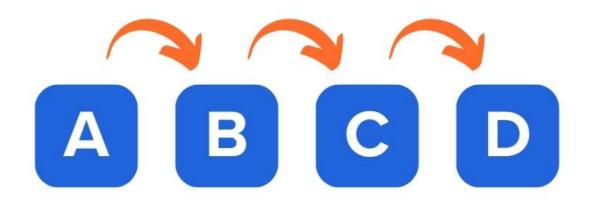


## Redirect Chains



A redirect chain is when a URL redirects through multiple URLs before reaching the final one.

For Example:  $A \rightarrow B \rightarrow C \rightarrow D$ 

Page A is going through multiple URLs before reaching Page D.



## Why it's a Problem

- Slower loading speed for user
- Wastes crawl budget
- Hurts user experience
- Can dilute link equity



## **Fix**



Just point the first URL directly to the final.

In this Example: A → D

