

How To Set Up 301 Redirects

This document will provide you information on how to set up 301 redirects for various client sites. Depending on what type of site they have will determine which approach they should use. The options are:

1. Page Manager to Composer
2. Outside Site or SchoolSuite to Composer

There will also be some special cases for outside sites that will depend on the technology the current site is using:

3. Outside Site or SchoolSuite to Page Manager
4. Another .cfm site, site with some id type or query parameters, multi-domains, some .aspx sites, or multi-domain to 1 domain

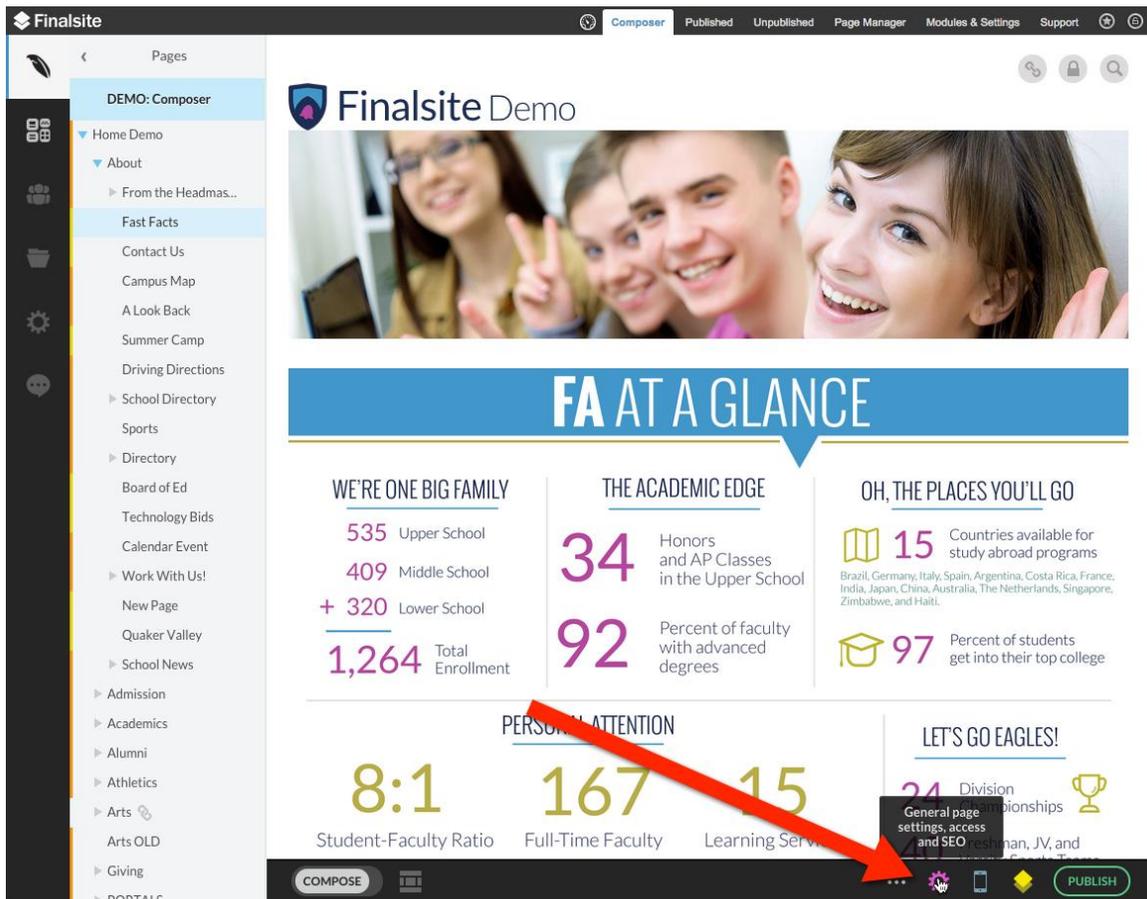
In these cases, please check with Alex Wack or Mike Zahner for input on which approach we need to take. With some of the special cases, the redirects may need to be manual on the server side and a cost will need to be provided to the client to do so.

Page Manager to Composer Redirect

NOTE: This will need to be done as a manual process after the new Composer site goes live not before so as not to cause issues with your current live site.

I. Copy the "Target" Page's URL in Composer

1. Open Composer and navigate to the "Target" Page you want to redirect TO. Open the Settings Modal



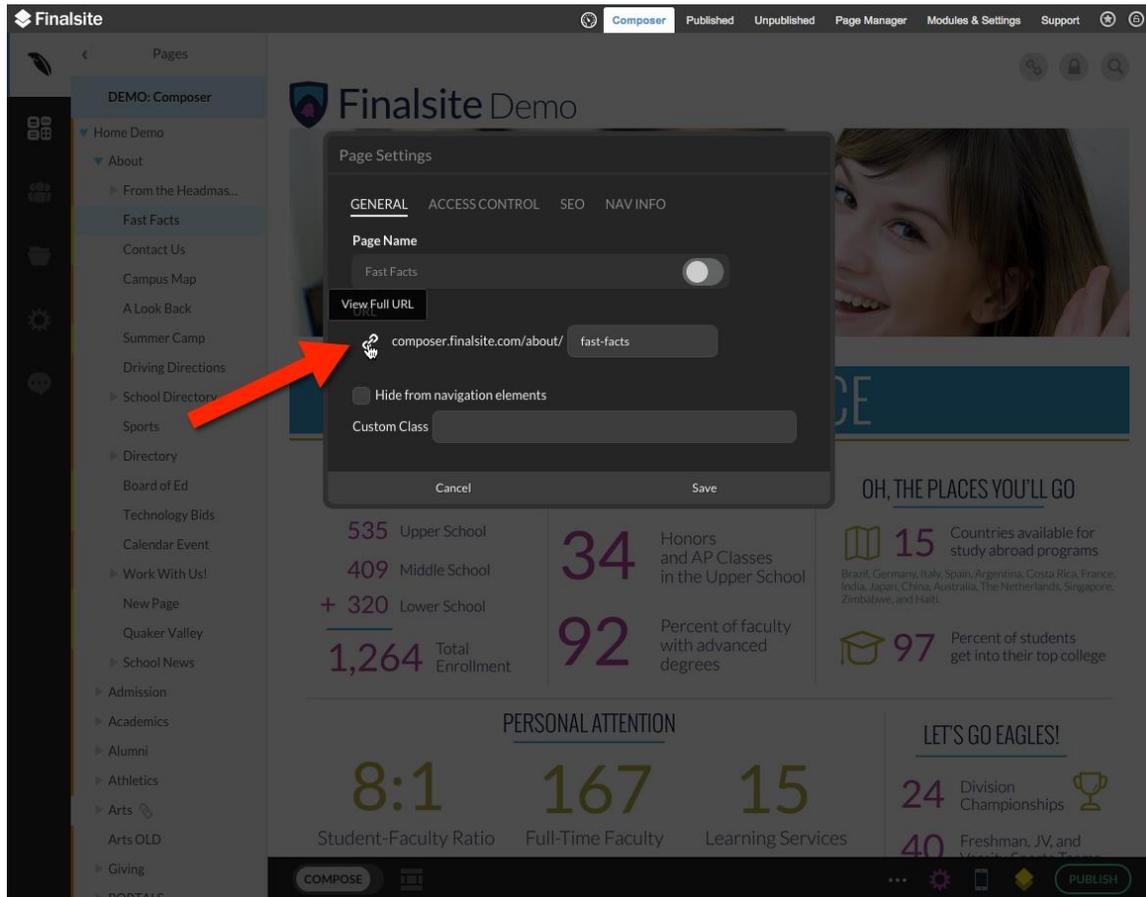
The screenshot shows the Finalsite Composer interface. The top navigation bar includes 'Composer', 'Published', 'Unpublished', 'Page Manager', 'Modules & Settings', and 'Support'. The left sidebar contains a 'Pages' menu with 'DEMO: Composer' selected. The main content area displays a 'Finalsite Demo' page with a header image of students and a section titled 'FA AT A GLANCE'. The 'FA AT A GLANCE' section contains three columns of statistics:

WE'RE ONE BIG FAMILY	THE ACADEMIC EDGE	OH, THE PLACES YOU'LL GO
535 Upper School	34 Honors and AP Classes in the Upper School	15 Countries available for study abroad programs
409 Middle School	92 Percent of faculty with advanced degrees	Brazil, Germany, Italy, Spain, Argentina, Costa Rica, France, India, Japan, China, Australia, The Netherlands, Singapore, Zimbabwe, and Haiti.
+ 320 Lower School		97 Percent of students get into their top college
1,264 Total Enrollment		

Below the 'FA AT A GLANCE' section, there are more statistics: 'PERSONAL ATTENTION' with '8:1 Student-Faculty Ratio', '167 Full-Time Faculty', and '15 Learning Services'. To the right, 'LET'S GO EAGLES!' with '24 Division Championships' and '24 Division Championships'.

A red arrow points to the settings icon (a gear) in the bottom right corner of the Composer interface, which is labeled 'General page settings, access and SEO'.

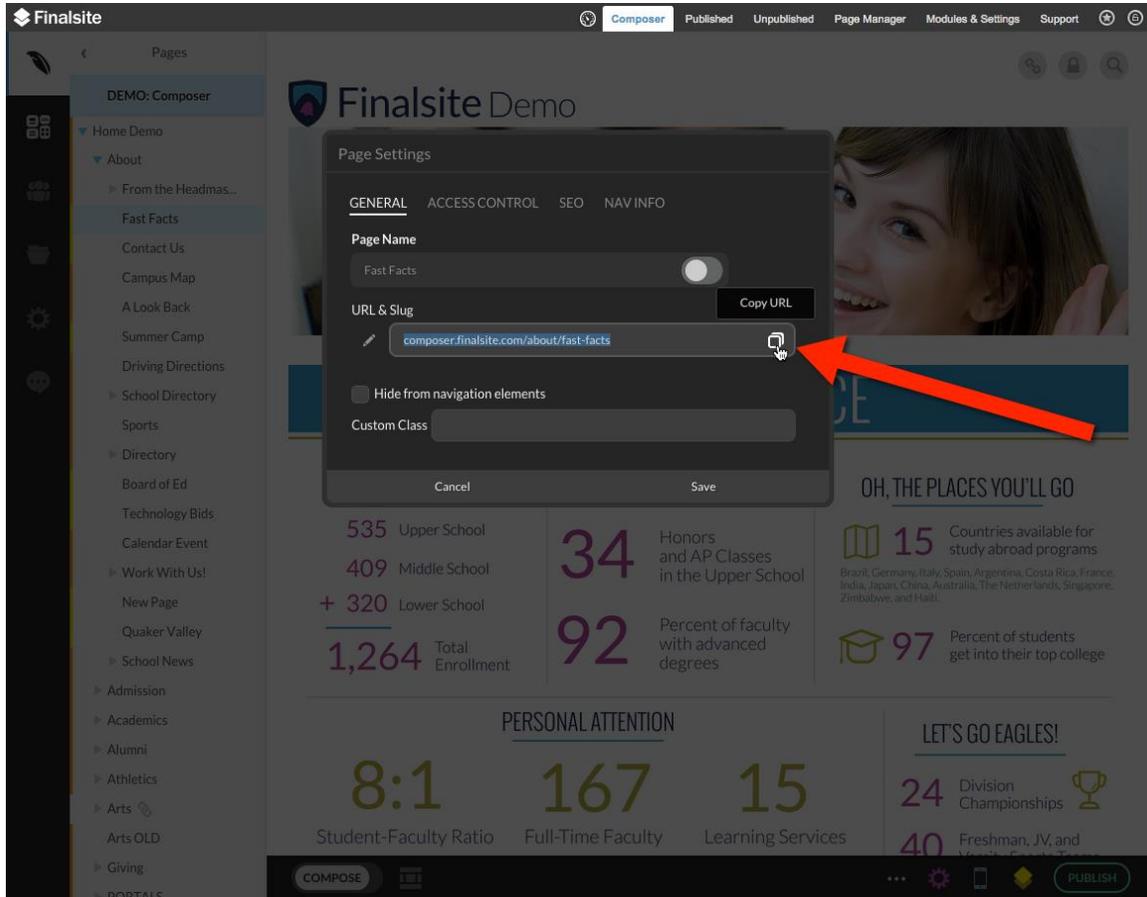
2. Click on the Link Icon Next to the Page URL field



The screenshot shows the Finalsite Composer interface. A 'Page Settings' dialog box is open, displaying the 'GENERAL' tab. The 'Page Name' field is set to 'Fast Facts'. Below it, the 'View Full URL' field shows the URL 'composer.finalsite.com/about/fast-facts'. A red arrow points to a small link icon (a chain with a padlock) located to the left of the URL field. The background shows a preview of a school website with statistics and navigation elements.

Category	Value
Upper School	535
Middle School	409
Lower School	+ 320
Total Enrollment	1,264
Honors and AP Classes in the Upper School	34
Percent of faculty with advanced degrees	92
Countries available for study abroad programs	15
Percent of students get into their top college	97
Student-Faculty Ratio	8:1
Full-Time Faculty	167
Learning Services	15
Division Championships	24
Freshman, JV, and Youth Football Teams	40

3. Either Copy the URL manually or click the Copy URL button to copy the URL to your clipboard



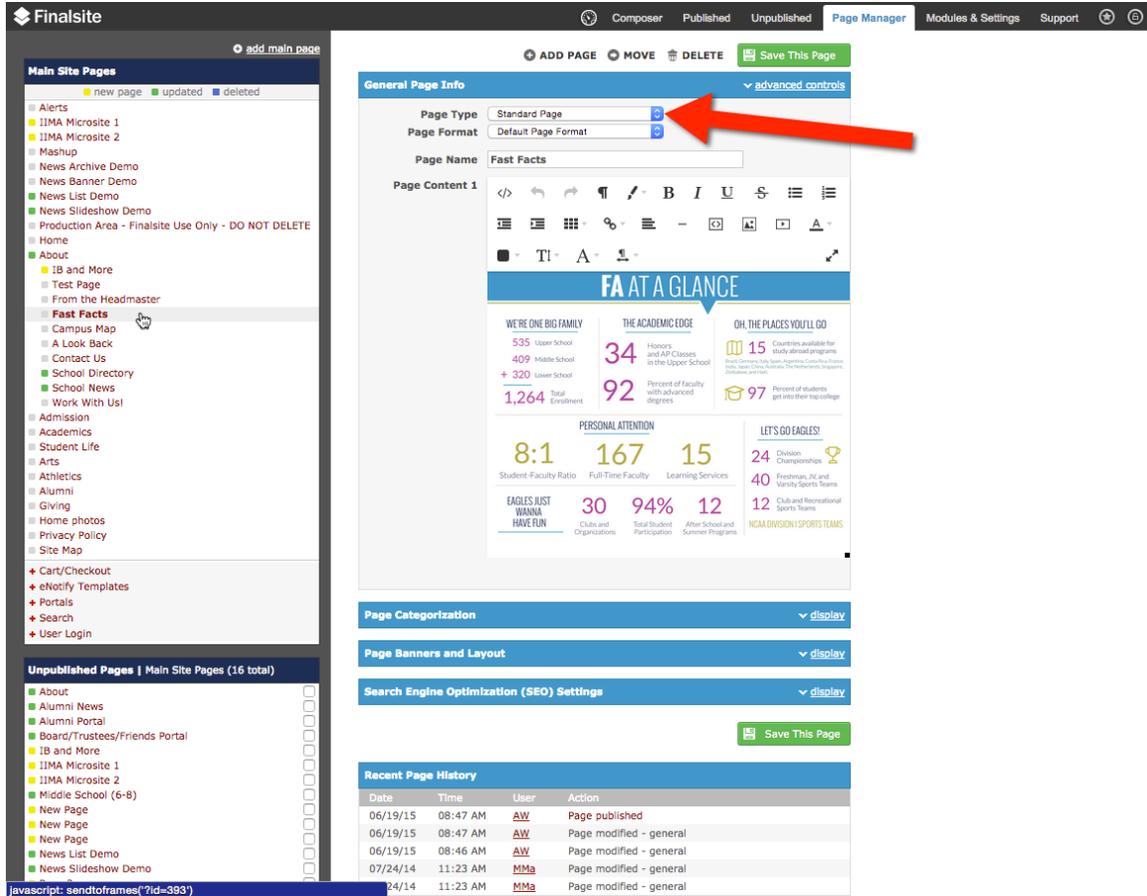
The screenshot shows the Finalsite Composer interface for editing a page. A 'Page Settings' dialog box is open, displaying the following information:

- Page Name:** Fast Facts
- URL & Slug:** composer.finalsite.com/about/fast-facts
- Copy URL:** A button next to the URL field, highlighted by a red arrow.
- Hide from navigation elements:** A checkbox that is currently unchecked.
- Custom Class:** An empty text field.

The background shows a preview of the 'Fast Facts' page with statistics such as 535 Upper School students, 409 Middle School students, and 1,264 Total Enrollment. Other statistics include 34 Honors and AP Classes in the Upper School, 92 Percent of faculty with advanced degrees, 15 Countries available for study abroad programs, and 97 Percent of students get into their top college.

II. Convert your “Source” page into Page Manager into a Redirect Page

1. Open Page Manager and Navigate to the “Source” page you want to redirect FROM.



The screenshot displays the Finalsite Page Manager interface. On the left, a sidebar titled 'Main Site Pages' lists various site pages, with 'Fast Facts' highlighted. The main workspace shows the 'Fast Facts' page editor. At the top, a navigation bar includes 'Composer', 'Published', 'Unpublished', 'Page Manager', 'Modules & Settings', and 'Support'. Below this, a toolbar contains 'ADD PAGE', 'MOVE', 'DELETE', and 'Save This Page'. The 'General Page Info' section is expanded, showing 'Page Type' as 'Standard Page' and 'Page Format' as 'Default Page Format'. A red arrow points to the 'Page Format' dropdown menu. Below this, the 'Page Name' is 'Fast Facts' and the 'Page Content 1' area shows a rich text editor with a 'FA AT A GLANCE' section. The 'FA AT A GLANCE' section contains several statistics: 'WE'RE ONE BIG FAMILY' (535 Upper School, 409 Middle School, +320 Lower School, 1,264 Total Enrollment), 'THE ACADEMIC EDGE' (34 Honors and AP Classes in the Upper School, 92 Percent of faculty with advanced degrees), 'OH, THE PLACES YOU'LL GO' (15 Countries available for study abroad programs), 'PERSONAL ATTENTION' (8:1 Student-Faculty Ratio, 167 Full-Time Faculty, 15 Learning Services), and 'LET'S GO EAGLES!' (24 Division Championships, 40 Freshman, J.V. and Varsity Sports Teams, 12 Club and Recreational Sports Teams, 12 NCAA DIVISION I SPORTS TEAMS). Below the editor, there are sections for 'Page Categorization', 'Page Banners and Layout', and 'Search Engine Optimization (SEO) Settings', each with a 'display' button. At the bottom, a 'Recent Page History' table shows a list of page modifications.

Date	Time	User	Action
06/19/15	08:47 AM	AW	Page published
06/19/15	08:47 AM	AW	Page modified - general
06/19/15	08:46 AM	AW	Page modified - general
07/24/14	11:23 AM	MMA	Page modified - general
24/14	11:23 AM	MMA	Page modified - general

2. Open the Page Type select menu and choose the "Redirect" Page Type. Save the Page.

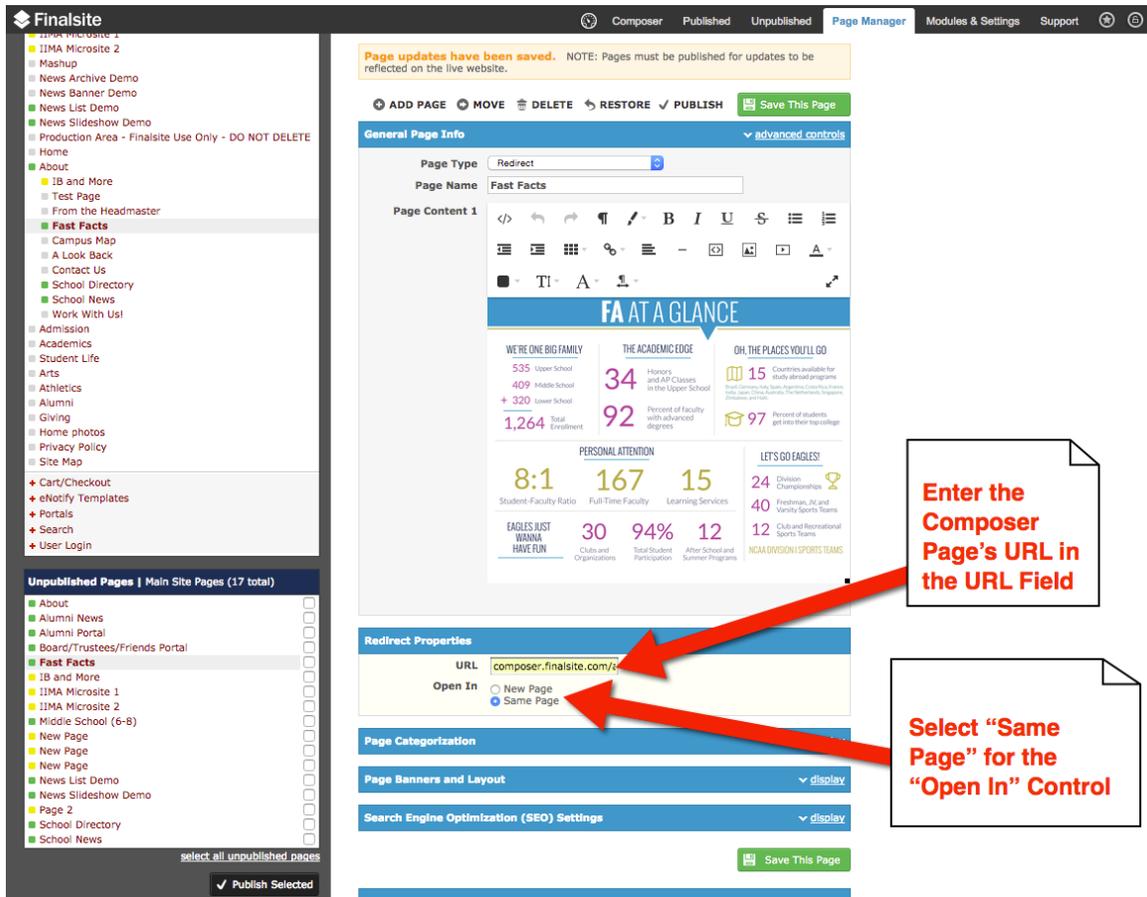
CAUTION:

Existing page data will be lost when converting to a different page type.

You may want to clone this page before converting.

Recent Page History			
Date	Time	User	Action
06/19/15	08:47 AM	AW	Page published
06/19/15	08:47 AM	AW	Page modified - general
06/19/15	08:46 AM	AW	Page modified - general
07/24/14	11:23 AM	MMA	Page modified - general
07/24/14	11:23 AM	MMA	Page modified - general

3. Navigate to the “Redirect Properties” Section. Paste the “Target” page’s URL into the URL field (it should still be on your clipboard. Select “Same Page” for the “Open in” Control

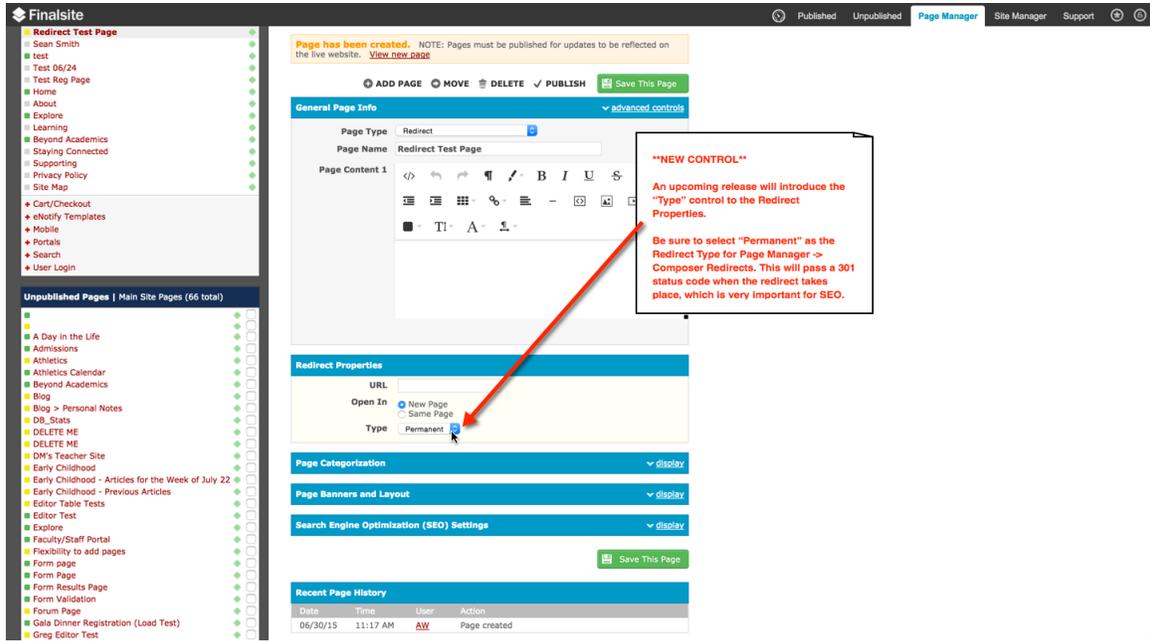


The screenshot shows the Finalsite Composer interface. On the left is a sidebar with a tree view of site pages, including 'Fast Facts' and 'Unpublished Pages | Main Site Pages (17 total)'. The main area displays the 'Fast Facts' page content, which includes statistics like '535 Upper School', '409 Middle School', and '320 Lower School' students, and '1,264 Total Enrollment'. Below the content is the 'Redirect Properties' section, which is highlighted with a red arrow. In this section, the 'URL' field contains 'composer.finalsite.com/2'. Below the URL field, the 'Open In' control is set to 'Same Page', also highlighted with a red arrow. Other sections visible include 'Page Categorization', 'Page Banners and Layout', and 'Search Engine Optimization (SEO) Settings'. A 'Save This Page' button is located at the bottom right of the main content area.

Enter the
Composer
Page's URL in
the URL Field

Select “Same
Page” for the
“Open In” Control

4. Choose "Permanent" for the "Type" field (this will send a 301 status code, important for SEO)



Finalsite

Published Unpublished Page Manager Site Manager Support

Page has been created. NOTE: Pages must be published for updates to be reflected on the live website. [View new page](#)

ADD PAGE MOVE DELETE PUBLISH Save This Page

General Page Info advanced controls

Page Type Redirect

Page Name Redirect Test Page

Page Content 1

Redirect Properties

URL

Open In New Page Same Page

Type Temporary Permanent

Page Categorization display

Page Banners and Layout display

Search Engine Optimization (SEO) Settings display

Save This Page

Recent Page History

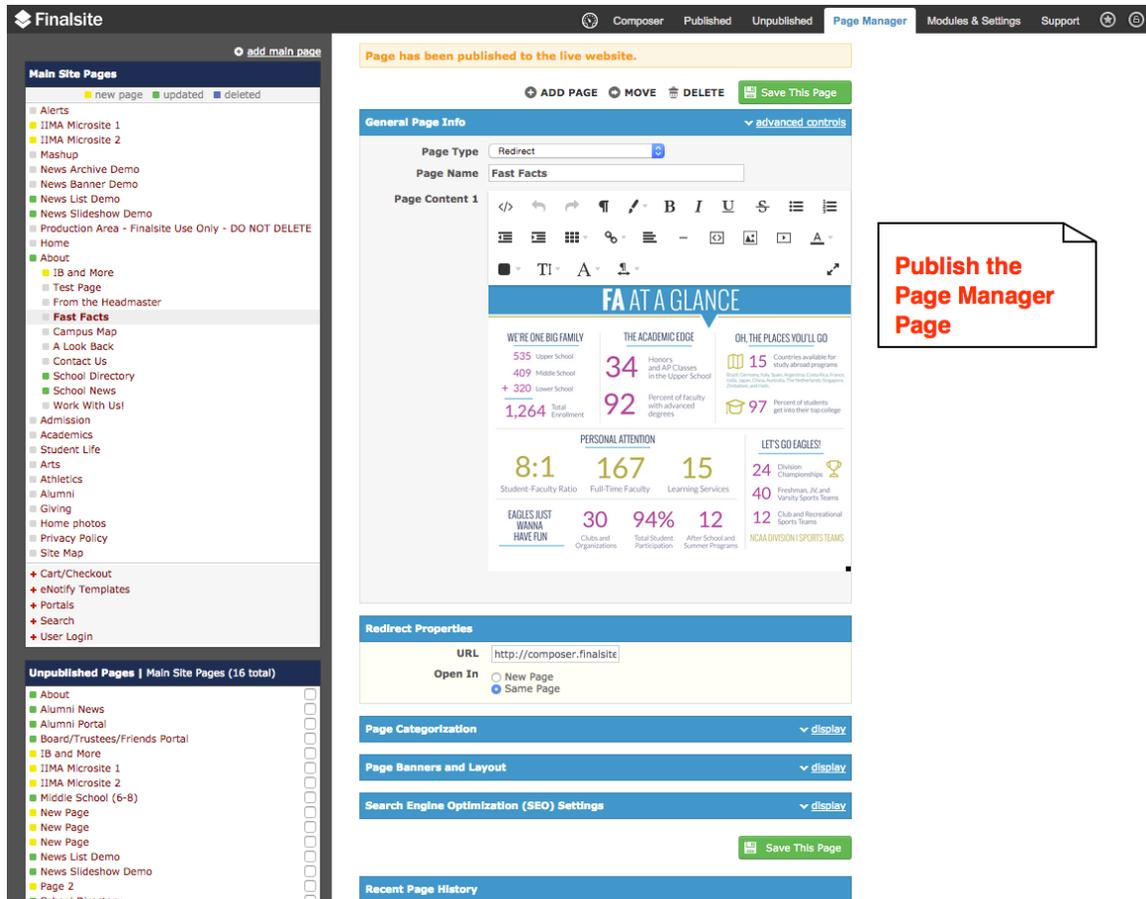
Date	Time	User	Action
06/30/15	11:17 AM	AW	Page created

****NEW CONTROL****

An upcoming release will introduce the "Type" control to the Redirect Properties.

Be sure to select "Permanent" as the Redirect Type for Page Manager -> Composer Redirects. This will pass a 301 status code when the redirect takes place, which is very important for SEO.

5. Publish the Page in Page Manager.



Finalsite Composer Published Unpublished **Page Manager** Modules & Settings Support

Page has been published to the live website.

ADD PAGE MOVE DELETE Save This Page

General Page Info advanced_controls

Page Type: Redirect

Page Name: Fast Facts

Page Content 1

FA AT A GLANCE

<p>WE'RE ONE BIG FAMILY</p> <p>535 Upper School 409 Middle School + 520 Lower School 1,264 Total Enrollment</p>	<p>THE ACADEMIC EDGE</p> <p>34 Honors and AP Classes in the Upper School</p> <p>92 Percent of faculty with advanced degrees</p>	<p>OH, THE PLACES YOU'LL GO</p> <p>15 Courses available for study abroad programs</p> <p>97 Percent of students get into their top college</p>
<p>PERSONAL ATTENTION</p> <p>8:1 Student-Faculty Ratio</p> <p>167 Full-Time Faculty</p> <p>15 Learning Services</p>	<p>LET'S GO EAGLES!</p> <p>24 Division I, II, and Varsity Sports Teams</p> <p>40 Freshman, J.V. and Varsity Sports Teams</p> <p>12 Club and Recreational Sports Teams</p>	<p>EAGLES JUST WANNA HAVE FUN</p> <p>30 Clubs and Organizations</p> <p>94% Total Student Participation</p> <p>12 After School and Summer Programs</p> <p>NCAA DIVISION I SPORTS TEAMS</p>

Redirect Properties

URL:

Open In: New Page Same Page

Page Categorization display

Page Banners and Layout display

Search Engine Optimization (SEO) Settings display

Save This Page

Recent Page History

Publish the Page Manager Page

6. TEST! Go to the "Source" Page's URL in the browser and verify that it takes you to the correct Composer Page.

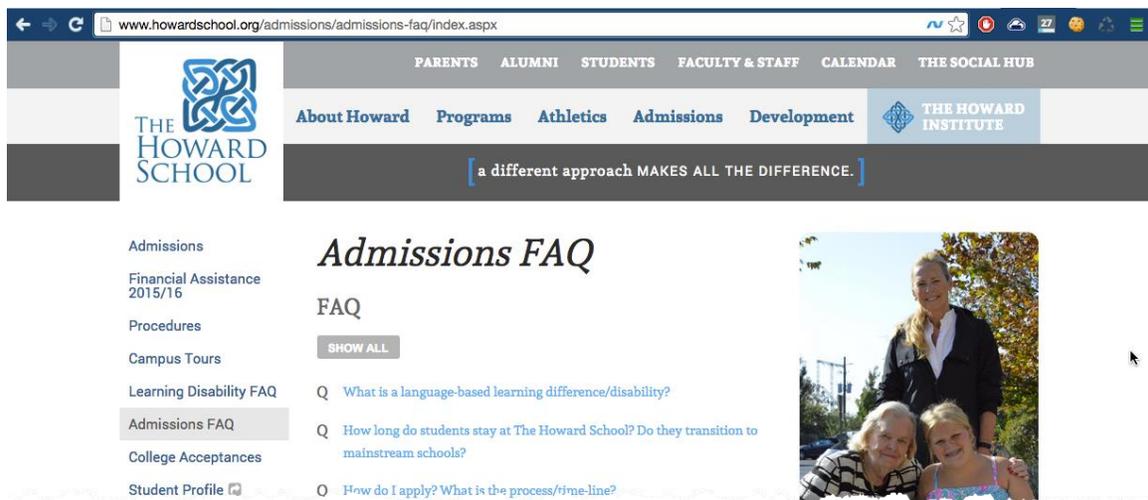
7. Redirect Setup Complete!

SchoolSuite to Composer Redirect

We want to redirect anyone who goes to an old URL from our SchoolSuite website to a new page on our Composer website.

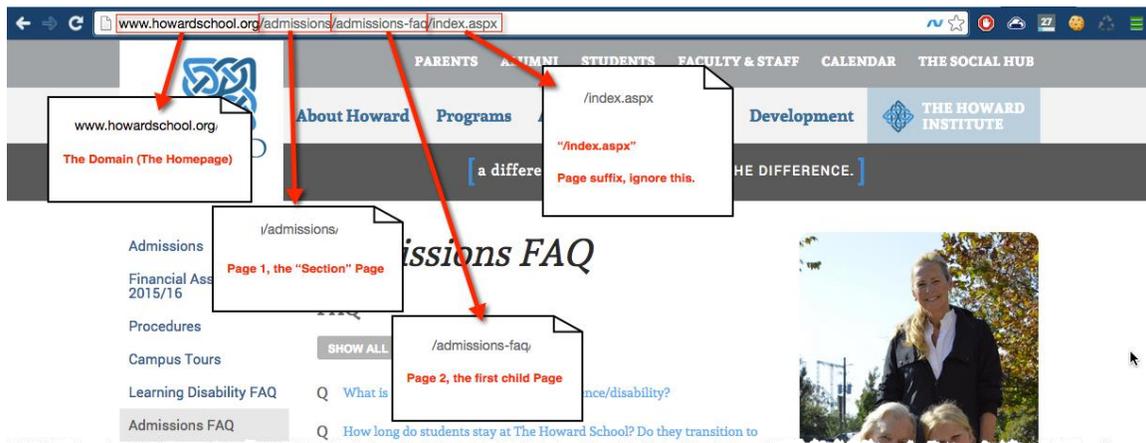
I. Determine the URL Structure of the SchoolSuite Page

1. Go to the old SchoolSuite Page in your Browser.



The screenshot shows a web browser window with the URL www.howardschool.org/admissions/admissions-faq/index.aspx. The page features a navigation menu with links for PARENTS, ALUMNI, STUDENTS, FACULTY & STAFF, CALENDAR, and THE SOCIAL HUB. Below this is a secondary menu with links for About Howard, Programs, Athletics, Admissions, and Development. The Admissions menu item is highlighted. The page content includes a sidebar with a list of links: Admissions, Financial Assistance 2015/16, Procedures, Campus Tours, Learning Disability FAQ, Admissions FAQ (highlighted), College Acceptances, and Student Profile. The main content area is titled "Admissions FAQ" and includes a "SHOW ALL" button and a list of questions: "What is a language-based learning difference/disability?", "How long do students stay at The Howard School? Do they transition to mainstream schools?", and "How do I apply? What is the process/time-line?". A photograph of three people is visible on the right side of the page.

2. Break apart the page's URL to determine how to structure your pages/URL in Composer.



This URL is composed of 3 nested pages:

The Homepage www.howardSchool.org (URL "slug": N/A)

The admissions page, www.howardSchool.org/admissions (URL "slug": /admissions)

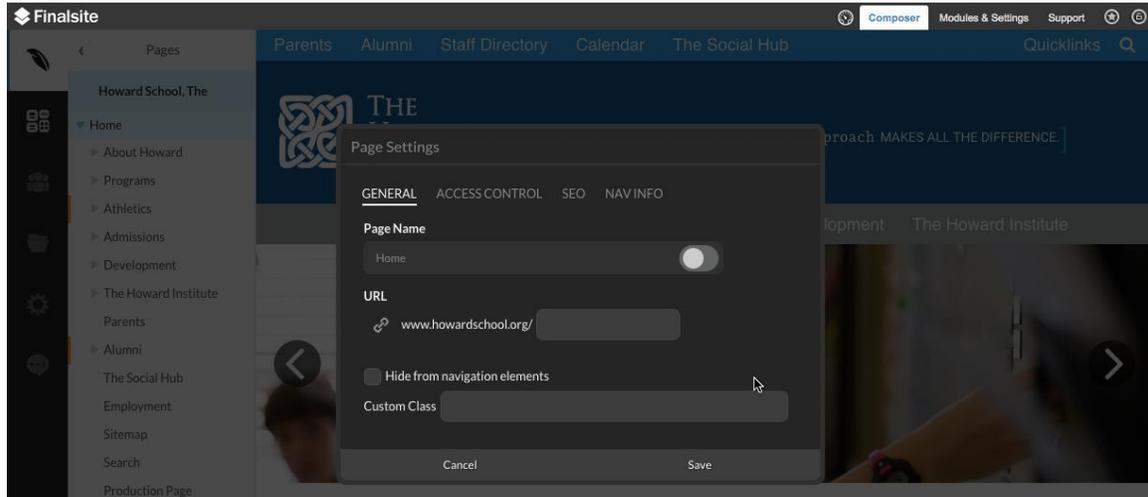
The admissions FAQ page, www.howardSchool.org/admissions/admissions-faq (URL "slug": /admissions-faq)

Ignore the "index.aspx" suffix

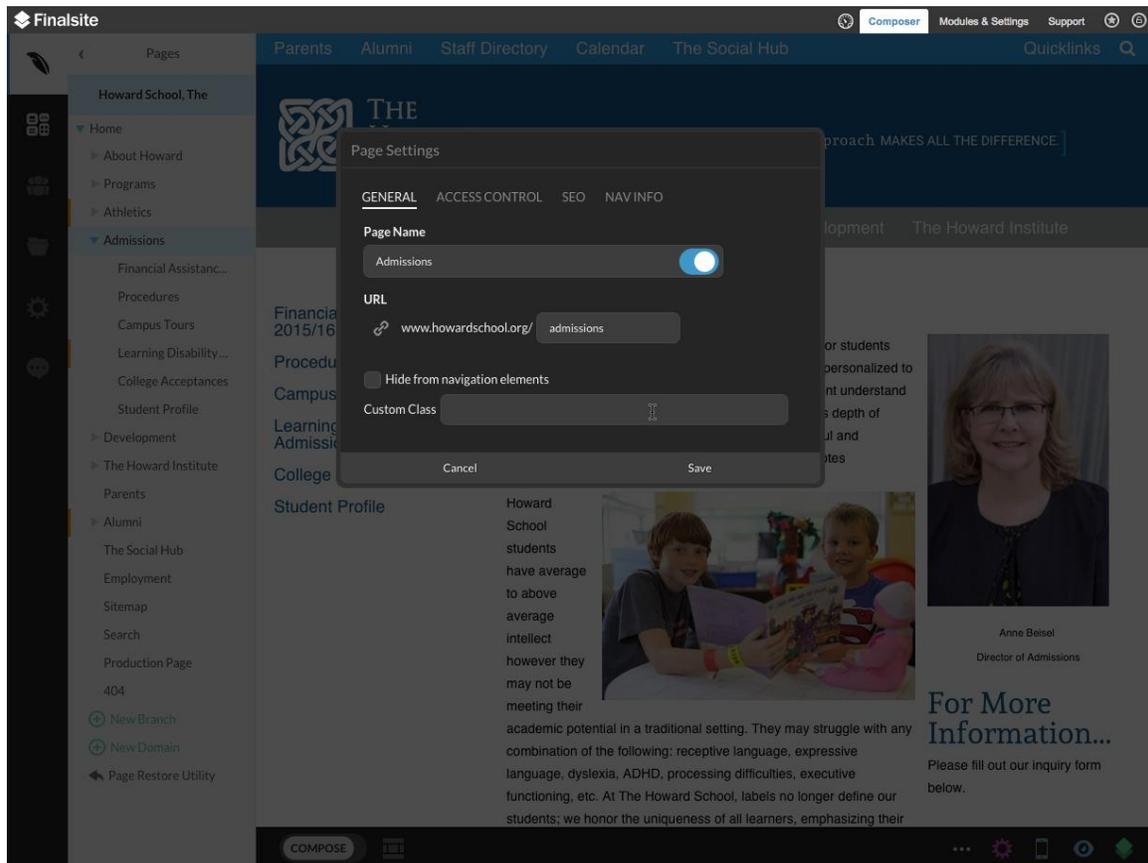
II. Determine the Page & URL Structure required in Composer

Based on the URL, we need 3 pages.

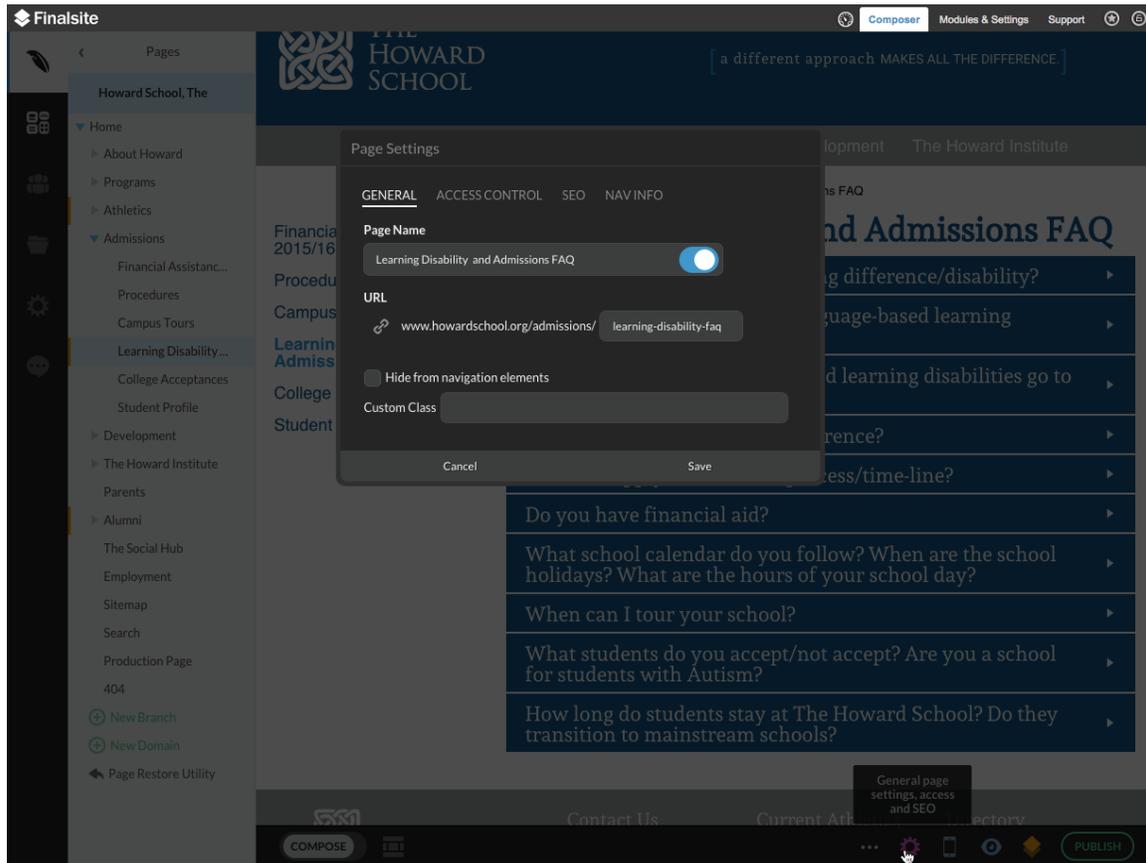
1. The Homepage. This already exists and the URL Slug is correct.



2. The "Admissions" Page. This already exists and the URL is correct.



3. The “Admissions FAQ” page. This exist BUT the URL is not the same



4. We have two options:

4A. Update the URL to be the same as the old page.

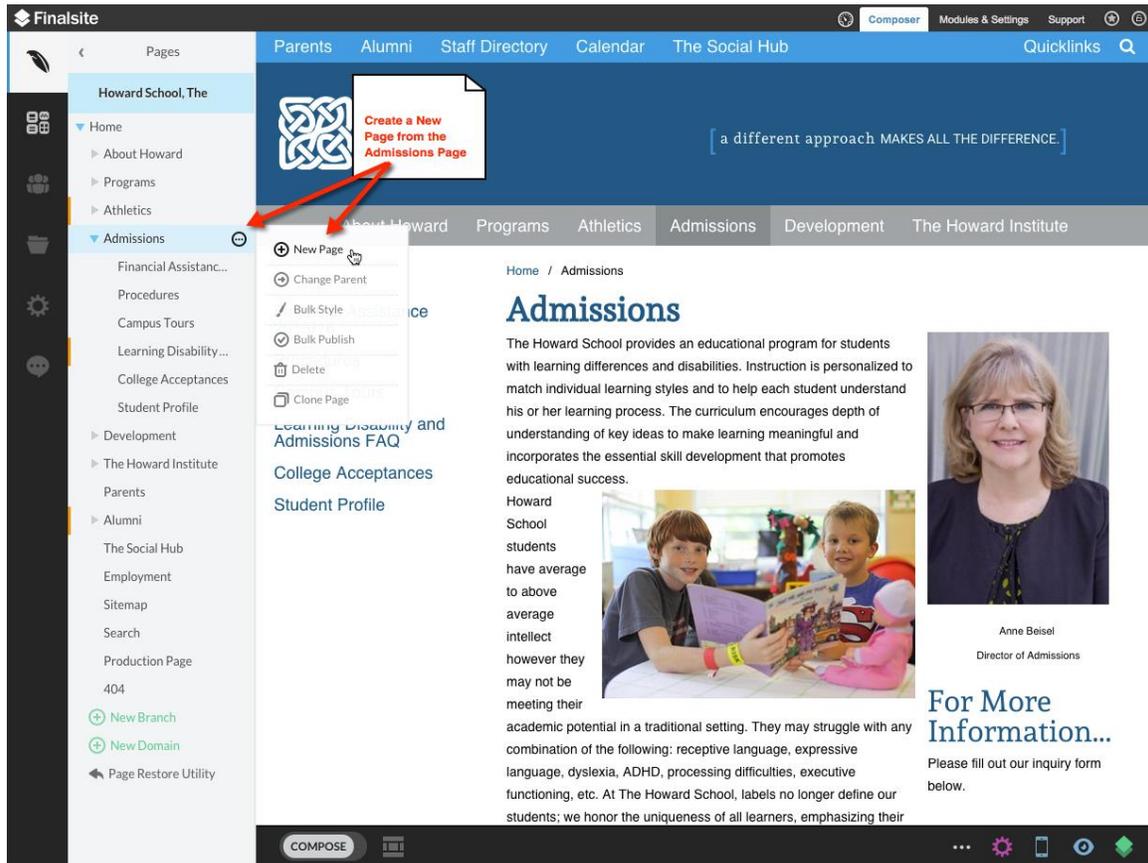
(Then Skip to Step #9)

Just change the URL Slug of the Admissions FAQ page from “learning-disability-faq” to match the old page’s URL, “admissions-faq”

4B. Create a new Linked Redirect Page. (See Step #5)

Just change the URL Slug of the Admissions FAQ page from “learning-disability-faq” to match the old page’s URL, “admissions-faq”

5. Create a New Page under Admissions



The screenshot displays the Finalsite web editor interface. On the left, a sidebar menu shows the site structure under 'Howard School, The'. The 'Admissions' section is expanded, and a context menu is open over it, with the 'New Page' option selected. A red callout box with the text 'Create a New Page from the Admissions Page' and two red arrows points to the 'New Page' menu item and the 'Admissions' menu item. The main content area shows the 'Admissions' page, which includes a header, a main text block, a photo of two children reading, a photo of Anne Beisel (Director of Admissions), and a 'For More Information...' section with a form prompt.

Finalsite Composer Modules & Settings Support Quicklinks

Pages: Howard School, The

- Home
 - About Howard
 - Programs
 - Athletics
 - Admissions**
 - Financial Assistanc...
 - Procedures
 - Campus Tours
 - Learning Disability...
 - College Acceptances
 - Student Profile
 - Development
 - The Howard Institute
 - Parents
 - Alumni
 - The Social Hub
 - Employment
 - Sitemap
 - Search
 - Production Page
 - 404
 - New Branch
 - New Domain
 - Page Restore Utility

Parents Alumni Staff Directory Calendar The Social Hub

[a different approach MAKES ALL THE DIFFERENCE]

About Howard Programs Athletics Admissions Development The Howard Institute

Home / Admissions

Admissions

The Howard School provides an educational program for students with learning differences and disabilities. Instruction is personalized to match individual learning styles and to help each student understand his or her learning process. The curriculum encourages depth of understanding of key ideas to make learning meaningful and incorporates the essential skill development that promotes educational success.

Howard School students have average to above average intellect however they may not be meeting their academic potential in a traditional setting. They may struggle with any combination of the following: receptive language, expressive language, dyslexia, ADHD, processing difficulties, executive functioning, etc. At The Howard School, labels no longer define our students; we honor the uniqueness of all learners, emphasizing their



Anne Beisel
Director of Admissions

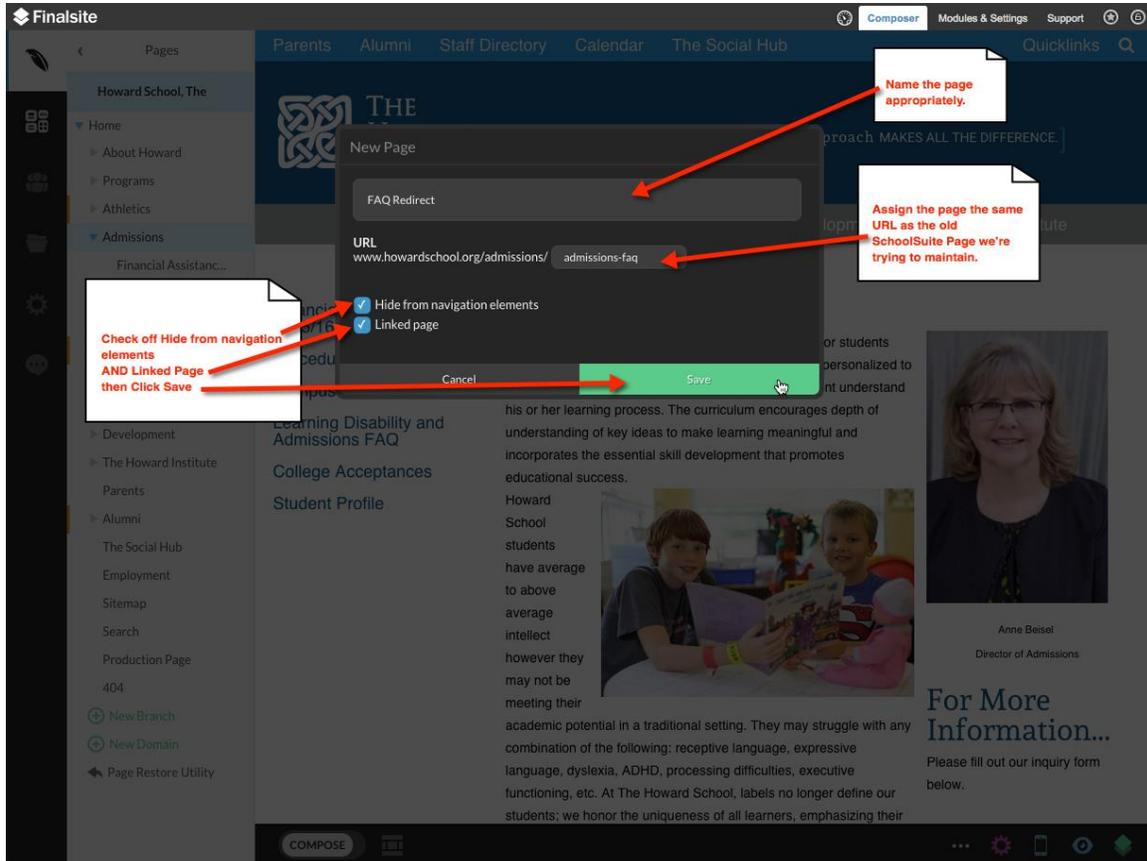


For More Information...

Please fill out our inquiry form below.

COMPOSE

6. Set the page's Title, URL Slug, hide from Navigation Elements and make it a Linked Page



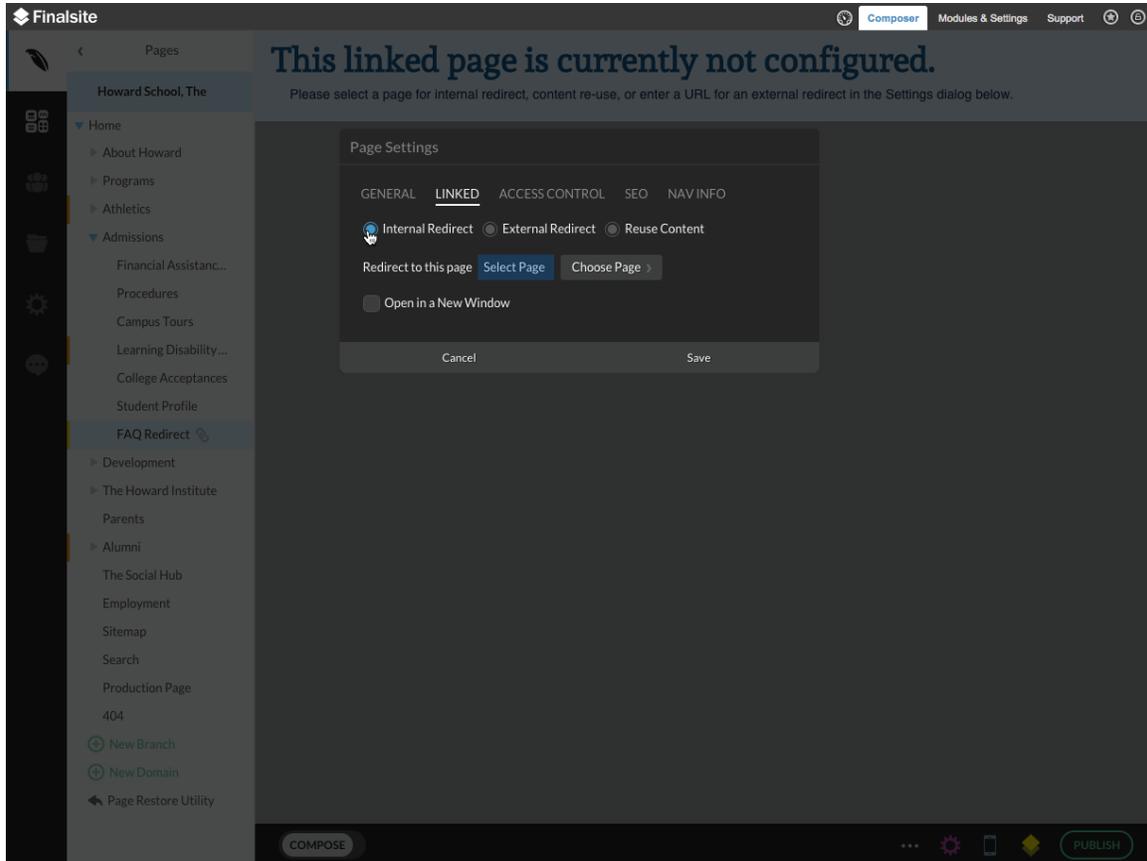
The screenshot shows the 'New Page' dialog box in the Finalsite interface. The dialog box is titled 'New Page' and contains the following fields and options:

- Title:** FAQ Redirect
- URL:** www.howardschool.org/admissions/ admissions-faq
- Options:**
 - Hide from navigation elements
 - Linked page
- Buttons:** Cancel, Save

Three red callout boxes with arrows pointing to specific parts of the dialog box provide instructions:

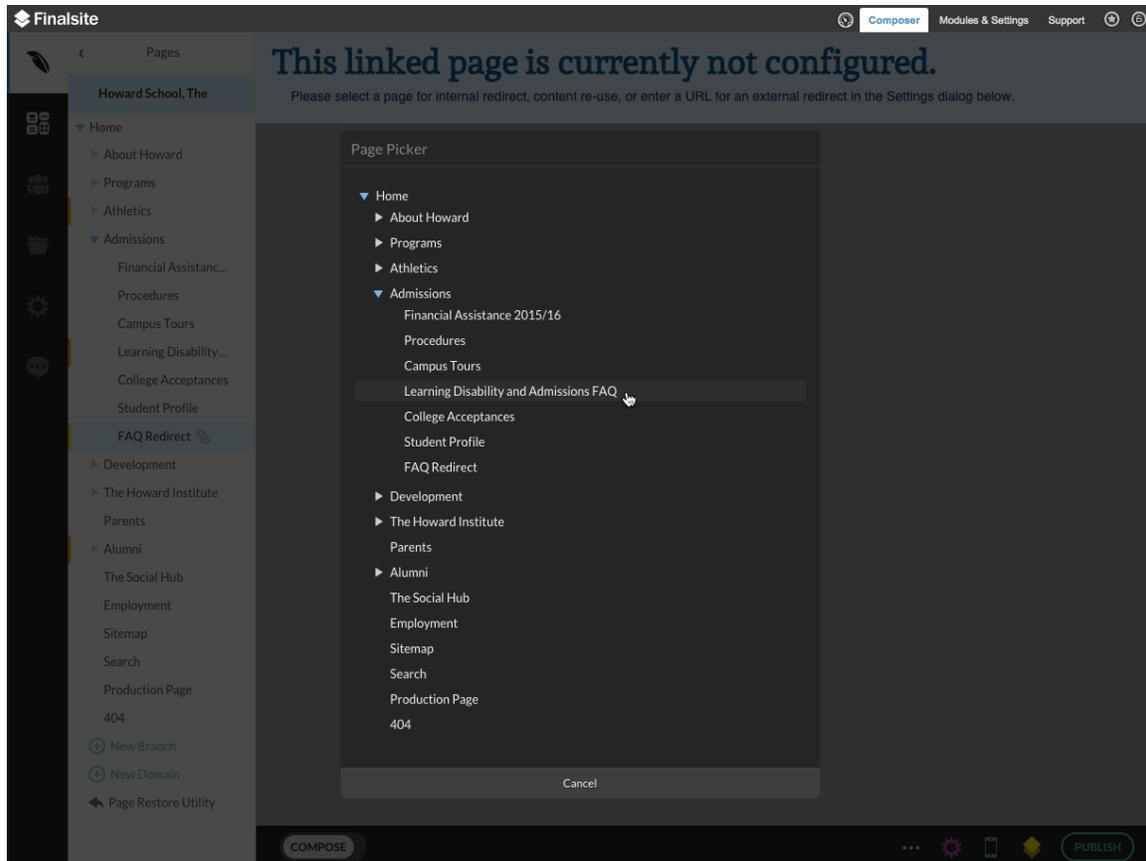
- Callout 1:** Name the page appropriately. (Points to the Title field)
- Callout 2:** Assign the page the same URL as the old SchoolSuite Page we're trying to maintain. (Points to the URL field)
- Callout 3:** Check off Hide from navigation elements AND Linked Page then Click Save. (Points to the checkboxes and the Save button)

7. Open the Page Settings menu for the new page and go to the **Linked Section**. Choose **“Internal Redirect”**



The screenshot shows the Finalsite web management interface. On the left is a navigation menu for 'Howard School, The' with various page categories like Home, Programs, Athletics, Admissions, etc. The main content area displays a message: 'This linked page is currently not configured. Please select a page for internal redirect, content re-use, or enter a URL for an external redirect in the Settings dialog below.' A 'Page Settings' dialog box is open, with the 'LINKED' tab selected. Under the 'LINKED' tab, the 'Internal Redirect' radio button is selected. Below this, there are buttons for 'Select Page' and 'Choose Page'. There is also an unchecked checkbox for 'Open in a New Window'. At the bottom of the dialog are 'Cancel' and 'Save' buttons. The interface also shows a 'COMPOSE' button at the bottom left and a 'PUBLISH' button at the bottom right.

8. Click 'Select Page' and then choose the Admissions FAQ page (the page we found in step #3). Save the settings.



9. Publish the page and you're done! Once the Site is launched, anyone that tries to go to <http://www.howardschool.org/admissions/admissions-faq/index.aspx> will be redirected to the new Admissions FAQ page in Composer!

10. Redirect Setup Complete!