

Christian Indie Authors

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Valerie Comer

shared a link.

16 hrs

Topic: Evergreen links and Redirection

My method requires the use of self-hosted Wordpress. If you're on a different platform or WP dot com, move along. This post isn't for you!

You need to download the Redirection plugin and activate it. You will then find it under TOOLS in your dashboard. You set the 'source URL' and the 'target URL.' The source URL must be on your website (but doesn't need to be a real page), but the target URL can be any actual URL on the internet.

Redirection has other uses besides evergreen links. I've used it for a long time to make short URLs that redirect to the appropriate page on my website. For instance, I put this source URL: <http://valeriecomer.com/sow> on graphics. It's short and easy for people to remember how to type in. However, that URL doesn't actually exist. In Redirection, that is the source URL. I enter the target URL as <http://valeriecomer.com/books/romance-grows-arcadia-valley/> which is the actual URL of the page I want them to go to. With me so far?

I'll continue in comments with some screen shots.



Redirection

Redirection is a WordPress plugin to manage 301 redirections and keep track of 404 errors without requiring knowledge of Apache .htaccess files.

WORDPRESS.ORG

Like

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You, Jan Edttii Thompson, Toni Shiloh and 5 others

Valerie Comer

Here's what the /sow looks like in the settings of Redirection. Notice it shows me how many times someone has been redirected from the source to the target, and that the most recent date was today!

301

Source URL: /sow

Target URL: <http://valeriecomer.com/books/romance-grows-arcadia-valley/>

35

January 21, 2017

Save

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Reply

1

16 hrs

Edited

Valerie Comer

Okay, now on to using it for Evergreen Links. I used to upload a book to the various platforms, wait for the sales URL, then enter it into the back matter of all my other books and reupload them all. I have over a dozen books. This meant I was reformatting and reuploading every couple of months. What a pain! Until I discovered that Redirection could handle this, too.

Now I create all my links in advance, coded so I can do them quickly. Note the

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DESCRIPTION

The Christian Indie Authors (CIA) Facebook group is a private gr... [See More](#)

GROUP TYPE

Support

CREATE NEW GROUPS

Groups make it easier than ever to share with friends, family and teammates.

Create Group

RECENT GROUP PHOTOS

See All

STRIVE FOR PROGRESS

NOT

THE Ophelia's BRIDE

SUGGESTED GROUPS

See All

GOD'S GRACE IS SO AMAZING

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image below. ggr stands for my Garden Grown Romance series. sow stands for the book within the series, and kindle... should be self explanatory. So, because my books are wide, I have the same URL ending in -kobo, -nook, and -ibooks.

I can create these evergreen links way ahead of time, and I do. So I'm reformatting and reuploading once a year now instead of with every release... and I can do it in advance! I format a separate file for each store, so all the -kindle links go in the back matter of my KDP upload, etc.

The screen shot in this comment shows what Redirection looks like when the book is already for sale, but how can it help if the book hasn't released yet? Next comment!



Like · Reply · 2 · 16 hrs



Valerie Comer The next book in the same series isn't up for pre-order yet, so it doesn't have retail links. That doesn't stop me from putting the source URL in the back matter of my books though.

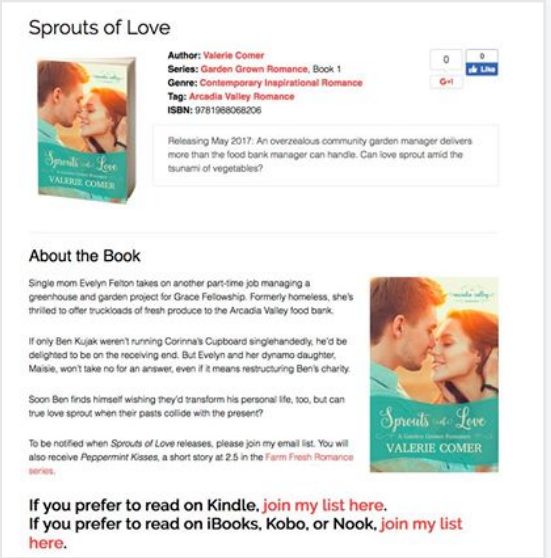
All I need to do is create a page for the book on my website (see my ... [See More](#)



Like · Reply · 1 · 16 hrs



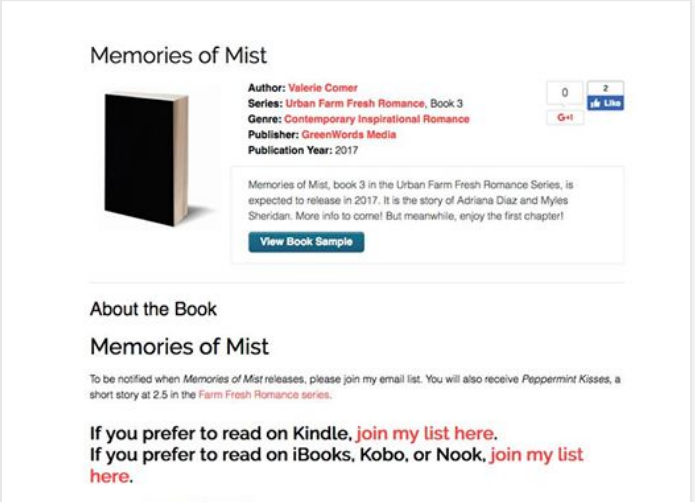
Valerie Comer So what use is the Sprouts of Love book page now, before release? Well, I use it as a place to gather email addresses for my newsletter!



Like · Reply · 1 · 16 hrs



Valerie Comer Sometimes I don't have a book cover and blurb yet. The evergreen links to this page have been coming in for a while.



Like · Reply · 2 · 16 hrs



Tammy Hendricksmeier Interesting! I'm saving this post to revisit for my next solo book!

Like · Reply · 1 · 16 hrs



Valerie Comer It should be easily findable through the group search box, too!

Like · Reply · 16 hrs



Tammy Hendricksmeier Yes, it should! And thank you, **Valerie Comer** for taking the time to explain it. I had no idea to do this.

Like · Reply · 16 hrs · Edited



Valerie Comer I found a post that explained it about a year ago, and it was like an entire row of light bulbs lit up! I was already using Redirection to create simple URLs. I had no idea how freeing it could be to use it for evergreen links too!

Like · Reply · 2 · 16 hrs



Write a reply...



Cherie Burbach Saving this as well! Very helpful, **Valerie**.

Like · Reply · 1 · 14 hrs

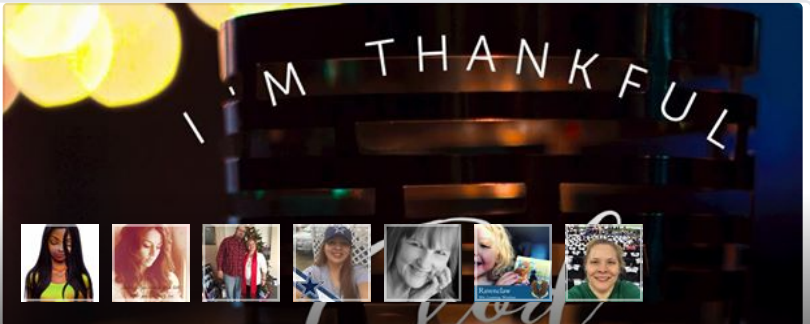


Lynn H Mosher I found Redirection as a plugin for WP. But is Redirection a site?

Like · Reply · 11 hrs



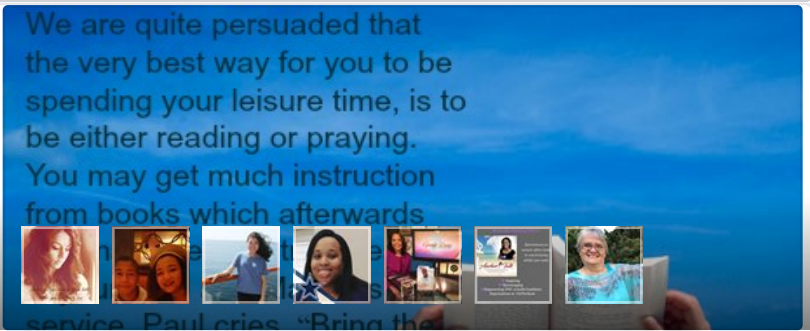
Valerie Comer The link above is for the Redirection plugin, which you can also find by going into your plugins > add new > and pasting the name of the plugin into the search. If Redirection is a site, it's not something I know about. It's a plugin in WP dot org. Does that answer your question?



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Like · Reply · 11 hrs



Lynn H Mosher LOL Duh! {headslap} I looked right past it. Thanks so much, Valerie! 😊

Like · Reply · 1 · 10 hrs



Valerie Comer I have 'those moments' every day...

Like · Reply · 1 · 9 hrs



Lynn H Mosher Glad I'm not the only one! 😊

Like · Reply · 9 hrs



Write a reply...



Jan Edttii Thompson Another reason to use WP. TQ [Valerie Comer](#)!

Like · Reply · 1 · 11 hrs



Jane Thompson Thank you, Valerie. This is fantastic. And another reason for me to switch to a self hosted site.

Like · Reply · 9 hrs



Valerie Comer There are so many reasons, I can't even begin to list them all. I don't regret being on self hosted WP for thirty seconds.

Like · Reply · 1 · 9 hrs



Jan Edttii Thompson [Valerie Comer](#) - I don't have time yet to migrate. Someday soon.

Like · Reply · 9 hrs



Valerie Comer I suggest you don't have time to waste NOT doing it. That's how strongly I feel about the advantages!

Like · Reply · 9 hrs



Write a reply...



Iola Goulton Fab information. Thank you.

Like · Reply · 1 · 9 hrs



Shannon Brown Thank you! This will save so much time with the links in books!

Like · Reply · 9 hrs



Valerie Comer Makes a huge difference!

Like · Reply · 1 · 9 hrs



Write a reply...



Write a comment...

