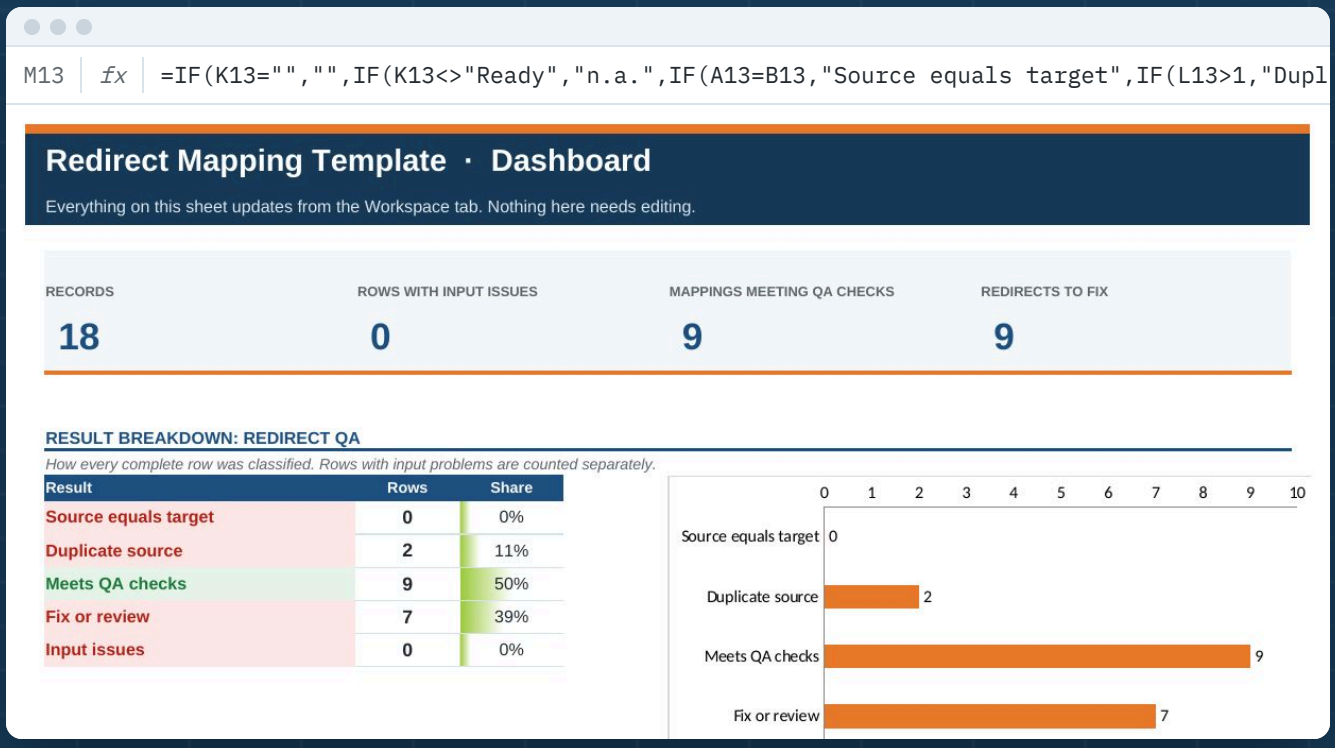
OptimizationTheory.com

SEO Migration Toolkit, resource 08

Redirect Mapping Template

Map every old URL to its new home and verify each redirect: one permanent hop, a 200 page, no noindex, matching canonical.

Built for the DataForSEO API: On-Page API



Field guide, v3.0, November 2026

Jourdan Rombough, optimizationtheory.com

What this template decides

Whether each planned redirect actually reaches the approved destination in one permanent hop, on an indexable page whose canonical agrees, with a human sign-off.

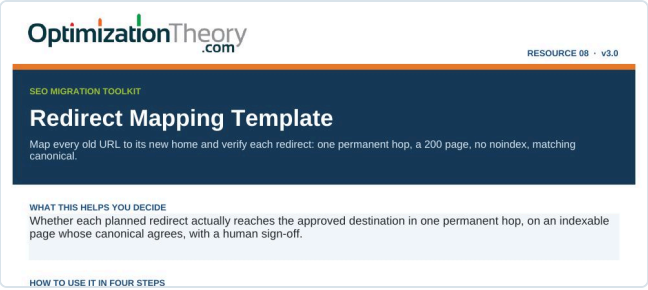
A redirect map is only as good as its QA. Plenty of migrations had a perfect spreadsheet of old and new URLs and still lost traffic, because the server returned 302s, chained three hops, landed on a page with a stray noindex, or pointed at a canonical somewhere else entirely.

This redirect mapping template pairs every old URL with its approved target, then checks the observed result against seven conditions: a 301 or 308 source response, exactly one hop, the final URL equals the target, a 200 final status, no noindex, a canonical that matches, and a human review of the destination. Anything that fails is flagged Fix or review, duplicate source rows are caught, and the Dashboard shows what's broken.

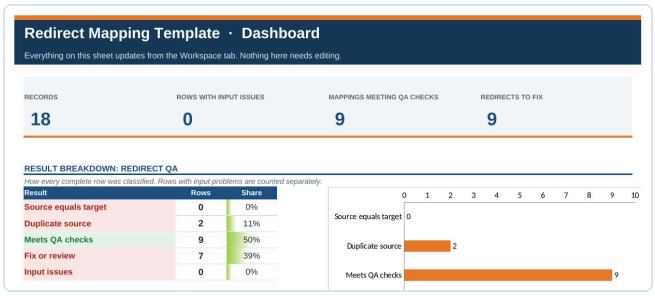
Who it's for

- SEOs and developers running a site migration or URL restructure
- Teams cleaning up legacy redirect chains
- QA leads who need pass/fail evidence for launch sign-off
- Agencies handing redirect files to a client's dev team

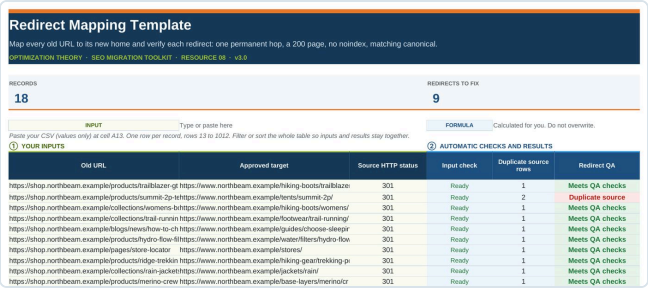
What's in the workbook



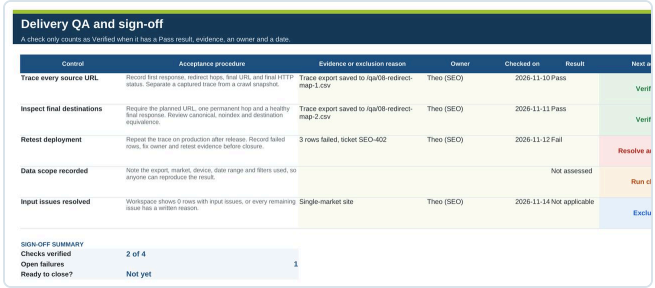
Start Here. Purpose, four-step setup and colour key.



Dashboard. KPIs, charts, Top 10 and an automatic action list.



Workspace. The working table, room for 1,000 rows.



Delivery QA. Evidence, owner and date for each validation step.

How the calculation works

Redirect QA returns Meets QA checks only when the source is a 301 or 308, hops = 1, final URL = target, final status = 200, noindex = 0, canonical = target and reviewed = 1. It returns Source equals target for self-redirects and Duplicate source when an old URL appears twice with potentially different targets.

The key formula, as written in the workbook

```
=IF(K13="","",IF(K13<>"Ready","n.a.",IF(A13=B13,"Source equals target",IF(L13>1,"Duplicate source",I
F(AND(OR(C13=301,C13=308),D13=1,E13=B13,F13=200,G13=0,H13=B13,I13=1),"Meets QA checks","Fix or revie
w")))))
```

Result column	Plain-English formula	What it tells you
Duplicate source rows	COUNTIFS(all Old URL,Old URL)	Duplicate sources must be reconciled before implementation.
Redirect QA	IF(Old URL=Approved target,"Source equals target",IF(Duplicate source rows>1,"Duplicate source",IF(AND(OR(Source HTTP status=301,Source HTTP status=308),Redirect hops=1,Observed final URL=Approved target,Final HTTP status=200,Final noindex=0,Final canonical URL=Approved target,Destination reviewed=1),"Meets QA checks","Fix or review")))	Checks source status, one hop, exact destination, final 200, index directive, canonical and human approval.

The results you'll see

Source equals target | Duplicate source | Meets QA checks | Fix or review

Green means the row meets the checks, red means fix it first, amber needs a human review and blue marks an opportunity. Rows with missing or out-of-range inputs show in the Input check column and are left out of the results until fixed.

How to use it, step by step

1

Start from the URL inventory

Bring in every old URL with a Redirect or Merge disposition and its approved target.

2

Run a redirect trace

Use a crawler in list mode or a redirect checker to record the first status code, number of hops, final URL and final status for each old URL.

3

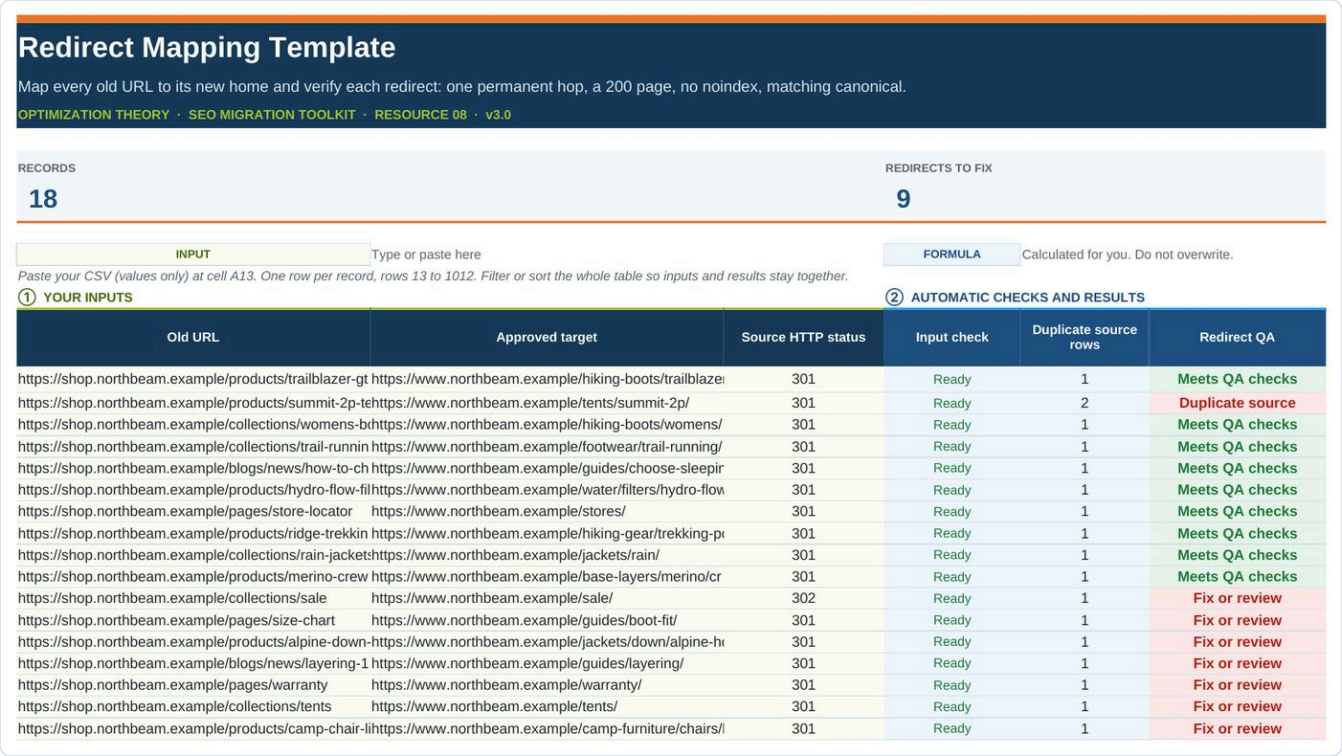
Add destination checks

Record whether the final page has noindex (1/0), its canonical URL, and whether a human has reviewed the destination as equivalent (1/0).

4

Fix, retest, sign off

Work the Fix or review rows, retrace them after deployment, then record evidence in Delivery QA.



Redirect Mapping Template

Map every old URL to its new home and verify each redirect: one permanent hop, a 200 page, no noindex, matching canonical.

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RECORDS	REDIRECTS TO FIX
18	9

INPUT Type or paste here — FORMULA Calculated for you. Do not overwrite.

Paste your CSV (values only) at cell A13. One row per record, rows 13 to 1012. Filter or sort the whole table so inputs and results stay together.

① YOUR INPUTS — ② AUTOMATIC CHECKS AND RESULTS

Old URL	Approved target	Source HTTP status	Input check	Duplicate source rows	Redirect QA
https://shop.northbeam.example/products/trailblazer-gt	https://www.northbeam.example/hiking-boots/trailblaze	301	Ready	1	Meets QA checks
https://shop.northbeam.example/products/summit-2p-te	https://www.northbeam.example/tents/summit-2p/	301	Ready	2	Duplicate source
https://shop.northbeam.example/collections/womens-bo	https://www.northbeam.example/hiking-boots/womens/	301	Ready	1	Meets QA checks
https://shop.northbeam.example/collections/trail-runnin	https://www.northbeam.example/footwear/trail-running/	301	Ready	1	Meets QA checks
https://shop.northbeam.example/blogs/news/how-to-ch	https://www.northbeam.example/guides/choose-sleepir	301	Ready	1	Meets QA checks
https://shop.northbeam.example/products/hydro-flow-fil	https://www.northbeam.example/water/filters/hydro-flow	301	Ready	1	Meets QA checks
https://shop.northbeam.example/pages/store-locator	https://www.northbeam.example/stores/	301	Ready	1	Meets QA checks
https://shop.northbeam.example/products/ridge-trekkin	https://www.northbeam.example/hiking-gear/trekking-p	301	Ready	1	Meets QA checks
https://shop.northbeam.example/collections/rain-jacket	https://www.northbeam.example/jackets/rain/	301	Ready	1	Meets QA checks
https://shop.northbeam.example/products/merino-crew	https://www.northbeam.example/base-layers/merino/cr	301	Ready	1	Meets QA checks
https://shop.northbeam.example/collections/sale	https://www.northbeam.example/sale/	302	Ready	1	Fix or review
https://shop.northbeam.example/pages/size-chart	https://www.northbeam.example/guides/boot-fit/	301	Ready	1	Fix or review
https://shop.northbeam.example/products/alpine-down-	https://www.northbeam.example/jackets/down/alpine-h	301	Ready	1	Fix or review
https://shop.northbeam.example/blogs/news/layering-1	https://www.northbeam.example/guides/layering/	301	Ready	1	Fix or review
https://shop.northbeam.example/pages/warranty	https://www.northbeam.example/warranty/	301	Ready	1	Fix or review
https://shop.northbeam.example/collections/tents	https://www.northbeam.example/tents/	301	Ready	1	Fix or review
https://shop.northbeam.example/products/camp-chair-li	https://www.northbeam.example/camp-furniture/chairs/l	301	Ready	1	Fix or review

The Workspace tab with the worked example. Lime cells are inputs; blue cells are formulas.

Fill it with DataForSEO

This template is built to run on **DataForSEO On-Page API**: a crawl of your site: URLs, status codes, canonicals, inlinks and sitemap membership.

Most of the data columns fill automatically. Add the business inputs listed below, then paste.

1. Request the data

```
POST https://api.dataforseo.com/v3/on_page/task_post
[
  {
    "target": "yourdomain.com",
    "max_crawl_pages": 1000
  }
]
```

Post the crawl task, wait for it to finish, then request on_page/pages with {"id": "<task id>", "limit": 1000} and save that response.

2. Save the full JSON response

Save the complete response, not just the task ID, next to the template folder.

3. Convert it to the input CSV

The script in the Automation folder runs offline: no API call, no credentials.

```
python3 Automation/dataforseo_import.py import --template 08 --input response.json --output my-inputs.csv
```

Fills automatically	You add
Old URL, Source HTTP status, Final canonical URL	Approved target, Redirect hops, Observed final URL, Final HTTP status, Final noindex, Destination reviewed

Source reference fills automatically with the task ID, endpoint, location, language, device and snapshot time, so every row is traceable. Paste the finished CSV at Workspace cell A13. Estimate the cost first with the DataForSEO Cost Calculator (template 38).

Input dictionary

Keep the CSV columns in this order and paste values at Workspace cell A13. A missing observation stays blank; use 0 only for a measured zero or a verified No.

CSV field	Column	Meaning and rule	Typical source
old_url	Old URL	Exact source URL being retired or moved.	DataForSEO: url
target_url	Approved target	Reviewed equivalent destination.	Your records or manual review
observed_status	Source HTTP status	HTTP response at the old URL before following redirects.	DataForSEO: status_code
hops	Redirect hops	Measured number of redirects before the final response.	Your records or manual review
final_url	Observed final URL	Exact final URL from an HTTP redirect trace.	Your records or manual review
final_status	Final HTTP status	Status after following the full trace.	Your records or manual review
noindex	Final noindex	1 if the target has a blocking noindex directive, 0 if checked and absent. 1 = Yes, 0 = No.	Your records or manual review
canonical_url	Final canonical URL	Canonical declared by the final page.	DataForSEO: canonical_url
reviewed	Destination reviewed	1 only after a human approves relevance and user equivalence. 1 = Yes, 0 = No.	Your records or manual review
source_ref	Source reference	Task ID, export filename and observation scope. Retain the untouched source response separately. Optional.	DataForSEO: source_ref

The worked example

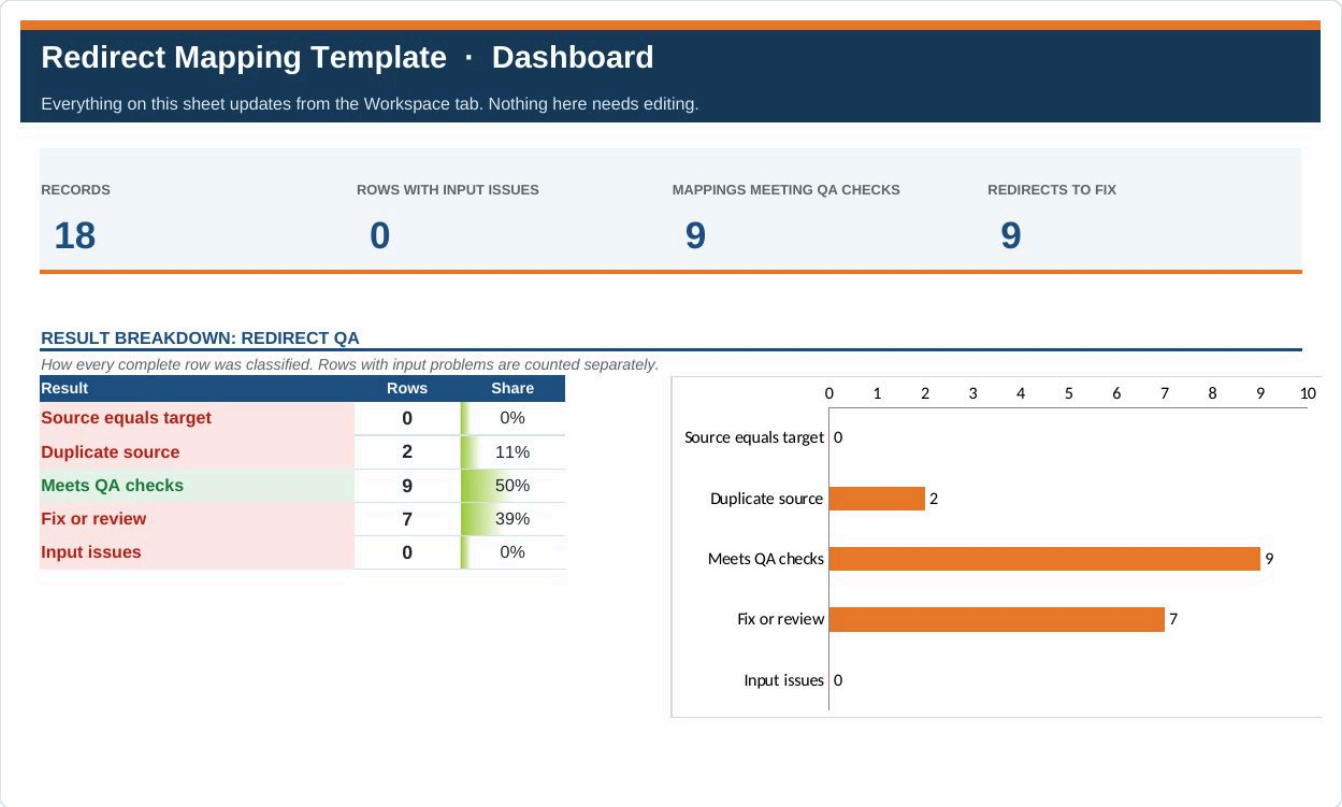
Every workbook ships filled with data from Northbeam Outdoor, a fictional outdoor-gear retailer. This one has 18 example rows.

18	0	9	9
Records	Rows with input issues	Mappings meeting QA checks	Redirects to fix

Half of the 18 example redirects fail at least one check. The failures are the classic ones: a 302 on the sale page, a three-hop chain, a target that 404s, a destination carrying noindex, and a canonical pointing at a sort parameter.

Result breakdown

Result	Rows	Share
Source equals target	0	0%
Duplicate source	2	11%
Meets QA checks	9	50%
Fix or review	7	39%
Input issues	0	0%



The Dashboard updates automatically from the Workspace tab.

Reading the result honestly

Meets QA checks confirms only the listed observed conditions. It does not confirm indexing or relevance beyond the recorded review.

Limits. A crawl snapshot cannot substitute for a full redirect trace. Keep redirects and required old hosting operational according to the migration plan.

Mistakes to avoid

Accepting 302s. A temporary redirect tells Google the old URL may come back. Use 301 or 308 for permanent moves.

Leaving old redirects in place. New redirects on top of existing ones create chains. Update legacy rules to point directly at the final destination.

Redirecting everything to the homepage. Mass homepage redirects are treated like soft 404s. Map to the closest equivalent page.

Testing only on staging. Production server rules, CDNs and plugins behave differently. Retrace on production after launch.

Tips from the field

Trace the top 500 URLs by value on launch day, then the full list within 48 hours.

Keep redirects live for at least a year; longer for pages with strong backlinks.

Sort by Redirect QA, filter Fix or review, and hand that filtered list to dev as the ticket.

Questions people ask

What is a redirect map?

A spreadsheet that pairs every old URL with the new URL it should permanently redirect to during a migration or restructure.

Should I use a 301 or 308 redirect?

Both are permanent. 301 is universal and fine for almost every case; 308 also preserves the request method, which matters for forms and APIs. This template accepts either.

How many redirect hops are acceptable?

One. Google follows several, but each hop adds latency and risk. The template only passes single-hop redirects.

How do I check redirects in bulk?

Use a crawler in list mode (Screaming Frog, Sitebulb) or an HTTP checker to record the status chain, then paste the results into the Workspace.

Why does a correct redirect still fail QA?

Because the destination itself has a problem: a 404, a noindex tag, a canonical pointing elsewhere, or no human review yet.

Templates that work well with this one

Site Migration URL Inventory Template
Inventory every legacy URL with its traffic, profit and links, assign a destination and catch risky retirements.

SEO Migration Checklist
Every pre-launch, launch-day and post-launch control with an owner, evidence and automatic launch-blocker flags.

Post-Migration SEO Monitoring Template
Compare each migrated segment with an untouched control so you can tell real migration loss from seasonality.

Indexability Audit Template
Check status, robots, noindex and canonical on every page you want indexed, then see exactly what to fix first.

XML Sitemap Audit Template
Reconcile sitemap URLs against status, canonical, robots and noindex to see what to add, remove or fix.

Link Reclamation Template
Find lost and broken backlinks worth fixing and rank them by expected referrals per hour of outreach.

Read the full tutorial online: **optimizationtheory.com/download-view/redirect-mapping-template/**
Get all six templates in the **SEO Migration Toolkit**, or all 40 in the **Complete SEO & GEO Toolkit**.