

# Configure Redirects

If you want to automatically redirect shoppers who land on a certain URL to another URL, use redirects. For example, you may want to redirect shoppers who type in the URL `yourSite.com/clothing` to your apparel category page.

Source	Destination	Active	Rewrite	Copy Query String	Temporary	Priority	
clothing	apparel/c/40	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		



Redirects do not change the structure of the destination URL; they simply route a source URL to an existing destination URL. If you want to change how the destination URL displays, use [custom routing](#) instead.

## Add Redirects Individually

You can add redirects to your site one at a time using Site Builder.

1. Go to **Main > Site Builder > Redirects**.
2. Use the context switcher to select your site.
3. Click **Create New Redirects**.
4. Under **Source**, enter the relative path of the page you want to redirect from. Use the wildcard operator, `*`, to allow parts of the URL to match any combination of characters. The following table provides examples of using wildcards in redirects.

Source Redirect	Matching URL
headphones*deals	www.yourSite.com/headphones-any-random-pattern-deals
*esigner-*eans/*	www.yourSite.com/designer-jeans/size-34

5. Under **Destination**, enter the absolute or relative path of the page you want to redirect to.
6. Enable **Active** to turn the redirect on immediately upon save. Alternatively, leave this option disabled to turn the redirect on at a later date.
7. (Optional) Enable **Rewrite** to keep the source URL from changing during the redirect.
8. (Optional) Enable **Copy Query String** to copy query strings from the source URL to the destination URL.
  - You can add query strings after the source URL separator using the following syntax:  
`queryParameter=value`.
  - Use an asterisk to denote a wildcard value.
  - Use an ampersand to denote multiple parameters.
  - To specify the query string parameter in the destination URL, enclose it in brackets.
9. The following is an example of copying a query string parameter (`productID`) with a wild card value followed by UTM codes from a source URL of `yourSite.com/myProduct` to a destination URL of `yourSite.com/p:`

<b>Source</b>	myProduct? productID=*&utm_source=channel&utm_medium=medium&utm_campaign=yourCamp
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<b>Destination</b>	p/{productID}?utm_campaign={utm_campaign}
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10. (Optional) Enable **Temporary** to create a 302 redirect (temporary) rather than a 301 redirect (permanent).
11. (Optional) Overwrite the default order that Kibo eCommerce processes redirects by specifying a **Priority** for a redirect. Setting a higher number forces Kibo eCommerce to process the redirect before redirects with a lower priority number.

By default, Kibo eCommerce processes redirects that contain fewer variables or query string parameters before it processes redirects that contain a greater number of variables or query string parameters. For example, a redirect with a source URL of `user/login` processes before a redirect with a source URL of `user/login?key=value`.

12. Click **Save**.

## Import Multiple Redirects

If you are adding many redirects at once, you can save time by importing a CSV (comma-separated) file. The following image shows an example CSV file created in Excel:

A	B	C	D	E	F	G
source	destination	rewrite	temporary	copyQueryString	priority	active
clothing	apparel/c/40	0	0	1		1

To import a CSV file:



Importing a CSV file deletes all existing redirects. If you want to preserve your redirects, first use the Export feature to download a CSV file of your existing redirects. You can then add your new redirects to the end of the file and import the file back in. Exporting redirects (even when you haven't configured any redirects) is also a quick way to create a template of the necessary CSV file when you don't already have one.

1. Go to **Main > Site Builder > Redirects**.
2. Use the context switcher to select your site.
3. Click the dots next to **Create New Redirect** and then click **Import**.
4. Select the CSV file to import and click **Open**.

## Export Redirects

Exporting redirects is useful for preserving your existing redirects or for transferring redirects between sites.

1. Go to **Main > Site Builder > Redirects**.
2. Use the context switcher to select your site.
3. Click the dots next to **Create New Redirect** and then click **Export**.

A CSV file downloads to your computer. You can add new redirects to the end of the file and then import the file back in.