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Redirecting old pages in WordPress: a plugin or .htaccess

WordPress & CMS

CODE

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COUNTRY · LANGUAGE

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Interweb Mozambique

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<https://www.meu.interweb.co.mz/knowledgebase/1942>



The short answer: when a page changes address or disappears, whoever saved it (and Google) lands on a 404. The remedy is a **301 redirect**, which says “it moved here”. In WordPress you do it with a **plugin** (easier, with an error log) or with a line in **.htaccess** (lighter).

Which to choose

Route	When it fits
WordPress itself	When you change a post’s address (its “permalink”), WordPress redirects the old one to the new one by itself.
A redirection plugin	Many pages, or whoever does not want to touch files. It also shows the 404s that appear, so you know what to redirect.
A line in .htaccess	A few redirects, or a whole domain. Lighter, no plugin.
With an SEO plugin	Some include a redirect manager. Use only one.
Where to point	To the most similar page, not to the home page.

Step by step

1

Make the list: old address and new address of each page. Use the Search Console 404s to complete it: **Crawl errors**.

2

With a plugin, install it, open the redirect manager and add each pair (source, target, type 301).

3

With .htaccess, copy the file and put, **before** the “# BEGIN WordPress” block, one line per redirect: `Redirect 301 /old-page/ https://your-domain.com/new-page/`

4

Test each one: open the old address and confirm it ends on the new one, in one step. `curl -I https://your-domain.com/old-page/` should say 301.

5

Save the permalinks again if WordPress seems not to obey:
Permalinks and the 404.

Do not redirect everything to the home page and do not make chains. A redirect to the home page is treated as an error (“soft 404”) and a chain (A to B to C) is slow and loses strength. Point each old one straight to the final one. **301 redirects.**

If the site ends in a redirect circle, see **ERR_TOO_MANY_REDIRECTS**. To redo the site without losing visits: **Redesigning a website without losing your Google traffic.**

Have a long list of addresses to redirect? Open a ticket with the list.

[Open a support ticket](#)

SEE ALSO

[301 redirects when you change a page or a domain](#)

[How to redirect HTTP to HTTPS with .htaccess](#)

[WordPress permalinks and the 404 that follows](#)

[Redesigning a website without losing your Google traffic](#)

[ERR_TOO_MANY_REDIRECTS: when the site redirects in a circle](#)



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