How to Redirect Old URLs in Squarespace

Article Link: https://dreamtimemarketing.blog/301-redirects-in-squarespace

How to Use This 301 Redirect Tracking Spreadsheet

To keep everything organized, use a 301 Redirect Tracking Spreadsheet with the following columns:

Old URL – Add original URL from your old website.
New URL – Add destination URL on the new website.
Redirect Type – Use 301 for permanent redirects (or 302 for temporary ones).
Priority – Rank redirects as High (important pages), Medium, or Low (old pages with little traffic).
Status – Mark whether the redirect is Pending, Completed, or Tested.
Traffic (Optional) – Track estimated visits from Google Analytics.
Notes – Add comments like "Merged with another page" or "Redirected to homepage."

Steps to setting up redirects in Squarespace

1. Log in to Squarespace.

2. Go to Settings > Developer Tools > URL Mapping.

3. Copy and paste the old and new URLs from your spreadsheet, followed by the redirect type. Make sure to end with 301 for a permanent move unless a 302 is necessary for a temporary move.

4. Format: /old-page-url -> /new-page-url 301
For example: /childrenscounseling -> /childrenstherapy 301

If redirecting a **blog post**, make sure to include /blog/ in the URL redirect.
For example: /ten-ways-to-manage-stress-naturally -> /blog/ten-ways-to-manage-stress-naturally 301

5. Click Save to apply the changes.

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Website Links Redirect Tracking

Old URL Slug	New URL Slug	Redirect Type 301/permanent 302/temporary	**Priority:** High, Medium, Low	**Status:** Pending, Complete, Tested	**Traffic** (optional)	**Notes** (optional)
/childrenscounseling	/childrenstherapy	301				