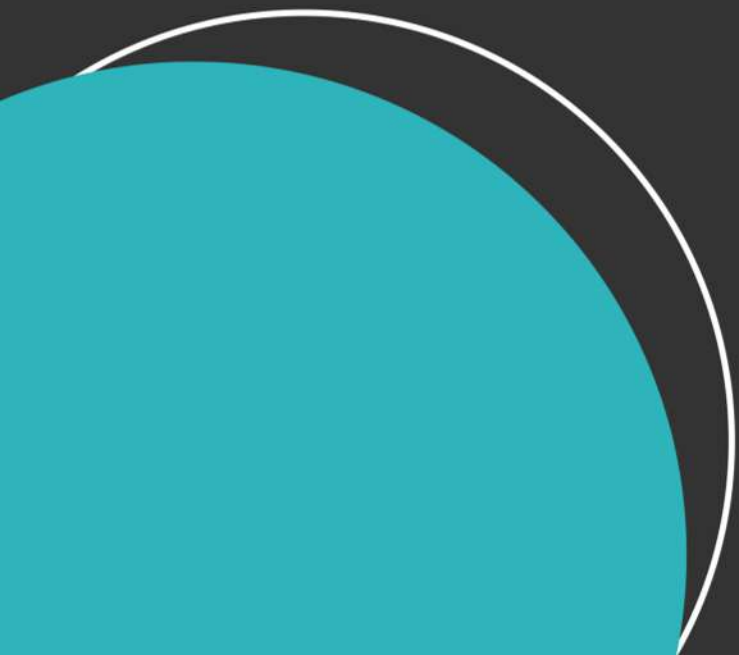


ZOE ASHBRIDGE



CONTENTS

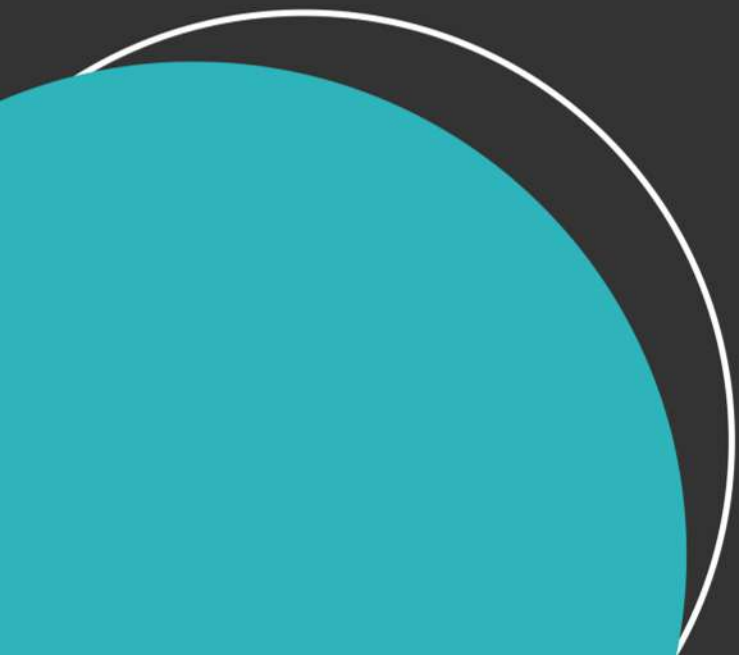
- Context ----- 3
- Why does this matter?----- 4 - 5
- How important is it? ----- 6
- When is resolving internal links
to 301 URLs most critical? ----- 7 - 10
- Step-by-step guide to finding
and solving links to 301 URLs. -- 11 - 18
- Top tips ----- 19 - 23





Over time, sites can pick
internal links to 301 URLs.

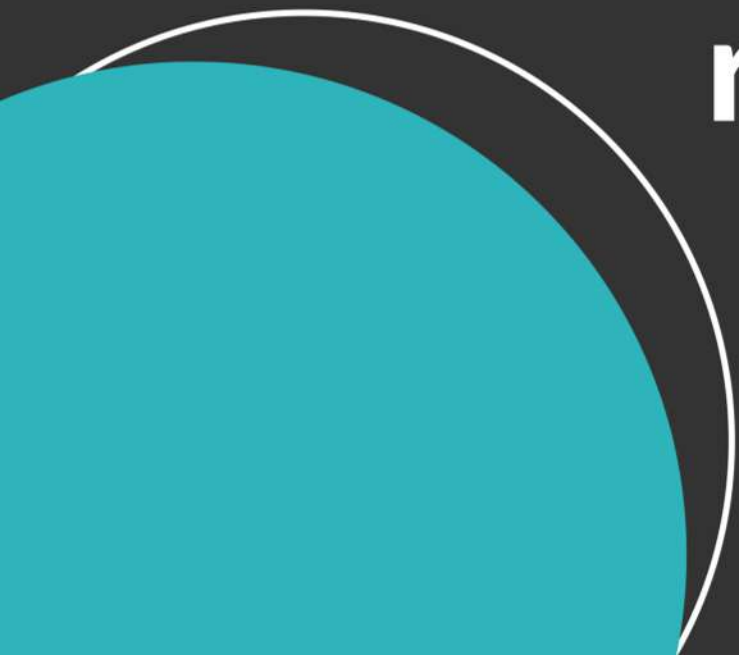
301 URLs are URLs that
have been redirected.





Why does this matter?

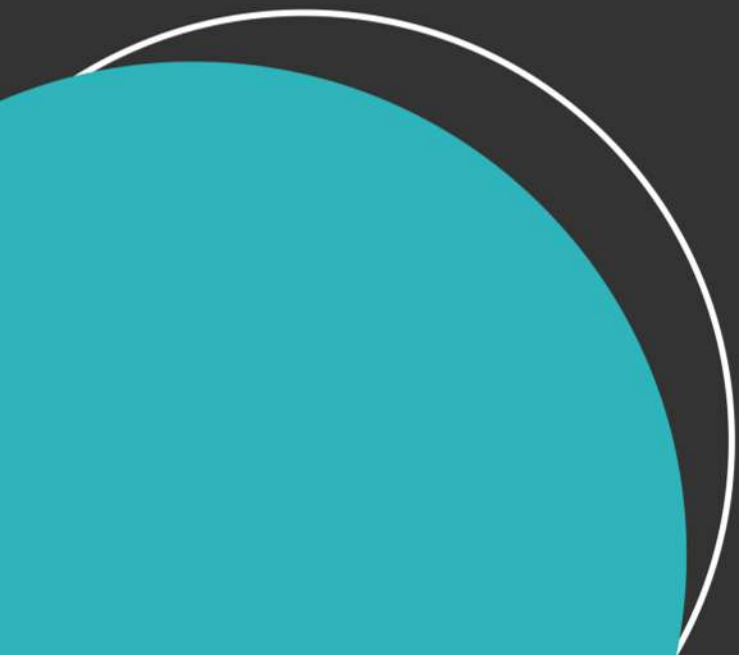
Every URL on your site is a URL that Google is going to crawl. You don't really want to 'waste Google's time' as it crawls a bunch of URLs that are redirecting.





Why does this matter?

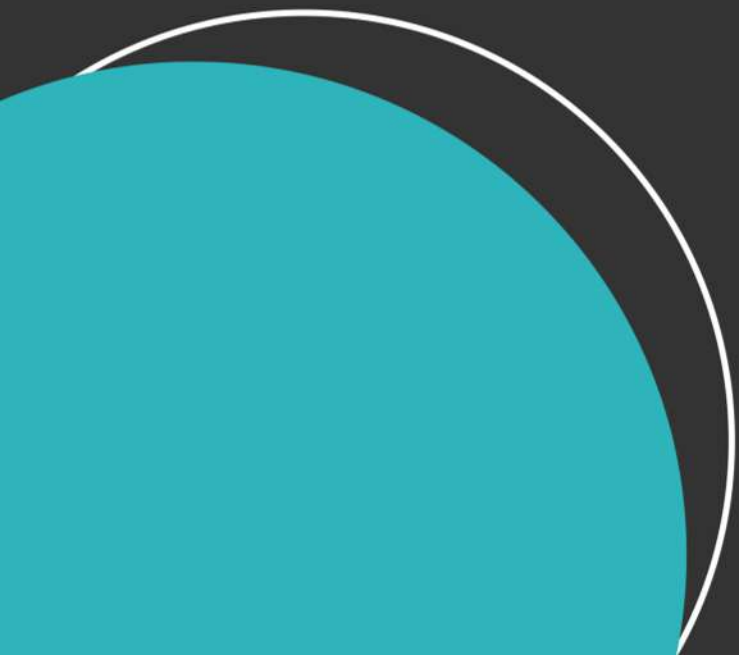
Also, when a user clicks a link that redirects there will be a slight delay as that redirect takes place.





How important is it?

Your links to 301 pages are not the worst thing, but, getting on top of them and forming good habits when it comes to redirecting URLs is a good idea.





When is resolving internal links to 301 URLs most critical?

In my opinion, there are three instances where links to status code 301 is better off sorted.





A large, bold, grey number '1' that serves as a background for the title text.

On small websites

If you're a small site,
maybe you have low
authority in a competitive
space, get your site as
neat as possible. You can
close the gap on
competitors technically.

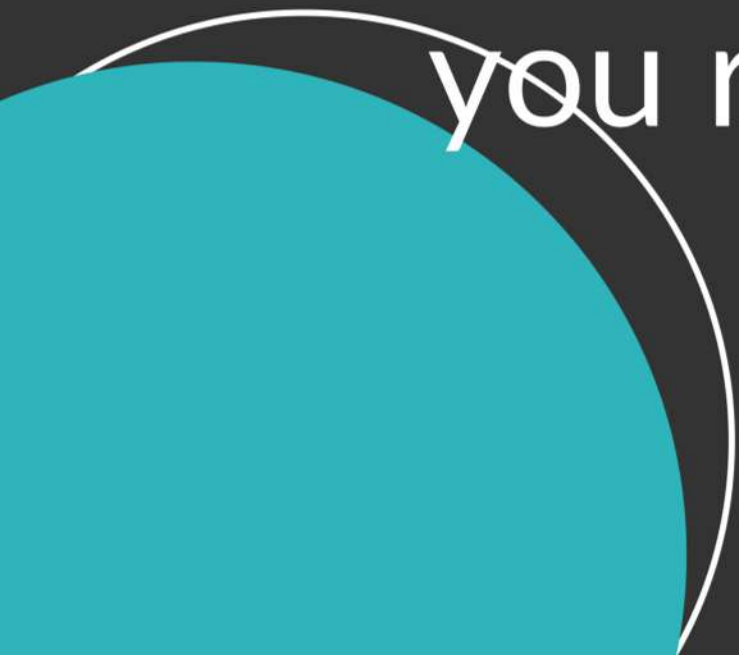
A teal-colored circle with a white outline, partially visible in the bottom left corner of the slide.



2

**When you have a lot, a lot
of 301s**

Too many redirects and
Google is just crawling
URLs for nothing. The
more you have, the faster
you run out of crawl
budget.





3

When you've got time

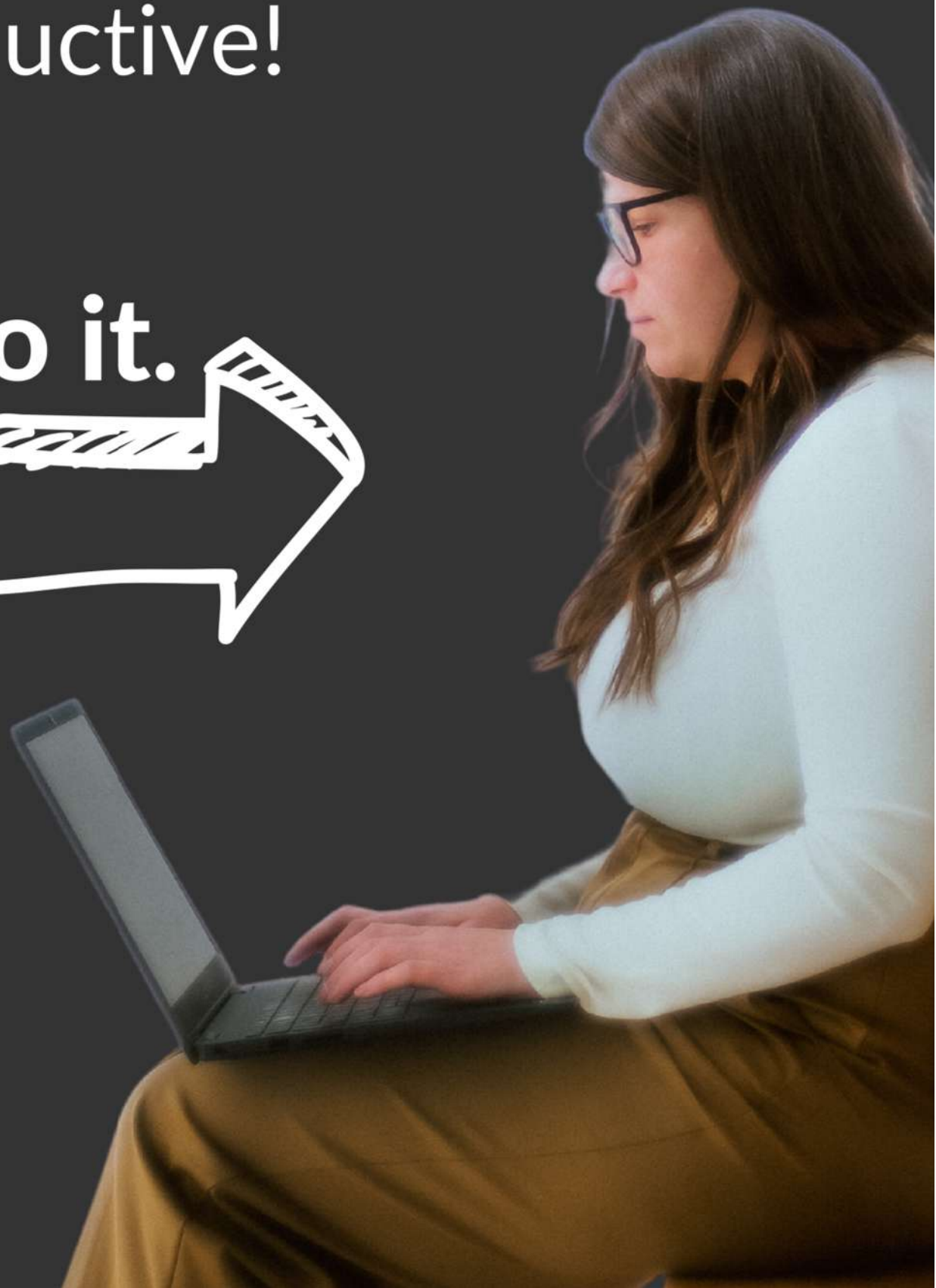
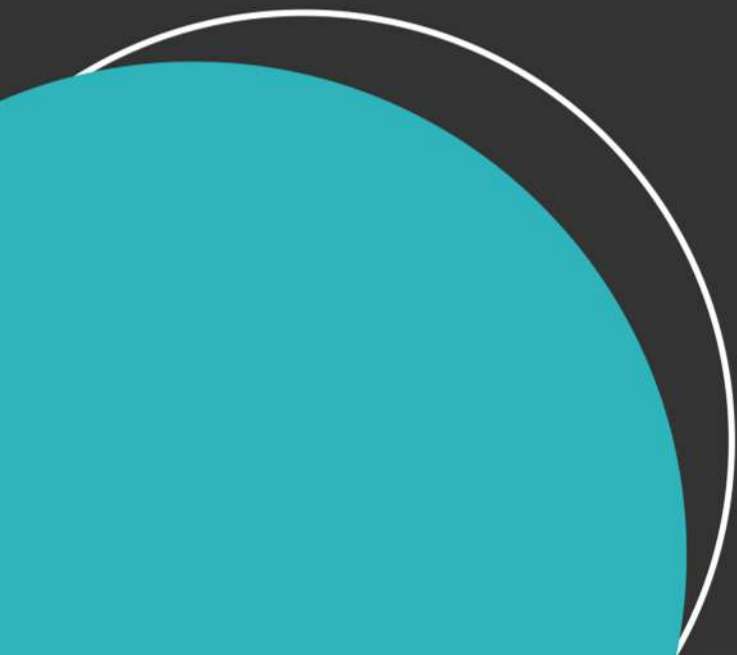
It never hurts to manage your site as neatly as possible.

Would I go and change all the links 301 URLs straight away, every time, no. But, if you're twiddling your thumbs, wondering, 'what's next,' get it done.



To be honest, it's the kinda
job that you can save when
you're tired, but still want
to be productive!

Let's get into it.

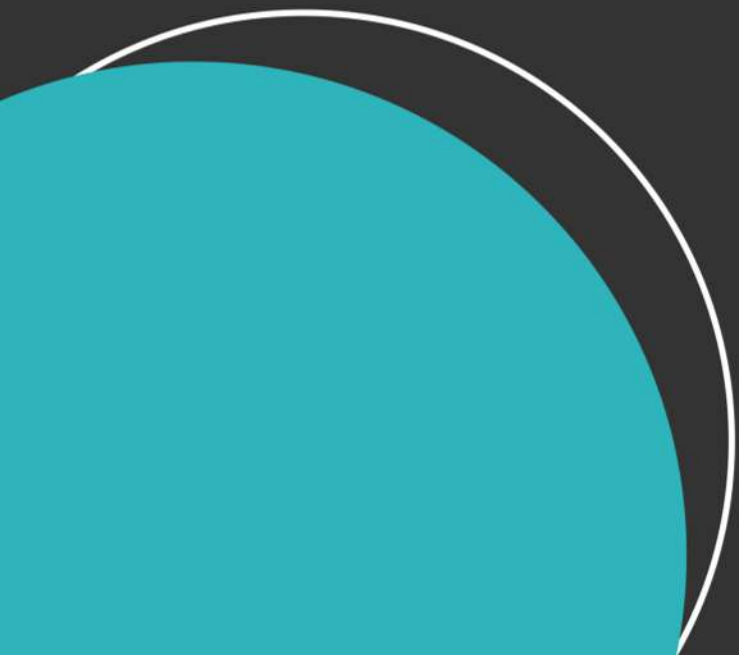




Load up Screaming Frog



For this task, you can use the free version, but you'll be limited to 500 URLs. If your site is larger than 500 URLs then you won't get all the data.





Crawl your site

https-roadtoframe-com - Screaming Frog SEO Spider 18.1 (Licensed)

File Mode Configuration Bulk Export Reports Sitemaps Visualisations Crawl Analysis Licence Help

Screamingfrog

https://roadtoframe.com/ x Start

Crawl 100%

SEO Spider

Internal External Security Response Codes URL Page Titles Meta Description Meta Keywords H1 H2 Content Images Canonicals Pagination Directives Hreflang

HTML

Search...

Address	Content Type	Status Code	Status	Indexability
1 https://www.roadtoframe.com/building-a-diy-travel-first-aid-kit/https://www.roadtoframe.c...	text/html; charset=UTF-8	404	Not Found	Non-Indexable
2 https://www.roadtoframe.com/our-cycling-route-around-the-world/world-cycling-tour-kit-list/	text/html; charset=UTF-8	404	Not Found	Non-Indexable
3 https://www.roadtoframe.com/adventures/world-tour/crossing-the-border-into-china-at-kh...	text/html; charset=UTF-8	301	Moved Permanently	Non-Indexable
4 https://www.roadtoframe.com/crossing-the-border-into-china-at-khorgos-xinjiang-road-to-...	text/html; charset=UTF-8	301	Moved Permanently	Non-Indexable
5 https://www.roadtoframe.com/adventures/world-tour/why-dont-we-spend-more-time-with-...	text/html; charset=UTF-8	301	Moved Permanently	Non-Indexable
6 https://www.roadtoframe.com/building-a-diy-travel-first-aid-kit/https://www.roadtoframe...	text/html; charset=UTF-8	301	Moved Permanently	Non-Indexable
7 https://roadtoframe.com/	text/html; charset=UTF-8	200	OK	Non-Indexable
8 https://www.roadtoframe.com/world-travel-guides/albania-travel-guides/	text/html; charset=UTF-8	200	OK	Indexable
9 https://www.roadtoframe.com/where-to-stay-in-kilochleven/	text/html; charset=UTF-8	200	OK	Indexable
10 https://www.roadtoframe.com/cycle-touring-blog/	text/html; charset=UTF-8	200	OK	Indexable
11 https://www.roadtoframe.com/world-travel-guides/france-travel-guides/	text/html; charset=UTF-8	200	OK	Indexable
12 https://www.roadtoframe.com/about-us/	text/html; charset=UTF-8	200	OK	Indexable
13 https://www.roadtoframe.com/hiking-adventures/west-highland-way/	text/html; charset=UTF-8	200	OK	Indexable
14 https://www.roadtoframe.com/our-favourite-youtube-adventurers/	text/html; charset=UTF-8	200	OK	Indexable

Selected Cells: 12 Filter Total: 161

All Link Types All Link Origin Types Export Search...

Type	From	To
Hyperlink	https://www.roadtoframe.com/how-to-get-chinese-tourist-visa/	https://www.roadtoframe.com/adventures/world-tour/crossin
HTTP Redirect	https://www.roadtoframe.com/adventures/world-tour/crossing-the-border-into-china-at-kh...	https://www.roadtoframe.com/crossing-the-border-into-china-
Hyperlink	https://www.roadtoframe.com/lyon-to-cannes/	https://www.roadtoframe.com/adventures/world-tour/why-do
Hyperlink	https://www.roadtoframe.com/gifts-for-cycle-tourists/	https://www.roadtoframe.com/building-a-diy-travel-first-aid-kit

Selected Cells: 0 Total: 4

URL Details Inlinks Outlinks Image Details Resources SERP Snippet Rendered Page View Source HTTP Headers Cookies Duplicate Details Structured Data Details F

Summary

	URLs	% of Total
Total URLs Encountered	379	100%
Total Internal Blocked by robots.txt	0	0%
Total External Blocked by robots.txt	54	14.25%
Total URLs Crawled	325	85.75%
Total Internal URLs	194	59.69%
Total External URLs	131	40.31%
Total Internal Indexable URLs	166	85.57%
Total Internal Non-indexable URLs	28	14.43%

Crawl Data

Internal

	URLs	% of Total
All	194	100%
HTML	161	82.99%

Internal

HTML JavaScript Images Other



Sort pages by status code

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Screamingfrog <https://roadtoframe.com/> Start Clear Crawl 100% SEO Spider

Internal External Security Response Codes URL Page Titles Meta Description Meta Keywords H1 H2 Content Images Canonicals Directives Hreflang

HTML Export Search...

Address	Content Type	Status Code	Indexability
1 https://www.roadtoframe.com/building-a-diy-travel-first-aid-kit/https://www.roadtoframe.com/our-cycling-route-around-the-world/world-cycling-tour-kit-list/	text/html; charset=UTF-8	404	Non-Indexable
2 https://www.roadtoframe.com/our-cycling-route-around-the-world/world-cycling-tour-kit-list/	text/html; charset=UTF-8	404 Not Found	Non-Indexable
3 https://www.roadtoframe.com/adventures/world-tour/crossing-the-border-into-china-at-khorgos-xinjiang-road-to-...	text/html; charset=UTF-8	301 Moved Permanently	Non-Indexable
4 https://www.roadtoframe.com/crossing-the-border-into-china-at-khorgos-xinjiang-road-to-...	text/html; charset=UTF-8	301 Moved Permanently	Non-Indexable
5 https://www.roadtoframe.com/adventures/world-tour/why-dont-we-spend-more-time-with-...	text/html; charset=UTF-8	301 Moved Permanently	Non-Indexable
6 https://www.roadtoframe.com/building-a-diy-travel-first-aid-kit/https://www.roadtoframe.com/	text/html; charset=UTF-8	301 Moved Permanently	Non-Indexable
7 https://www.roadtoframe.com/	text/html; charset=UTF-8	200 OK	Non-Indexable
8 https://www.roadtoframe.com/world-travel-guides/albania-travel-guides/	text/html; charset=UTF-8	200 OK	Indexable
9 https://www.roadtoframe.com/where-to-stay-in-kinlochleven/	text/html; charset=UTF-8	200 OK	Indexable
10 https://www.roadtoframe.com/cycle-touring-blog/	text/html; charset=UTF-8	200 OK	Indexable
11 https://www.roadtoframe.com/world-travel-guides/france-travel-guides/	text/html; charset=UTF-8	200 OK	Indexable
12 https://www.roadtoframe.com/about-us/	text/html; charset=UTF-8	200 OK	Indexable
13 https://www.roadtoframe.com/hiking-adventures/west-highland-way/	text/html; charset=UTF-8	200 OK	Indexable
14 https://www.roadtoframe.com/our-favourite-youtube-adventurers/	text/html; charset=UTF-8	200 OK	Indexable

Selected Cells: 12 Filter Total: 161

All Link Types All Link Origin Types Export Search...

Type	From	To
Hyperlink	https://www.roadtoframe.com/how-to-get-chinese-tourist-visa/	https://www.roadtoframe.com/adventures/world-tour/crossing-the-border-into-china-at-khorgos-xinjiang-road-to-...
HTTP Redirect	https://www.roadtoframe.com/adventures/world-tour/crossing-the-border-into-china-at-khorgos-xinjiang-road-to-...	https://www.roadtoframe.com/crossing-the-border-into-china-at-khorgos-xinjiang-road-to-...
Hyperlink	https://www.roadtoframe.com/lyon-to-cannes/	https://www.roadtoframe.com/adventures/world-tour/why-dont-we-spend-more-time-with-...
Hyperlink	https://www.roadtoframe.com/gifts-for-cycle-tourists/	https://www.roadtoframe.com/building-a-diy-travel-first-aid-kit/

Selected Cells: 0 Total: 4

URL Details Inlinks Outlinks Image Details Resources SERP Snippet Rendered Page View Source HTTP Headers Cookies Duplicate Details Structured Data Details F

Overview Issues Site Structure Response Times API Spelling & Grammar

Summary

URLs	% of Total
Total URLs Encountered	379 100%
Total Internal Blocked by robots.txt	0 0%
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Total External URLs	131 40.31%
Total Internal Indexable URLs	166 85.57%
Total Internal Non-Indexable URLs	28 14.43%

Crawl Data

Internal

URLs	% of Total
All	194 100%
HTML	161 82.99%

Internal

Legend: HTML, JavaScript, Images, Other



Highlight all pages returning a 301

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Internal External Security Response Codes URL Page Titles Meta Description Meta Keywords H1 H2 Content Images Canonicals Pagination Directives Hreflang

HTML Export

Address	Content Type	Status Code	Status	Indexability
1 https://www.roadtoframe.com/building-a-diy-travel-first-aid-kit/https://www.roadtoframe.com/...	text/html; charset=UTF-8	404	Not Found	Non-indexable
2 https://www.roadtoframe.com/our-cycling-route-around-the-world/world-cycling-tour-kit-list/	text/html; charset=UTF-8	404	Not Found	Non-indexable
3 https://www.roadtoframe.com/adventures/world-tour/crossing-the-border-into-china-at-kh...	text/html; charset=UTF-8	301	Moved Permanently	Non-indexable
4 https://www.roadtoframe.com/crossing-the-border-into-china-at-khorgos-xinjiang-road-to...	text/html; charset=UTF-8	301	Moved Permanently	Non-indexable
5 https://www.roadtoframe.com/adventures/world-tour/why-dont-we-spend-more-time-with...	text/html; charset=UTF-8	301	Moved Permanently	Non-indexable
6 https://www.roadtoframe.com/building-a-diy-travel-first-aid-kit/https://www.roadtoframe.com/...	text/html; charset=UTF-8	301	Moved Permanently	Non-indexable
7 https://roadtoframe.com/	text/html; charset=UTF-8	200	OK	Non-indexable
8 https://www.roadtoframe.com/world-travel-guides/albania-travel-guides/	text/html; charset=UTF-8	200	OK	Indexable
9 https://www.roadtoframe.com/where-to-stay-in-kinlochleven/	text/html; charset=UTF-8	200	OK	Indexable
10 https://www.roadtoframe.com/cycle-touring-blog/	text/html; charset=UTF-8	200	OK	Indexable
11 https://www.roadtoframe.com/world-travel-guides/france-travel-guides/	text/html; charset=UTF-8	200	OK	Indexable
12 https://www.roadtoframe.com/about-us/	text/html; charset=UTF-8	200	OK	Indexable
13 https://www.roadtoframe.com/hiking-adventures/west-highland-way/	text/html; charset=UTF-8	200	OK	Indexable
14 https://www.roadtoframe.com/our-favourite-youtube-adventurers/	text/html; charset=UTF-8	200	OK	Indexable

Selected Cells: 12 Filter Total: 161

All Link Types All Link Origin Types Export Search...

Type	From	To
Hyperlink	https://www.roadtoframe.com/how-to-get-chinese-tourist-visa/	https://www.roadtoframe.com/adventures/world-tour/crossin
HTTP Redirect	https://www.roadtoframe.com/adventures/world-tour/crossing-the-border-into-china-at-kh...	https://www.roadtoframe.com/crossing-the-border-into-china-
Hyperlink	https://www.roadtoframe.com/lyon-to-cannes/	https://www.roadtoframe.com/adventures/world-tour/why-do
Hyperlink	https://www.roadtoframe.com/gifts-for-cycle-tourists/	https://www.roadtoframe.com/building-a-diy-travel-first-aid-kit

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Crawl Data

Internal

All 194 100%

HTML 161 82.99%

Donut chart showing Internal URL distribution: HTML (82.99%), JavaScript, Images, Other.



In the bottom console you should see 'inlinks' give it a click and bring up all inlinks from pages.

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Address	Content Type	Status Code	Status	Indexability
1 https://www.roadtoframe.com/building-a-diy-travel-first-aid-kit/https://www.roadtoframe.com...	text/html; charset=UTF-8	404	Not Found	Non-Indexable
2 https://www.roadtoframe.com/our-cycling-route-around-the-world/world-cycling-tour-kit-list/	text/html; charset=UTF-8	404	Not Found	Non-Indexable
3 https://www.roadtoframe.com/adventures/world-tour/crossing-the-border-into-china-at-kh...	text/html; charset=UTF-8	301	Moved Permanently	Non-Indexable
4 https://www.roadtoframe.com/crossing-the-border-into-china-at-khorgos-xinjiang-road-to-...	text/html; charset=UTF-8	301	Moved Permanently	Non-Indexable
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6 https://www.roadtoframe.com/building-a-diy-travel-first-aid-kit/https://www.roadtoframe.com...	text/html; charset=UTF-8	301	Moved Permanently	Non-Indexable
7 https://roadtoframe.com/	text/html; charset=UTF-8	200	OK	Non-Indexable
8 https://www.roadtoframe.com/world-travel-guides/albania-travel-guides/	text/html; charset=UTF-8	200	OK	Indexable
9 https://www.roadtoframe.com/where-to-stay-in-kinlochleven/	text/html; charset=UTF-8	200	OK	Indexable
10 https://www.roadtoframe.com/cycle-touring-blog/	text/html; charset=UTF-8	200	OK	Indexable
11 https://www.roadtoframe.com/world-travel-guides/france-travel-guides/	text/html; charset=UTF-8	200	OK	Indexable
12 https://www.roadtoframe.com/about-us/	text/html; charset=UTF-8	200	OK	Indexable
13 https://www.roadtoframe.com/hiking-adventures/west-highland-way/	text/html; charset=UTF-8	200	OK	Indexable
14 https://www.roadtoframe.com/our-favourite-youtube-adventurers/	text/html; charset=UTF-8	200	OK	Indexable

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Hyperlink	https://www.roadtoframe.com/lyon-to-cannes/	https://www.roadtoframe.com/adventures/world-tour/why-do...
Hyperlink	https://www.roadtoframe.com/gifts-for-cycle-tourists/	https://www.roadtoframe.com/building-a-diy-travel-first-aid-kit...

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Crawl Data

Internal

All 194 100%

HTML 161 82.99%

JavaScript Images Other



Go in and give them a quick edit!

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Address	Content Type	Status Code	Status	Indexability
1 https://www.roadtoframe.com/building-a-diy-travel-first-aid-kit/https://www.roadtoframe.com/our-cycling-route-around-the-world/world-cycling-tour-kit-list/	text/html; charset=UTF-8	404	Not Found	Non-Indexable
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3 https://www.roadtoframe.com/adventures/world-tour/crossing-the-border-into-china-at-khorgos-xinjiang-road-to-...	text/html; charset=UTF-8	301	Moved Permanently	Non-Indexable
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5 https://www.roadtoframe.com/adventures/world-tour/why-dont-we-spend-more-time-with-...	text/html; charset=UTF-8	301	Moved Permanently	Non-Indexable
6 https://www.roadtoframe.com/building-a-diy-travel-first-aid-kit/https://www.roadtoframe.com/our-cycling-route-around-the-world/world-cycling-tour-kit-list/	text/html; charset=UTF-8	301	Moved Permanently	Non-Indexable
7 https://roadtoframe.com/	text/html; charset=UTF-8	200	OK	Non-Indexable
8 https://www.roadtoframe.com/world-travel-guides/albania-travel-guides/	text/html; charset=UTF-8	200	OK	Indexable
9 https://www.roadtoframe.com/where-to-stay-in-kinlochleven/	text/html; charset=UTF-8	200	OK	Indexable
10 https://www.roadtoframe.com/cycle-touring-blog/	text/html; charset=UTF-8	200	OK	Indexable
11 https://www.roadtoframe.com/world-travel-guides/france-travel-guides/	text/html; charset=UTF-8	200	OK	Indexable
12 https://www.roadtoframe.com/about-us/	text/html; charset=UTF-8	200	OK	Indexable
13 https://www.roadtoframe.com/hiking-adventures/west-highland-way/	text/html; charset=UTF-8	200	OK	Indexable
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All Link Types All Link Origin Types Export Search...

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HTTP Redirect	https://www.roadtoframe.com/adventures/world-tour/crossing-the-border-into-china-at-khorgos-xinjiang-road-to-...	https://www.roadtoframe.com/crossing-the-border-into-china-at-khorgos-xinjiang-road-to-...
Hyperlink	https://www.roadtoframe.com/lyon-to-cannes/	https://www.roadtoframe.com/adventures/world-tour/why-dont-we-spend-more-time-with-...
Hyperlink	https://www.roadtoframe.com/gifts-for-cycle-tourists/	https://www.roadtoframe.com/building-a-diy-travel-first-aid-kit/

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URL Details Inlinks Outlinks Image Details Resources SERP Snippet Rendered Page View Source HTTP Headers Cookies Duplicate Details Structured Data Details

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Total External Blocked by robots.txt	54 14.25%
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Total External URLs	131 40.31%
Total Internal Indexable URLs	166 85.57%
Total Internal Non-Indexable URLs	28 14.43%

Crawl Data

Internal

All 194 100%

HTML 161 82.99%

JavaScript 33 16.99%

Images 0 0%

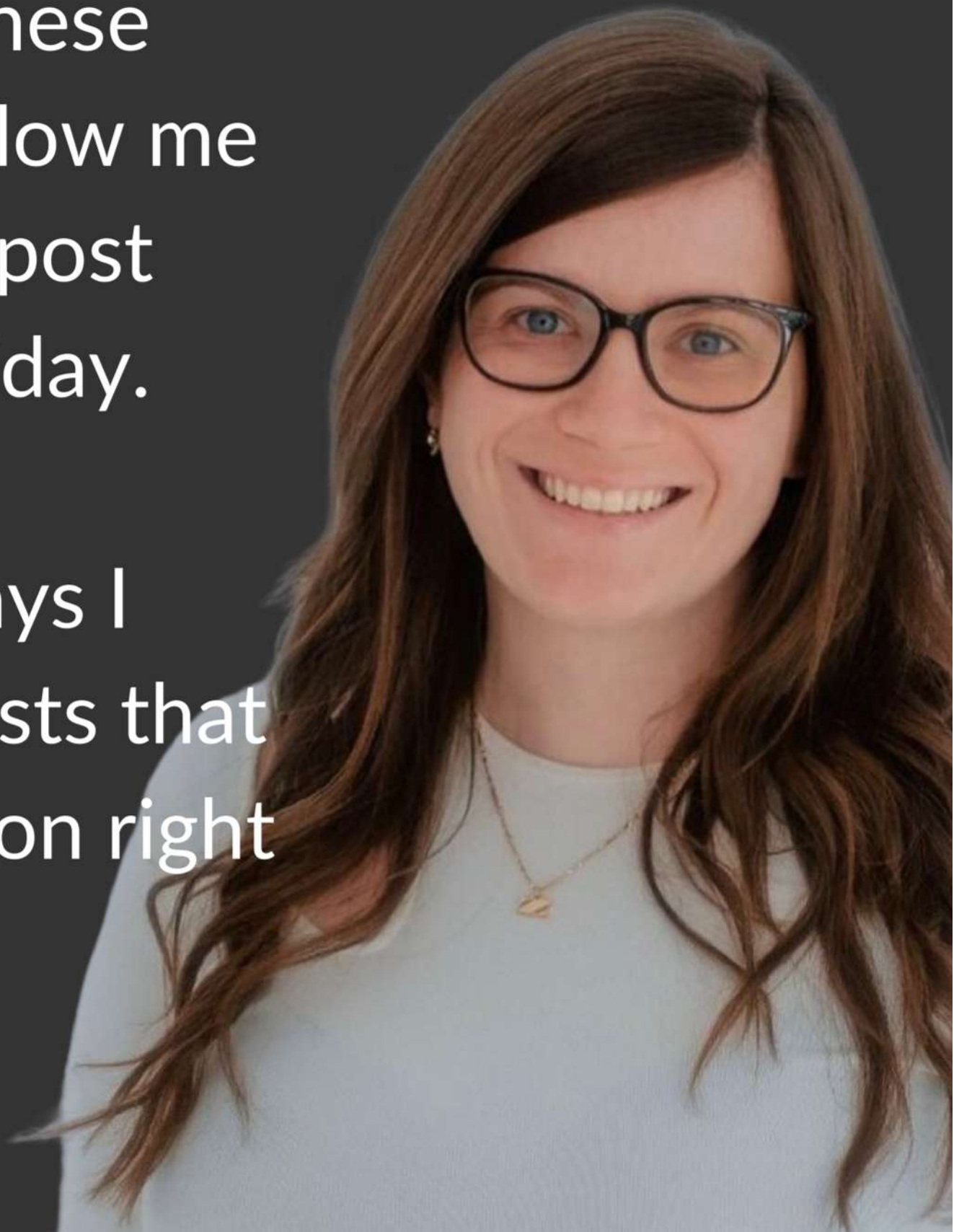
Other 1 0.51%



Before you go, top tips are coming up!

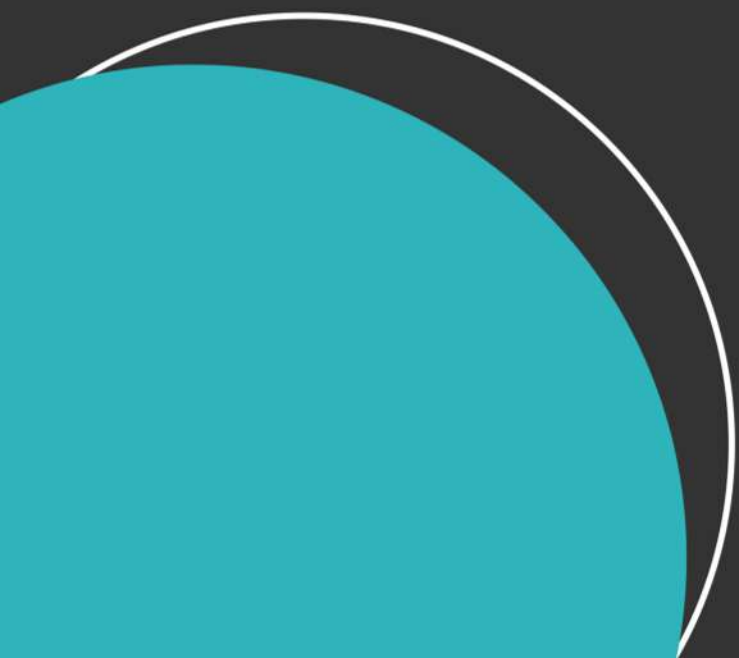
If you found these
tips useful, follow me
on LinkedIn. I post
Monday to Friday.

On Wednesdays I
share SEO Blasts that
you could action right
now.





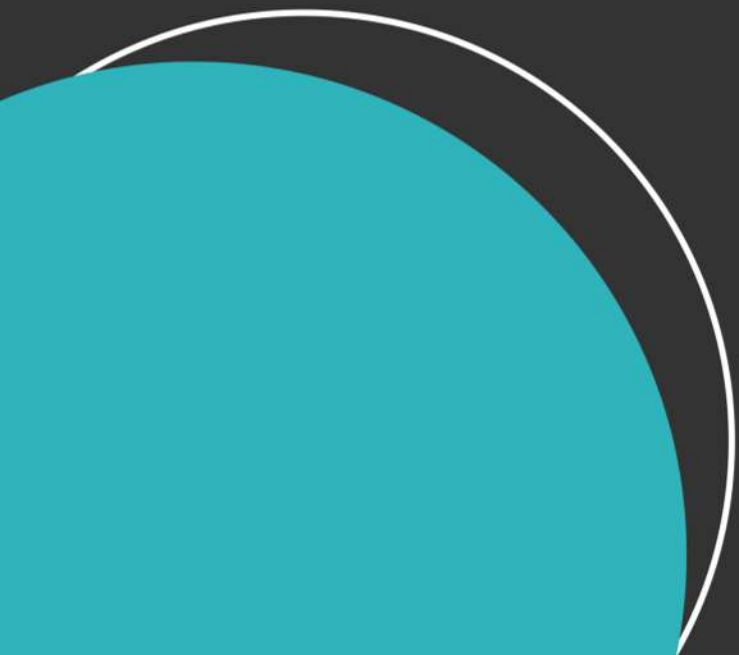
TOP TIPS





1. Get into good habits

Whenever I move a page, I run the crawl as detailed above, and edit the internal links so I'm linking direct to the new status 200 page and not a 301.





2. Get the paid version of Screaming Frog.

Once you've got this tool, you'll *love* what you can do with it! Definitely worth buying, it's like \$259 for a year.

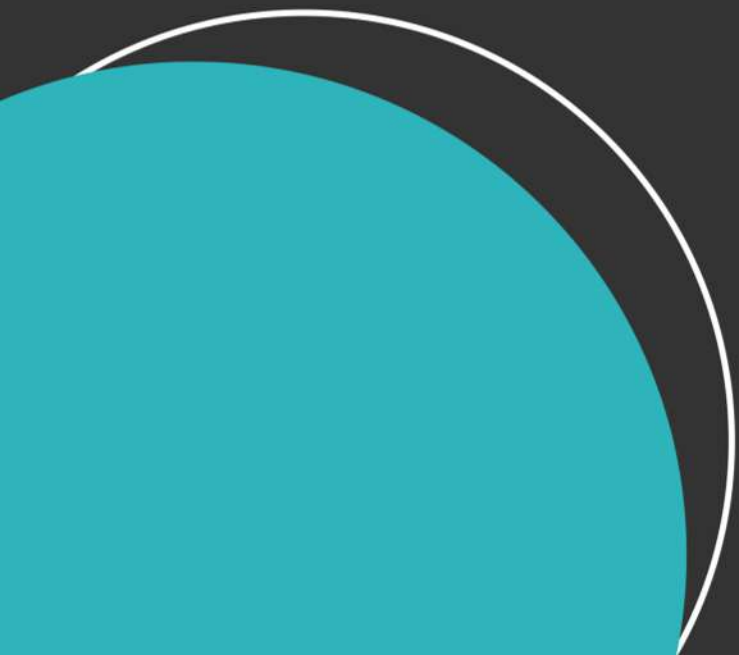
There are plenty of blogs and tutorials with tips and tricks.





3. Use Google Sheets

Export the inlinks report into a Google Sheet and highlight it as you go. This way, you can pick-up and drop the task as you like. Plus, it's motivating.





4. Divide and conquer!

Either save this task for the days when you need a mental rest, but still want to be productive. Or, share it between you and a team.

Add a column in Sheets and delegate URLs to people.

Many hands make light work.





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