



PRODUCT URL

Decision Flow

How to handle product URL changes



Key Takeaways

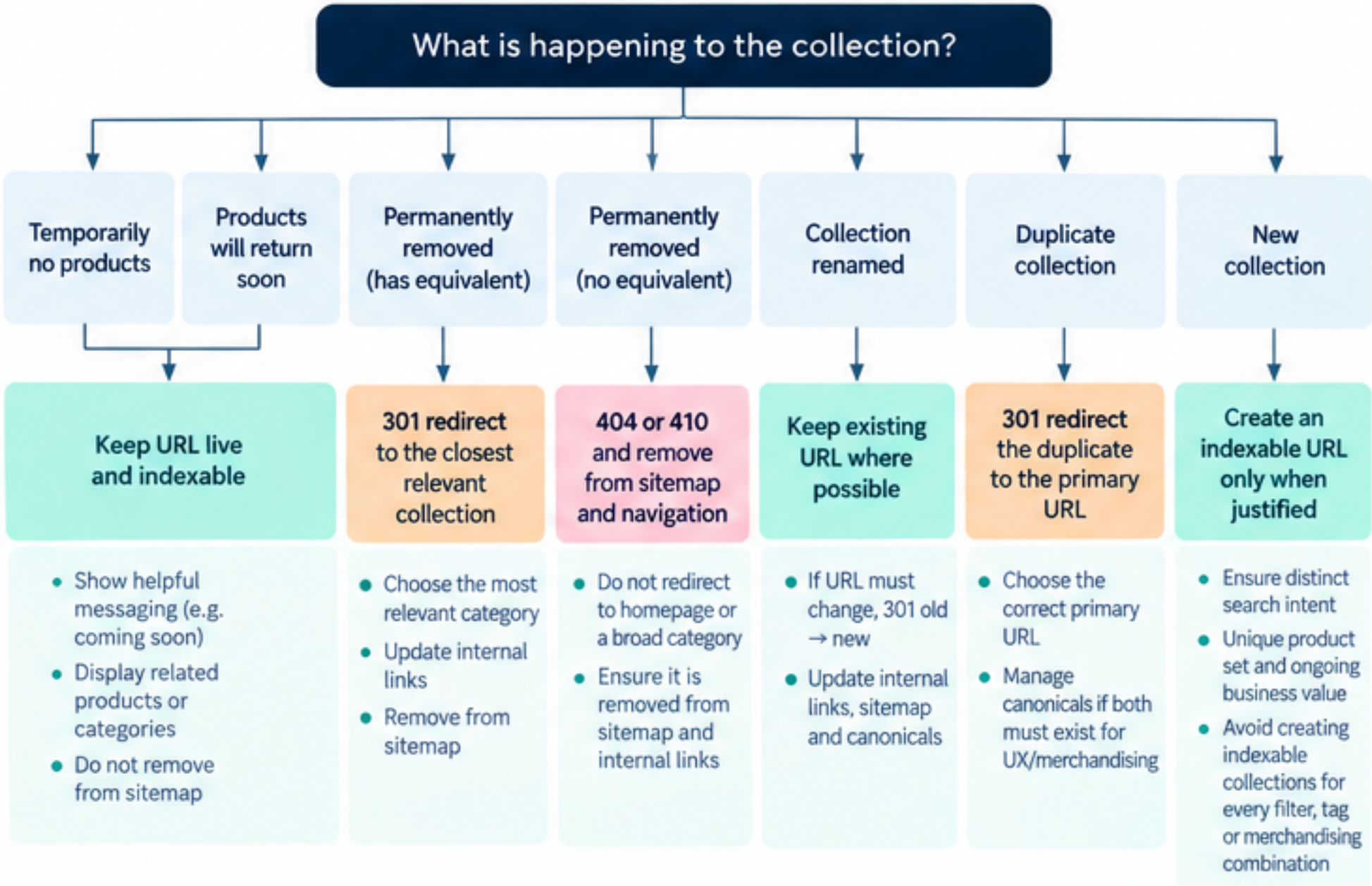
- Do not automatically delete product URLs when inventory is zero.
- Separate inventory management from URL management.
- Redirect only when there is a genuine replacement.
- Consider SEO value before permanent deletion.
- Always update internal links, sitemap and structured data.



COLLECTION URL

Decision Flow

How to handle collection page changes



Key Takeaways

- Keep collection URLs live if inventory is likely to return.
- Redirect to a relevant alternative when a collection is permanently removed.
- Avoid creating indexable collections for every filter, tag or merchandising combination.
- Manage duplicate collections with redirects or canonicalisation.
- Keep sitemaps, navigation and internal links up to date.



General Best Practices

- Inventory can change frequently. Indexable URLs should not.
- Keep user experience in mind. Always provide clear messaging and relevant alternatives.
- Update XML sitemaps, internal links, breadcrumbs, canonicals and structured data after any change.
- Regularly review deleted and redirected URLs in Google Search Console.



A well managed URL strategy maintains visibility, protects organic growth and delivers a consistent experience for both users and search engines."