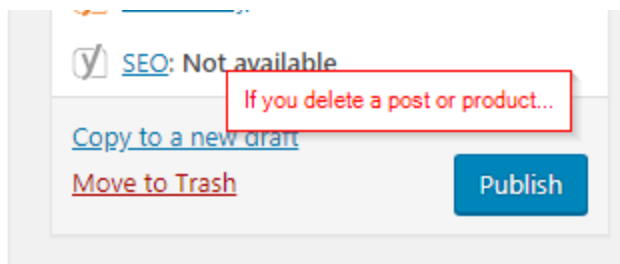


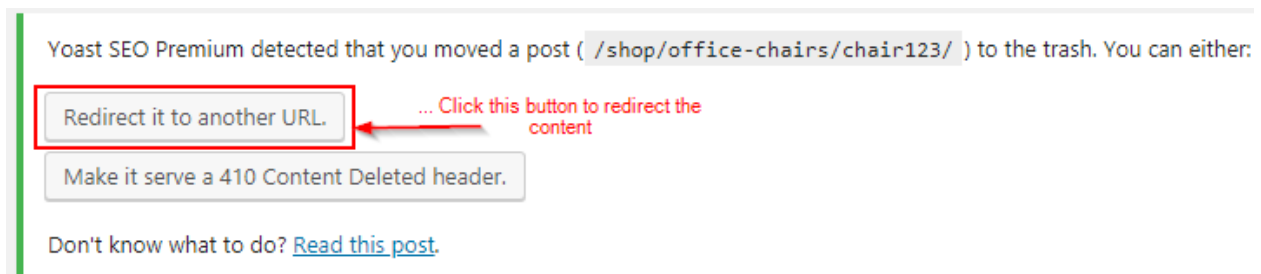
Deleting Posts/Products

Deleting/trashing posts and products send visitors, who search for them, to a “Page not Found” page. To reduce the negative effect that deleted/trashed posts and products has on Google Search indexing and SEO, we have installed the Premium version of the Yoast SEO plugin. One of the many benefits of this plugin is proper handling of deletions.

When you trash a post or product, either via the dashboard or in the post/product editor,

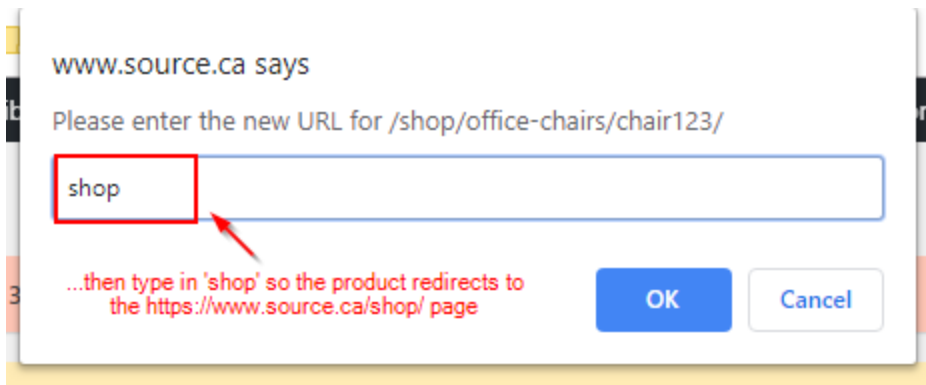


you will now see:



In this box, there are two options, “Redirect it to another URL” and “Make it serve a 410 Content Deleted header”. We recommend using the first, “Redirect it to another URL”, option.

Once clicked, you will see



For a product being deleted, enter “shop” (just the word not the quotes) and click “Ok”. This will cause requests for this product to go to the <https://www.source.ca/shop/> page.

For a blog post being deleted, it is best to locate the page you wish to have this post redirected and copy the URL. Then paste this URL in the above notice popup box.