

Redirects Overview

Redirect Manager

- Always search first to make sure a vanity URL name is not already being used before setting up a new one. The search bar only accepts 20 characters.
Example “/loseweight”
- Old URL field is technically the vanity name or the URL that is being requested. New URL is the place that it lands on in Sitecore or other third party site.
- Always set up Sitecore pages to use https (under New URL field). For third party sites this can be set up using either http or https, however if this site is secured, must use https. Keep New URL structure consistent by using the full URL, not relative path (unless there is a specific reason).
- No need to set up general page redirects using both www and non-www (use either/or), this is set up to do so in Network Solutions or already set up in Manager. For other third party domains, you can test and make sure this has been set up properly before creating new redirects in the Manager.
- No need to use the “www” from Redirect Type dropdown menu, as most of this is handled in NS or already set up in the Manager. For new domain names, however this will likely need to be set up using “www” or “vanity domain”.
- Can now set up all case sensitive URLs in the Redirect Manager. However, if loading a bulk import, the case sensitive redirects will still need to be entered manually.
Example: https://www.youtube.com/channel/UCayu0UJJEV8m_bmU5vkgR_A
- Do not revise any of the main hospital domain records.
Example: henryfordmacomb.com, henryfordwestbloomfield.com
- Do not use the full hospital domain structure to set up vanity URLs.
Example: Use www.henryford.com/locations/Macomb/vanity (the new Sitecore equivalent) not www.henryfordmacomb.com/vanity.
- Can technically have two of the same vanity URLs under the hospital domains, however this may be confusing so should be limited, if possible.
Example: henryfordwestbloomfield.com/loseweight
henryfordmacomb.com/loseweight (also uses legacy vanity URL: henryford.com/loseweight)

- Redirects generally take a few minutes to start working. Can also use the “Refresh Cache” button.
- Make sure to tag any vanity URLs that are being promoted so that these are trackable in Google Analytics. Example:
www.henryford.com/mammography/?utm_source=redirect&utm_medium=url&utm_campaign=vanity&utm_content=/mammography
- Never hit the “Clear All” button.
- Make sure to communicate to the team if you are trying to bulk import redirects.
Aka: Ask Rajitha.

Domain Names

- Domain names are purchased and set up in Network Solutions – pointing directly to henryford.com or using web forwarding to point to their specific page on henryford.com (henryfordmacomb.com, henryfordallegiance.com, etc.)
- If the domain is set up to point to henryford.com, then use the Sitecore equivalent page to set up the redirect. This is also an example where you may need to set up a www and non-www redirect instance.

Sitecore Architecture Redirects

- This section should only be used for setting up redirects for left nav menus items or documents:
<https://www.henryford.com/-/media/files/henry-ford/training-documents/creating-a-redirect-in-the-proximity-navigation.docx>

Clean up

- Retiring old Id URLs from Sitecore, manually removing and then adding to spreadsheet on the shared drive.
- Moved all former redirects from Sitecore Architecture (YouTube, Giving Day, etc.).