



June 21, 2023

Synonym Hack, 301 Redirects, and Break Time

Hello Ruth Ann,

This week, I'm sharing a synonym hack, an interesting test of 301 URL redirects, and a shakeup in the URL domain registry business.

I've decided to take a break from this newsletter for a few weeks. It may have a different feature after this hiatus, but it will still remain a fast read.

I'll continue to keep an [archive](#) for the newsletter on my site.

Til next time,

Ruth Ann Monti

Writing Tips

It's easy to fall into a habit of using the same word or phrase too often in one piece. It's one of many reasons why I recommend Grammarly.

In addition to spell- and grammar-checking, Grammarly lets you know when you're getting repetitive. The Premium edition offers a list of synonyms.

Also, rediscover the thesaurus tool that comes with most operating systems. I use the Dictionary app that came with my Macbook.



Go online and get both dictionary and thesaurus tools! Pixabay/libellule789

Search engines also provide ideas for alternative phrasing. Search the word or phrase, and scroll down to the bottom of the result page. There, you will see several search suggestions for similar searches that amount to acronyms you can use.

[My Content Services](#)

SEO/Content News

301 redirects are HTTP instructions that tell browsers to send requests to an old URL to send users to a new one. It's common when sites are acquired or businesses change names.

Search engines have often said a year is enough time for the new URLs to become permanent, and that it's OK to remove the 301s.

Patrick Stox wondered about this and [removed 301 redirects pointing to a handful of Ahrefs Blog posts](#) from older ones. (He works there, so this was OK.)

There was a drop in referring domains - places where the old links were initially posted - but not in actual traffic.



301 redirects are kind of like permanent detours. Pixabay/awsloley

One post got even more traffic!

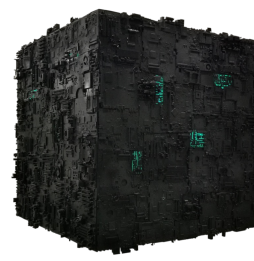
Do SEOs understand how redirects work? They seem to believe in a kind of URL consolidation god who makes 301 signals permanent.

These are my words, not Stox's.

Stox doesn't entirely discount this idea. But he's running more tests, because "it seems crazy that signals could be consolidated to a different location than where a link points."

Google Will Sell Its Domain Business to Squarespace

Where do you keep your domain registered? With [Google Domains](#)? If so, it will soon be with Squarespace, as Roger Montti (no relation and he uses an extra "t") reported in *Search Engine Journal*.



The Borg Cube. Pixabay/vinweisel

Really, this is like the [Borg](#) selling off a piece of its Cube.



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