



Lesson #45

Mass Re-direction From Old Blog To New

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Background

One of the tasks your client may ask you to do is to move their blog which is on another system into WordPress. This can be a challenging task depending which platform was originally used.

If the client is using Blogger, Blogware, DotClear, GreyMatter, LiveJournal, Textpattern or Movable Type or Typepad, you can easily use the import feature built into WordPress.

I've personally used the import to move from Blogger successfully several times.

Tip: Have a SquareSpace client? Apparently, you can export SquareSpace to MovableType and from there on, use the MovableType import. It is noted through WordPress forums that images don't get exported properly so you may have to go back to those posts to fix them.

But moving is half the task. What about redirecting the old posts?

There May Be Bad News

If the client was using a hosted solution e.g. WordPress.com, Blogspot.com or a Typepad.com address, not their own domain, there is little you can do to redirect the old posts. The best thing you can do is edit the theme to display a clear message and linking to your new blog.

That is, sadly the price people pay for blogging on hosted blog sites without getting their own domain. Because you don't own the wordpress.com, blogspot.com or typepad.com domain, you can't do a lot of fancy stuff on it and Javascript redirects in the templates may end up hurting you more than a simple link.

But Then, It Could Be Good News

If your client used those services with a domain name that they own, then you can definitely save the day and do re-directs. It will involve removing the domain from the blog service and putting it on the client's web host. This is true even if the client does not plan to use the domain for their blog anymore.

By moving it to their web host, you gain much more control over what you can do with it.

Before you move though, you may want to first take note of the URL patterns for blog posts. By patterns, I mean <http://domain.com/year/month/date/post> or <http://domain.com/month/post/id>. More on this later.

If there are static pages, it would be a good idea to also note the URLs of all those static pages.

Importance Of Keeping The Same URLs

Pray hard your client wants to keep the URLs the same. In fact, convince them – hard. If they do, then WordPress has already done the work for you. This is best for SEO purposes too anyhow.

In permalinks, create a URL that will match the pattern of the old blog's URL. WordPress will automatically serve the correct post for you.

Important! If your client hosted their Blogger blog on their own web host using the FTP method, you will have to rename or delete all the old Blogger generated html files before the new blog will appear.

If the client wants to change the URL, for example, from:

<http://clientsite.com/yy/mm/dd/postname> to
<http://clientsite.com/postname> then that can get complex and we highly recommend that be outsourced. You can always contact me through TechBasedSupport.com to check our availability to help you with this.

Next Lesson...

We are almost coming to an end. Before I close the lessons, I'd like to show you a few strategies how you can better secure any WordPress installation to minimize the risks of your clients' blogs getting hacked.

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