

HTTP status codes and how to use them for SEO

A practical guide to 301, 302, 404, and 410 with clear impacts and actions for SMEs.

- 6TH MAN COMPARISON

CATEGORY	WHAT IT MEANS & WHEN TO USE	SEO IMPACT & BEST PRACTICE
301 Redirect	Permanent move to a new URL. Use for mergers, URL changes, or canonicalization.	Passes most link equity. Map one-to-one. Avoid redirect chains and loops.
302 Redirect	Temporary move. Use for short campaigns, tests, or maintenance.	Does not signal permanence. Do not use for long-term changes. Convert to 301 when final.
404 Not Found	Resource missing or mistyped. Can be transient.	Okay in small numbers. Create a helpful custom 404 with links and search. Fix internal links.
410 Gone	Resource removed permanently by intent.	Stronger removal signal than 404. Use to clean low-value or deprecated pages.