

EPiSERVER Content Management System

Archiving and Redirecting CMS Pages

- <u>Redirect individual pages using shortcuts</u>
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- Creating a Dynamic Sitemap page for Your Site

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

| Listing Settings | SEO | Navigation | Content | JavaScript | Settings |
|------------------|---------|--------------------------|----------------|------------|----------|
| Published | 9/5/1 | 3, 4:20 PM <u>Change</u> | 2 | | |
| Created | 9/5/1 | 3, 4:20 PM <u>Change</u> | 2 | | |
| Modified | ≥ 2/21/ | 14, 12:48 PM | | | |
| | Up | date modified dat | e | | |
| Sort subpages | Acco | rding to creation | date (latest f | irst) 🔻 | |
| Sort index | 10 | | * | | |
| Shortcut | No sh | ortcut Manage | | | |

• Choose the "Shortcut to page in Episerver CMS"

| fomepage) Themes Tem Faculty Listing | plates \rangle CSS Themes \rangle Themes \rangle Theme - Aeon \rangle |
|--|---|
| acuty Listing | |
| Shortcut type | No shortcut + |
| construction of the | No shortcut |
| | Shortcut to page in EPiServer CMS |
| | Shortcut to page on another website |
| | No shortcut, display text only |
| | Fetch content from 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

| Manage Shortcut | | × |
|---|--|---|
| Homepage > Themes Templates Faculty Listing | s \rangle CSS Themes \rangle Themes \rangle Theme - Aeon \rangle | |
| Shortcut type | Shortcut to page in EPiServer CMS 💌 | |
| Open in | • | , |
| Internal Shortcut/Fetch Data from | | |
| | Save | I |

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

| Select Page | × |
|----------------------------|-----------|
| Q Search | \supset |
| GSN Pinning Ceremony | |
| 🗋 GSBS Recognition | |
| Convocation | |
| Investiture | |
| 🕒 Investiture | |
| 🗅 Named professorships | |
| 🖬 🗋 White Coat Ceremony | |
| RSVP | |
| 🗋 Faculty RSVP | |
| 🕒 Student RSVP | |
| 🕒 Campus Barbecue Event | |
| 🕒 Contact Us | |
| Convocation 2012 Symposium | |
| Current Page OK Cance | 1 |

- 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!
 - o 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..."

| Name in URL | news-listing Change | | |
|----------------|-----------------------|-----------|----------------------------------|
| | news nauny souther | Languages | en |
| Simple address | Change | ID, Type | 24518, News Listing Page |
| | Display in navigation | | Tools 🗸 |
| | | | Dynamic Properties |
| SEO Navigation | Content JavaScript | Settings | Language Settings |
| | | | Manage Expiration and Archiving |
| BrowserTitle | | | Permanently Mark as Being Edited |
| | | | Start a Workflow |

• A box will pop up

| Manage Expiration a | nd Archiving | × |
|--|--|------|
| Homepage > Themes Temp News Listing | lates $ angle$ CSS Themes $ angle$ Themes $ angle$ Theme - Aeon $ angle$ | |
| This content never exp | ires | |
| Expire date | · Now | |
| Archive to | ···· | |
| | | |
| | | |
| | Save | ncel |

- 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

| vs Listing | | | | |
|------------------------------|------------------|-------------------|-------------------|-------|
| is content will exp nutes | vire in 140 days | 3 10 hours 57 | Remove Expiration | n |
| | | | | |
| Expire date | <u> </u> |)16, 12:00 AM | + 777 Archivo a | مط ما |
| choose when | e to archiv | e to – selec | t ZZZ-Archive a | na ci |
| ect Page | | | | |
| | | | | |
| Search | | | | |
| | | ontion Resear | ch Center - old | |
| XueLab | cr councy rrev | chelon Researc | | |
| | osite - new sh | الم | | |
| | | nell - do not tou | ich | |
| Zamore | | | icii | |
| Zanore | LaD | | | |
| E ZZZ-Ard | | | | |
| | | e - set to archi | | |
| | | e - set to archiv | ve 0-15-10 | |
| Accel Globa | | | | |
| SkinSmart(| - | | | |
| 800AgeInfo | | | | |
| MassOption | S | | | |

Click Save

| Manage Expiration an | d Archiving | × |
|--------------------------|--------------------|-------------------|
| Homepage > ZLab | | |
| This content has expired | | Remove Expiration |
| Expire date | 4/25/2016, 1:17 PM | ▼ Now |
| Archive to | ZZZ-Archive | |
| | | |
| | | |
| | | 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 | 800AgeInfo | | |
| Name in URL | 800ageinfo 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 <u>thewolfpack@umassmed.edu</u>
- 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



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

| | А | | В | | С |
|---|--------------------------------------|---------|---|----------|---|
| 1 | Α | 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/19358aa51b54491da | http://v | www.umassmed.edu/advmri/schedule-form/ |
| 4 | Animal MRI Research Application Form | | | | |
| 5 | В | | | | |

• Send this excel file to <u>thewolfpack@umassmed.edu</u> 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"

| 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 | | Site Index Page |
|--|--|---|
| A contraction of a cont | A constraint of the second sec | This page will list all the pages under the Microsite Landing Page that it resides in |

| Sitemap | |
|---|--|
| <u>A B C</u> D <u>E</u> F <u>G</u> <u>H</u> I J K | L M N O <u>P</u> Q <u>R</u> <u>S</u> T <u>U</u> V <u>W</u> X Y 2 |
| Number of pages: 24 | |
| A About The Center 1:02 AMRIC Schedule Form Animal MRI Research Application Form | P Personnel Policies Publications |
| B Biometric Access Form | R Research Enviroment |
| C Contact Information | S Schedule Search Results Service Rates |
| Environment and Resources | State-of-the-Art Equipment 1:30 Subject Screening Form |
| G General IACUC Protocols General IRB Consent Form General IRB Protocols | U Useful Forms Useful Links |
| H Human MRI Research Application Form Hyperpolarized Noble Gas MRI | W What can we do? |

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

| Name Sitemap | |
|---|-------|
| Required prope | rties |
| Microsite Landing page or other page to start sitemap from | |
| Headline | |

- 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
 - o edit the page you want to remove from the sitemap
 - o In properties view (hamburger icon top right of editor), on Navigation tab, check Hide from Sitemap

| Navigation | SEO | Top Slider Area | Content | Ja |
|----------------------------|-----|--------------------|---------|----|
| Menu image | | | | |
| | | ✔Hide from Sitemap | | |
| Hide From Breadcrumb links | | | | |

• 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
 - o you may have name several pages with the same name, simply go and rename the page and publish