

Redirect Chains



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

For Example: A → B → C → 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

✓ Remove all middle steps.