

EPISERVER Content Management System

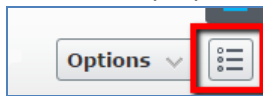
Archiving and Redirecting CMS Pages

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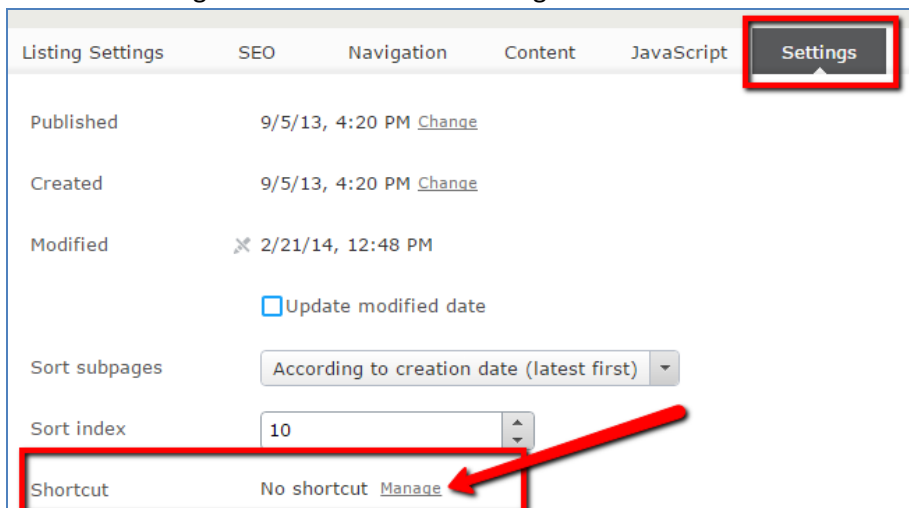
Redirect individual pages using shortcuts

Why would you need to redirect pages? Deleting or moving pages can cause negative rankings in SEO (search engine optimization). The search engines, like Google, have indexed your site and it will crawl it periodically to note changes in content. When it can't find many of the pages, your SEO rankings decrease. This affects your site as well as all UMassmed.edu sites. While a few deleted pages are fine, deleting many at once is an issue in the SEO world. It's better to notify the search engines that the page has moved. This allows the search engine to remove the current page from its index and replace it with the newer page that is replacing it. It will also transfer the SEO rankings along to that page so you can keep all the SEO link weight (rankings) you have built up over time.

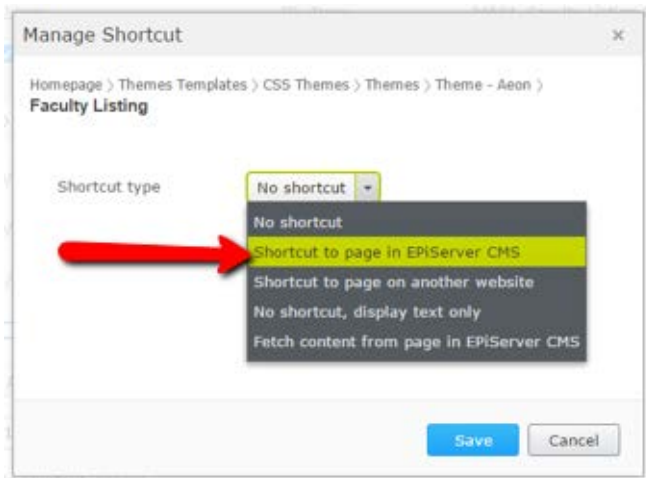
- Log into the CMS editor
- Navigated to page you want to apply the redirect to (the page that will eventual be archived/deleted)
- Click on the properties icon



- Go to the settings tab and click on the Manage link next to Shortcut

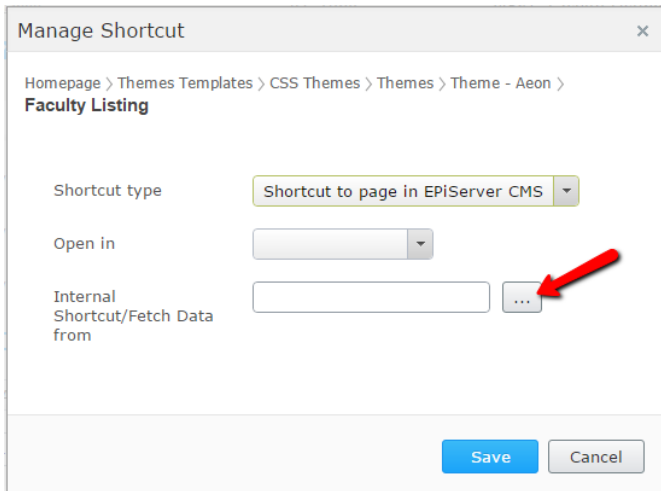


- Choose the “Shortcut to page in Episerver CMS”

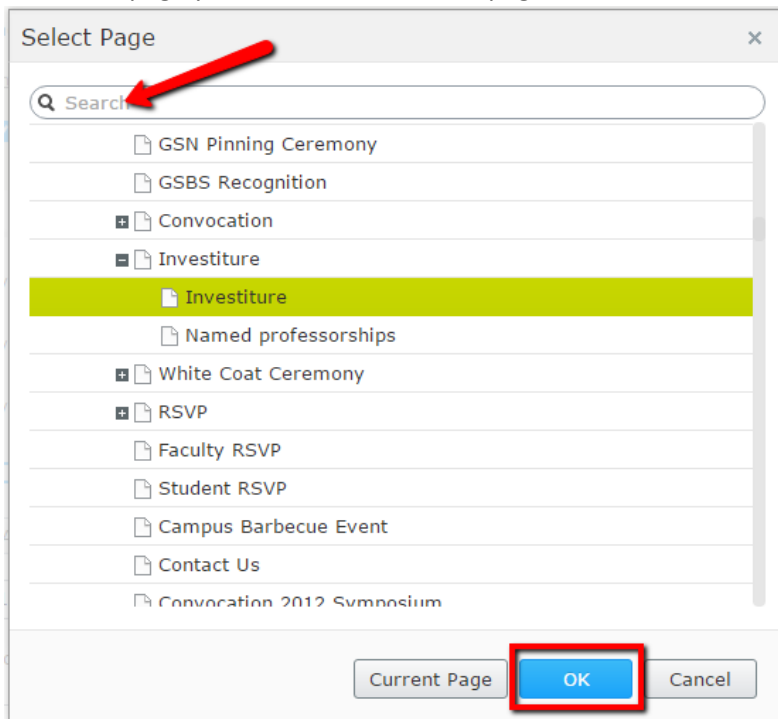


- NOTE: You can also choose Shortcut to page on another website and paste or type the URL of the page
 - Just make sure if you type the URL that it is correct, if there is a typo, users will be redirected to an error page

- Click on the ellipses



- Select the page you wish to redirect this page to and click OK



- Note: you can search and it will show you a list to pick from so you don't have to navigate through the entire list

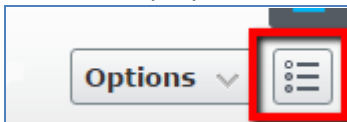
- You will then click save
- Publish the page
- **Your page is now redirected!**
 - If a user navigates to the this page, they will be redirected to the page you specified
 - Search engines will note the redirect and remove this page from their catalog and add the new page that it's being redirected to

Archiving pages

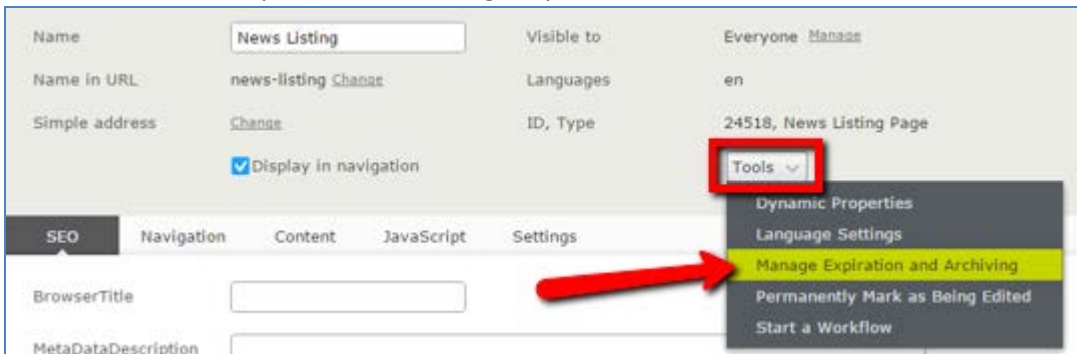
Before archiving, you will need to set the redirect (shortcut) shown in previous step.

The way archiving works is that you will set the page to expire in 3 months and set it to move to the archive folder upon that date where it will get deleted. You will also set the redirect on the page. This allows search engines to remove this page and re-index the new page within the 3 months. This process helps to keep all of your SEO rankings in tact. If you were to delete the page instead of following this process or exclude the redirect, upon deletion, search engines would mark this page as a 404 (page not found) which is fine for a few pages, but more than a few and your site will incur a negative mark which can decrease your web site's ranking as well as umassmed.edu as a whole.

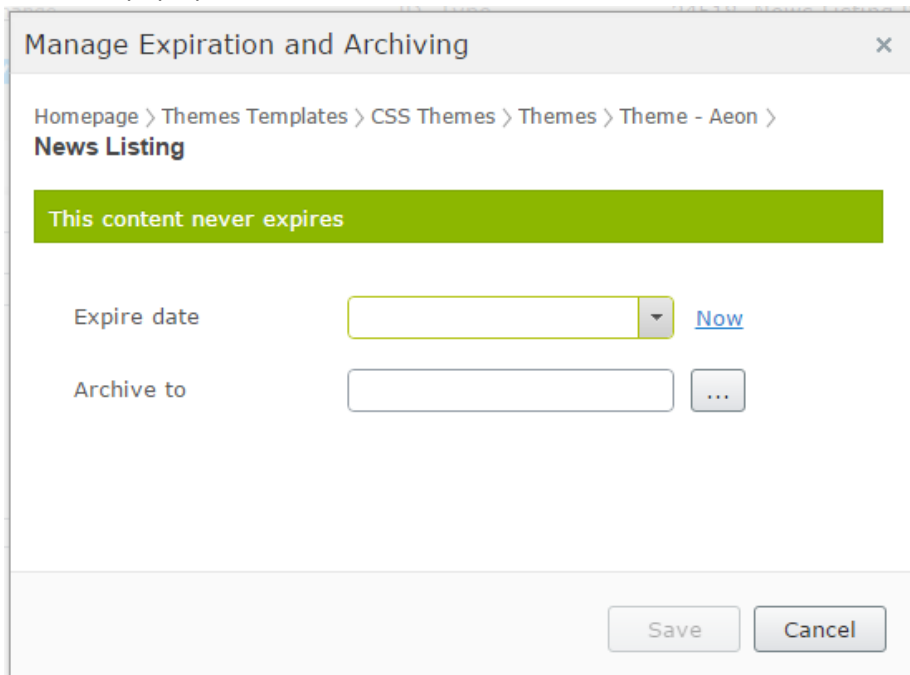
- Log into the CMS editor
- Navigate to the page you wish to archive
- Click on the properties icon



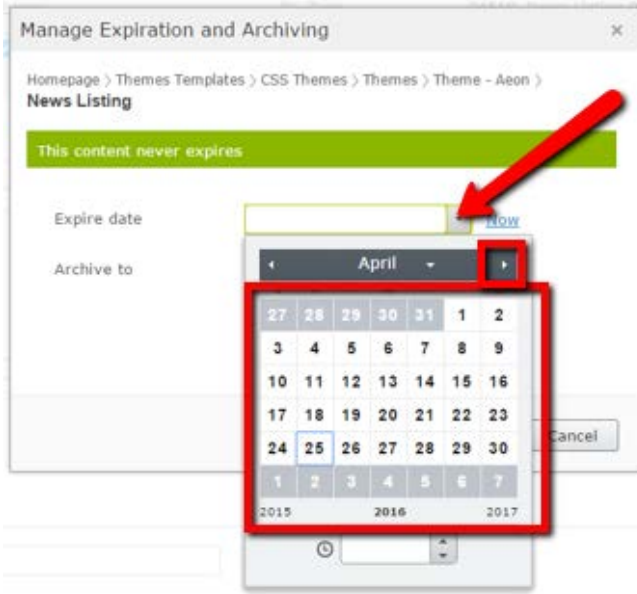
- Click on the Tools dropdown and "Manage Expiration..."



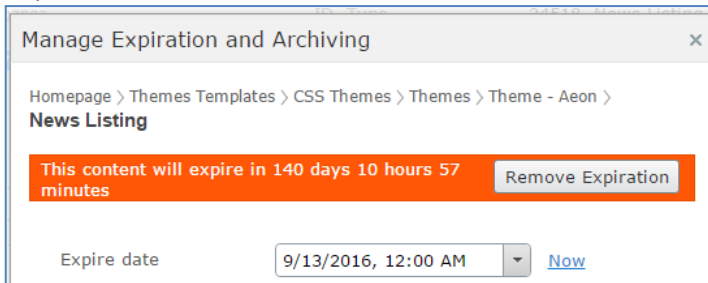
- A box will pop up



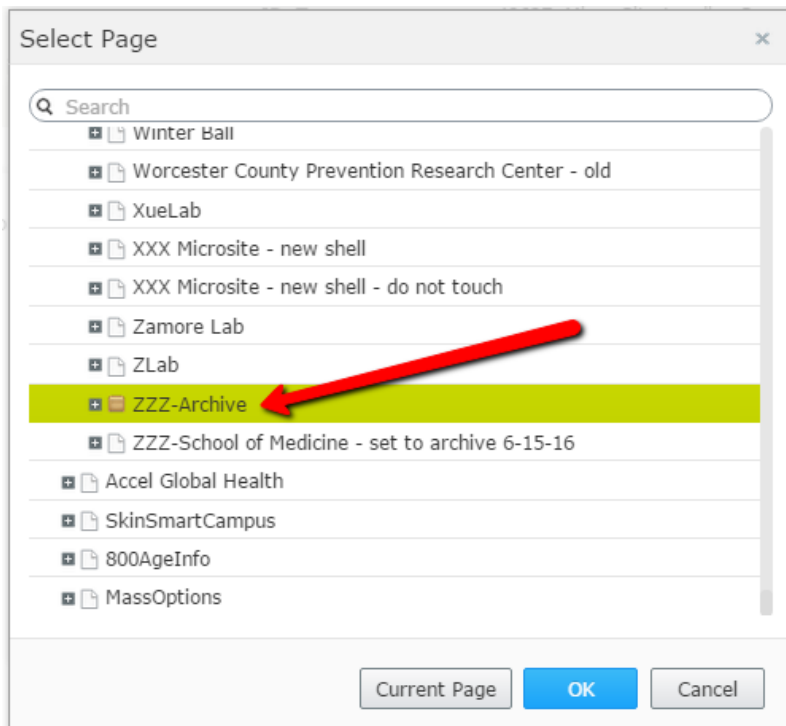
- Set the date approximately 3 months from now, use the calendar to click through months and then pick a date. Click somewhere off the calendar to get this field to accept your chosen date
 - You can click the Now link but do this only for a couple of page or you can incur a negative ranking



- The green bar will change to orange noting that you have set a date and you can choose to removing the expiration if needed



- Now choose where to archive to – select ZZZ-Archive and click OK



- Click Save

Manage Expiration and Archiving

Homepage >
ZLab

This content has expired [Remove Expiration](#)

Expire date [Now](#)

Archive to ...

[Save](#) [Cancel](#)

- Your page is now set to expire (no need to publish) and is noted as such at the top of the properties area

This content has expired [Manage Expiration and Archiving](#) ✕

Name

Name in URL [Change](#)

Simple address [Change](#)

- Notes:
 - You can click the Manage Expirations link if you need to make any updates
 - Clicking the black “x” will not remove the expiration, it will only remove the note from the properties area – click “Manage Expiration...” at the top of the page to remove the expiration if you need to

Redirecting Many Pages or an Entire Site

When many redirects are needed, creating shortcuts per page may become overwhelming. IT can help with this process. This may be the route to take if redesigning a site with many pages and the pages must all be redirected on a scheduled Go Live date.

Get in touch with the web team to schedule this work in their work queue via:

- email thewolfpack@umassmed.edu
- online form <http://www.umassmed.edu/it/services/digital-marketing/contact-us/>

Getting your list of redirects ready

- In the CMS editor, and on the content tree, navigate to sitemap page within your site
 - If you don't have one, create one ([below](#))
- On the sitemap are the page you will need to create redirects for
- Create an excel document
- Add the title of these pages to the excel doc in 1 column

I simply selected each column from the sitemap page, copied and pasted directly into the excel file

The left screenshot shows a CMS sitemap with a red box highlighting a column of page titles. The right screenshot shows an Excel spreadsheet with the same titles pasted into column A.

- To the right of each title, have a column for the current URL and one for the new URL

	A	B	C
1	A	OLD	NEW
2	About The Center 1:02	http://www.umassmed.edu/advmri/	http://www.umassmed.edu/advmri/about-the-center/
3	AMRIC Schedule Form	http://www.umassmed.edu/link/19358aa51b54491d	http://www.umassmed.edu/advmri/schedule-form/
4	Animal MRI Research Application Form		
5	B		

- Send this excel file to thewolfpack@umassmed.edu with a request to add this via the redirect admin tool

Creating a Dynamic Sitemap page for Your Site

As you create pages within your site, they will automatically show on the sitemap page. This allows your viewers to have a page to navigate to and find what they are looking for. This is also a useful tool for site owners to review what pages they have on their site.

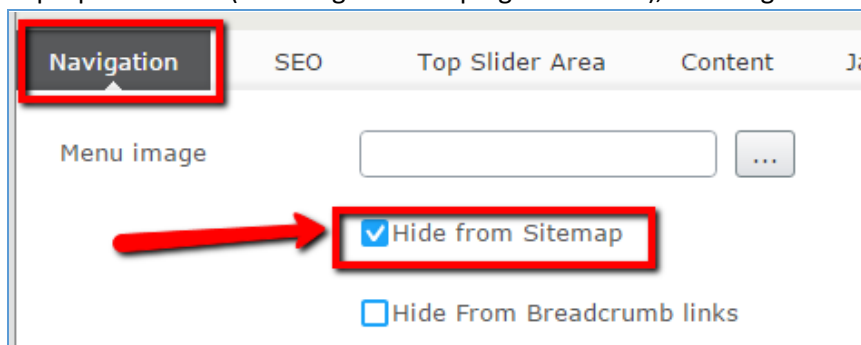
- In the CMS editor, navigate to your site
- Create a new page under your microsite landing page
- Pick “Site Index Page”



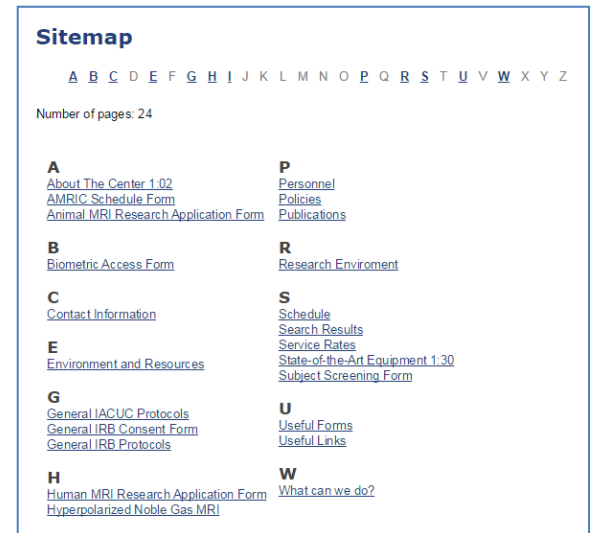
- Required properties
 - Choose your microsite landing page and a headline for the page

- Note: you can select your microsite landing page from the content tree and drag and drop it in the first field, or click on the ellipses to navigate and select the page

- Publish the page
- If you see any pages on this sitemap that you do not want to appear here
 - edit the page you want to remove from the sitemap
 - In properties view (hamburger icon top right of editor), on Navigation tab, check Hide from Sitemap



- Publish and review the sitemap, that page should no longer show



- **If you see duplicate titles on the Sitemap page**, here are a couple of reasons why and ways you can resolve this:
 - one may be the real page and one may be a shortcut to that page. If so you can set one of the pages to Hide from Sitemap as shown above
 - you may have name several pages with the same name, simply go and rename the page and publish