



redirection.io

Prenez le contrôle du trafic de votre site Web

redirection.io en quelques chiffres

500+ clients

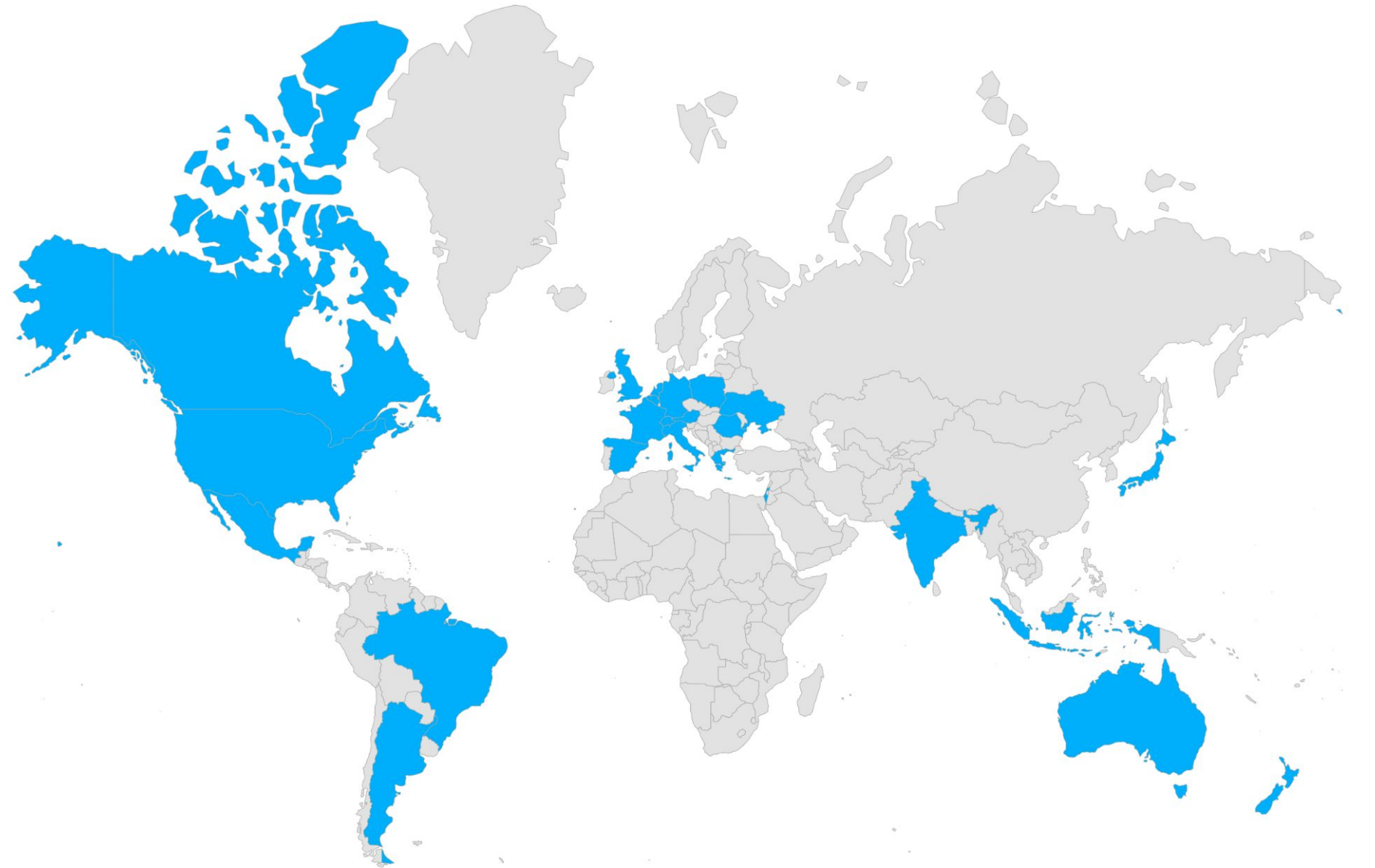
1300+ projets

14 000+ utilisateurs

100M + redirections au quotidien

Plusieurs milliards de logs par jour

+200% de croissance tous les ans



Quelques clients

advigo
GROUP

dormakaba

Galileo
Global Education

UiPath™

THE UNIVERSITY OF
WESTERN
AUSTRALIA

OUIBUS

E.Leclerc

KOL

KELOUTOU

LA
BANQUE
POSTALE

ALAIN AFFLELOU

B&O
BANG & OLUFSEN

Orpi

BairesDev

CAREERBUILDER®
We're Building For You

MAINLINE
MENSWEAR

Sézane

DIE ZEIT

TOI TOI & DIXI
SANITÄRSYSTEME GmbH

MAVIS
TIRES &
BRAKES
- DISCOUNT PRICES

LANCASTER
PARIS

2dayuse

Groupe
SAMSE

LOOK

C O U R B E T

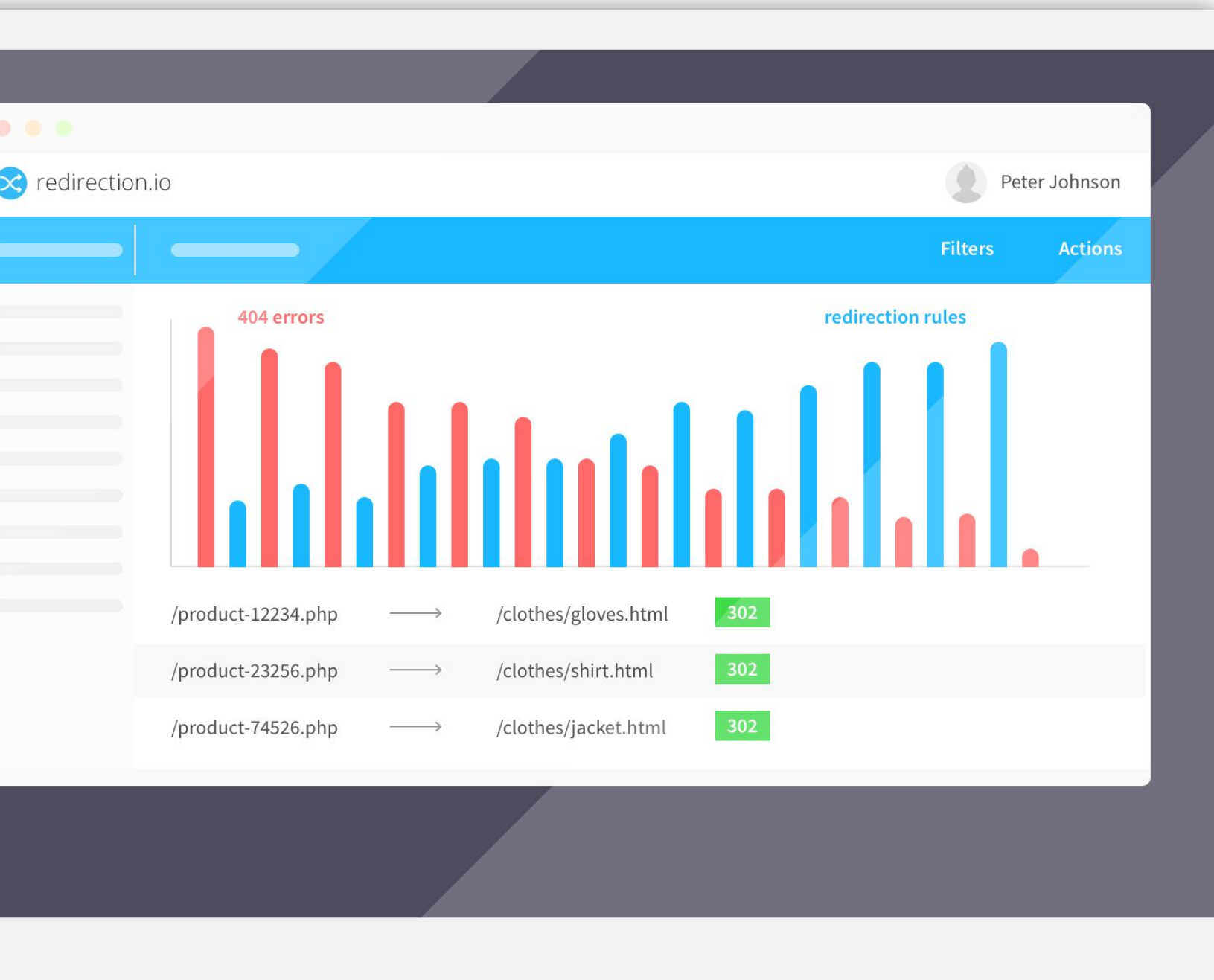
MAISONS
DU MONDE

HAPPYVIEW.fr

HERMÈS
PARIS

GrandVision

ZADIG & VOLTAIRE



Le copilote de votre site

Refonte de site web

- sans redirections : perte de trafic à prévoir (↘ ~30 à 50%)
- avec redirection.io :
 - préparation, tests en pré-production
 - lancement serein

Suivi courant du trafic du site

- changements de slug
- produits qui sortent du stock
- campagne de pub avec la mauvaise URL

Délégation aux équipes marketing ou SEO



log des requêtes HTTP

détection des erreurs et correction des 404

amélioration de l'expérience utilisateur

qualification des contenus et gestion des métas

amélioration du SEO et de la crawlabilité

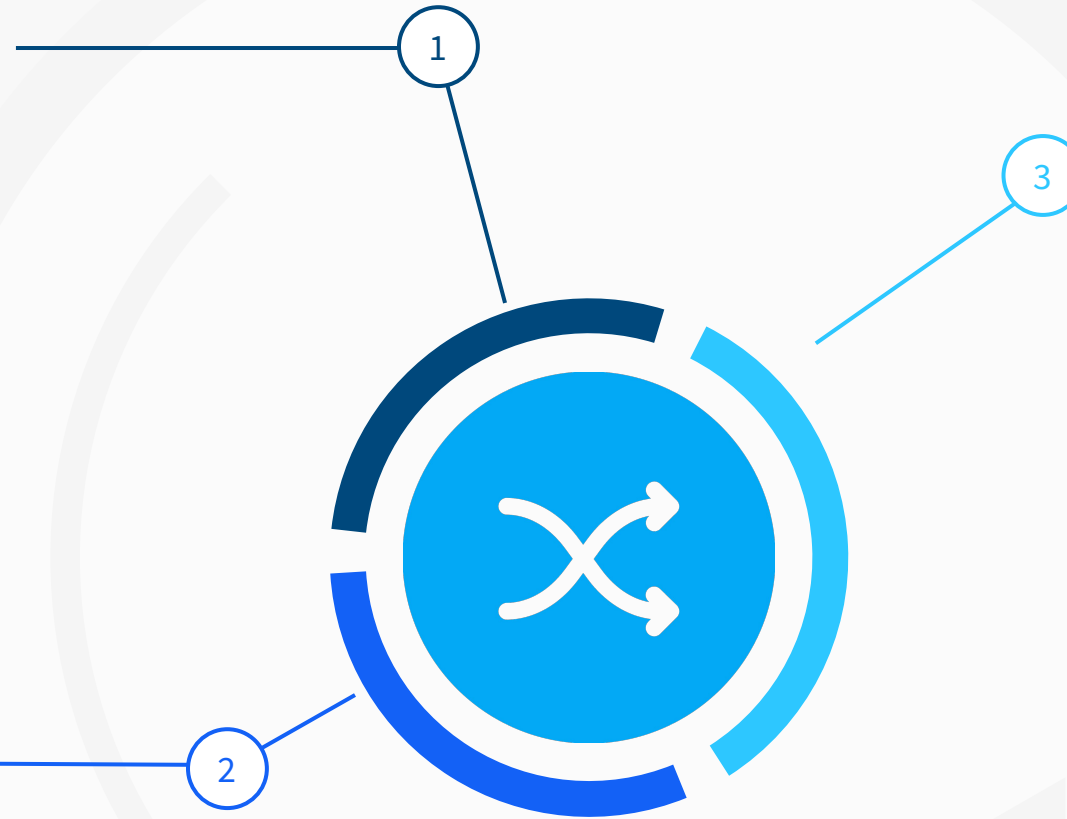
autonomie des équipes marketing et SEO, pas de développeurs requis

Collecte

- Agent haute performance 🏆
- Logs de trafic HTTP filtrables ✨
- Logs en temps réel, sans délai ⌚

Analyse

- Graphiques et statistiques 📊
- Analyse des erreurs HTTP (404, 500, etc.) 🐛
- Vue "comme Googlebot" 🤖
- Alertes et notifications ⚠️
- Crawler



Correction

- ⚙️ Meta tags
- 🚀 Redirections avec (ou sans) marqueurs
- 👤 Injection de données structurées
- 📝 Gestion des headers HTTP
- 📁 Versionning des règles de redirection
- 📁 Imports et exports
- ❌ Suppression du trafic illégitime
- Gestion du fichier robot.txt
- 🌐 Gestion du sitemap.xml

Logs de trafic HTTP en temps réel

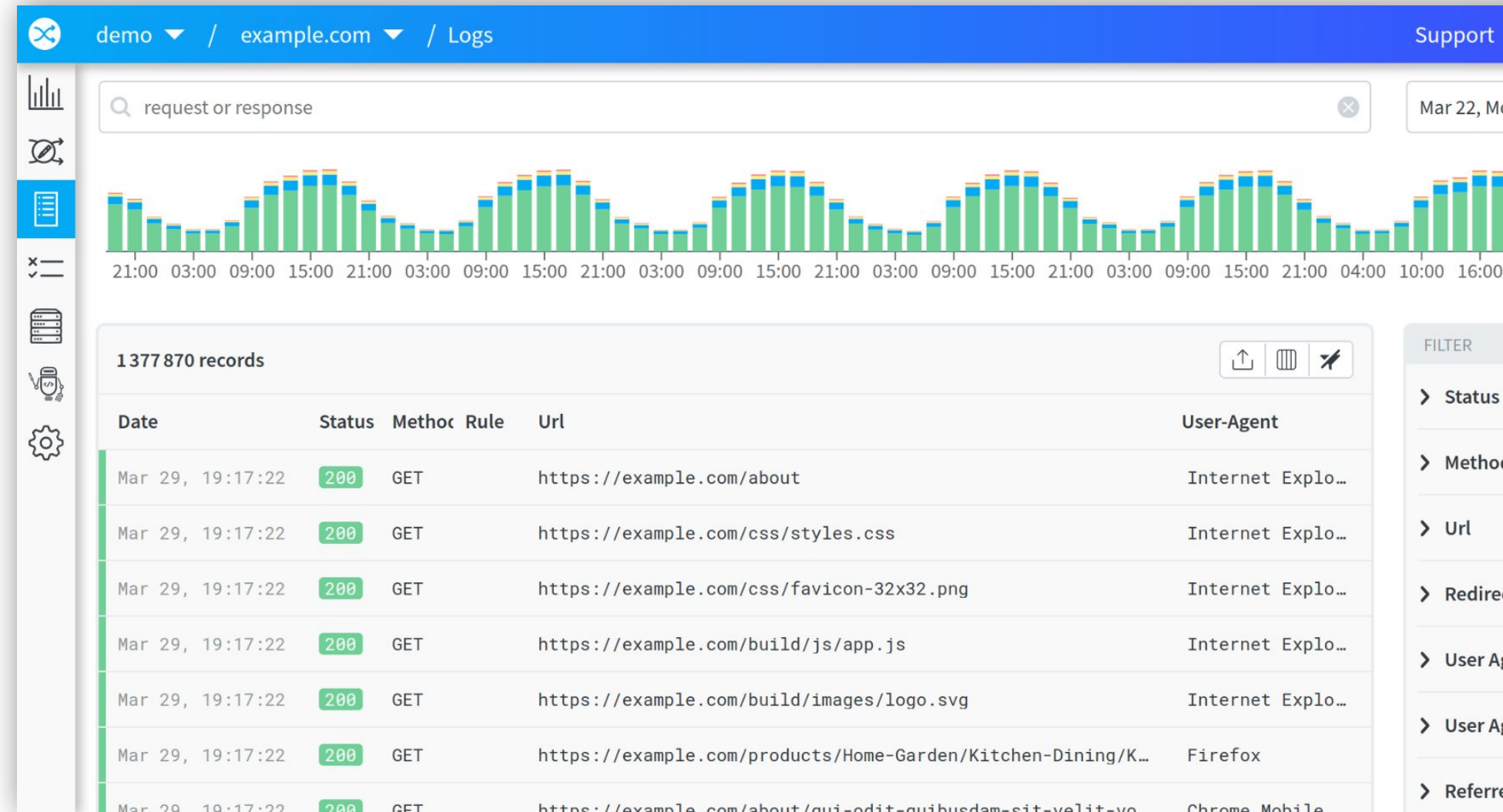
Collecte des logs **en temps réel**

Filtrage et analyse de tout le trafic

Détection des erreurs fréquentes

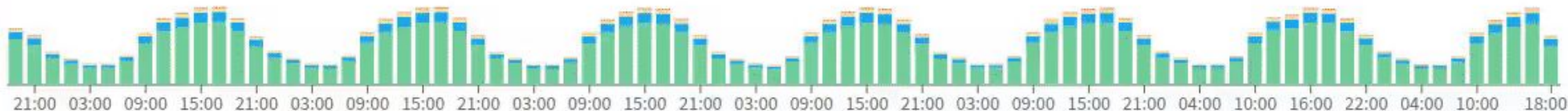
Affiche **le vrai trafic**, pas un crawl ou un import de logs asynchrone

N'utilise pas javascript ➡ pas de blocage par adblock ou autres





Mar 22, Mon - Mar 29, Mon



1 377 762 records



Date	Status	Method	Rule	Url	User-Agent
Mar 29, 19:15:40	200	POST		https://example.com/contact	Safari
Mar 29, 19:15:40	200	GET		https://example.com/css/styles.css	Safari
Mar 29, 19:15:40	200	GET		https://example.com/css/favicon-32x32.png	Safari
Mar 29, 19:15:40	200	GET		https://example.com/build/js/app.js	Safari
Mar 29, 19:15:40	200	GET		https://example.com/build/images/logo.svg	Safari
Mar 29, 19:15:40	304	PATCH	✓	https://example.com/products/Animals-Pet-Supplies/Pet-Supplies/Small-Animal-Supplies/S...	Firefox
Mar 29, 19:15:39	200	GET		https://example.com/blog/Sporting-Goods/Indoor-Games/Bowling	Firefox

HTTP redirections

redirections 301, 302, 307, 308

redirections “simples”

redirections absolues ou relatives

redirections http ➡ https

redirections wildcard et patterns avancés

redirections basées sur un header

cases sensitive ou non

support des querystring marketing `utm_*`

The screenshot displays the 'Create rule' interface in the redirection.io manager. The browser address bar shows the URL `https://redirection.io/manager/acme-agency/example-com/rules/create`. The interface is divided into a sidebar and a main content area.

Sidebar:

- Dashboard (bar chart icon)
- Rules (pencil icon, highlighted in blue)
- Logs (list icon)
- Test an URL (checkmark and minus icon)
- Instances (server rack icon)
- Settings (gear icon)

Main Content Area:

The main area is titled 'ACME agency / example.com / Create rule' and includes a 'What's new' link, a 'Support' link, and a user profile 'John Doe'.

The 'Create rule' process is divided into four steps, indicated by a vertical line and numbered circles:

- 1 Trigger:** A text input field contains the URL pattern `URL / country /products/ anything`. An 'Edit trigger' button is on the right.
- 2 Examples:** A section titled 'Examples' shows 'The following examples have been associated to this rule:'. Below this, a 'GENERATED' example shows `URL /de/products/anything`. An 'Edit examples' button is on the right. A 'Must match' label is at the bottom right.
- 3 Actions:** A section titled 'Actions' contains a 'redirection' action card. The card has a 'Target URL' field with the value `https:// country .myshop.com/products/ anything` and a 'Use marker' button. Below this is a 'Redirect status code' dropdown menu set to '301 - Permanent Redirect - Force get method'. A caution message states: 'Caution! This will instruct search engines that all future requests should be redirected to the given target URL.' Below the dropdown, a message says 'You can add another action to run when the trigger is activated:'. A row of action cards is shown: 'redirection', 'HTTP 404 (Not found)', 'HTTP 410 (Gone)', 'SEO Meta tag override', 'Custom HTTP header', and 'Custom HTML code'. A 'Next' button is at the bottom left of the action cards.
- 4 Impact:** This step is partially visible at the bottom of the screen.

The footer of the browser window shows the URL `https://redirection.io/manager/acme-agency`.

Actions avancées

Balises meta HTML

Metadata OpenGraph

Injection de données structurées

Gestion des headers de réponse

Gestion des cookies

Actions 404 (Not found) et 410 (Gone)

Injection de code HTML (tags javascript, etc.)

demo / demo.redirection-io.test / Rules

Support

Dashboard

Rules

Logs

Aggregated logs

Test an URL

Instances

Crawls

Settings

redirection

12 536 rules

Trigger	Action	Rank	Usages	Last modified
URL http://it.redirection-io.test/it/mobile/node/42...	301 redirection	1000	13	Aug 16 11:25:16
URL https://pl.redirectionio/routes/debut wieden fin	302 redirection	1000	13	Aug 16 11:25:16
URL https://www.redirectionio/whatever	404 page not found	1000	13	Aug 16 11:25:16
URL https://pl.redirectionio/routes/debut wieden fin	410 Gone	1000	13	Aug 16 11:25:16
URL https://pl.redirectionio/routes/debut wieden fin	META title description og:image	1000	13	Aug 16 11:25:16
URL https://www.redirectionio/whatever	META title description og:image og:s...	1000	13	Aug 16 11:25:16
404 URL https://www.redirectionio/whatever	302 redirection	1000	13	Aug 16 11:25:16
IP URL https://www.redirectionio/whatever	401 Unauthorized	1000	13	Aug 16 11:25:16
HEADER URL https://www.redirectionio/whatever	302 redirection	1000	13	Aug 16 11:25:16
URL https://pl.redirectionio/routes/debut wieden fin	301 redirection	1000	13	Aug 16 11:25:16
URL https://pl.redirectionio/routes/debut wieden fin	302 redirection	1000	13	Aug 16 11:25:16
URL https://www.redirectionio/whatever	404 page not found	1000	13	Aug 16 11:25:16
URL https://pl.redirectionio/routes/debut wieden fin	410 Gone	1000	13	Aug 16 11:25:16
URL https://pl.redirectionio/routes/debut wieden fin	META title description og:image	1000	13	Aug 16 11:25:16
URL https://www.redirectionio/whatever	META title description og:image og:s...	1000	13	Aug 16 11:25:16
404 URL https://www.redirectionio/whatever	302 redirection	1000	13	Aug 16 11:25:16
IP URL https://www.redirectionio/whatever	401 Unauthorized	1000	13	Aug 16 11:25:16
HEADER URL https://www.redirectionio/whatever	302 redirection	1000	13	Aug 16 11:25:16

TRIGGER

> Trigger Type

> Source URL

> Request He

> Remote IP A

> Response S

> Response H

ACTION

> Action Type

> Response U

> Response S

> Meta Tag

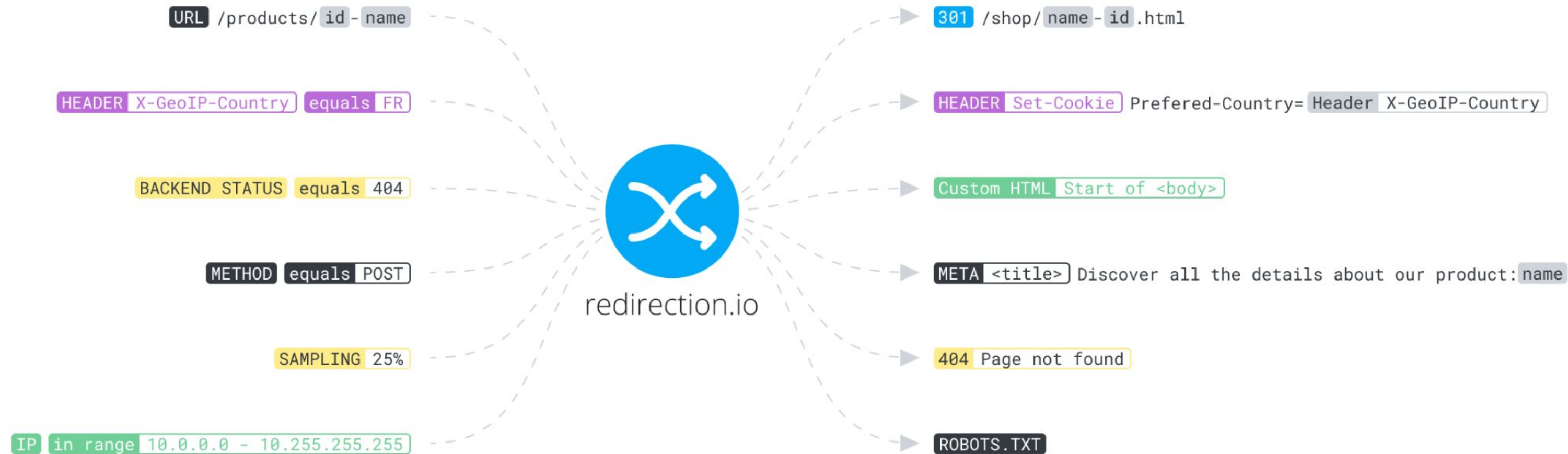
> Response H

GENERAL

> Last modifie

> Last modifie

> Usages



acme / example / Create rule

What's new Support John Doe

1 Trigger

Source URL ?

/products/ category / id _ slug

AND

Request method ?

Method Is one of GET POST

Add another restriction +

Save trigger ✓

2 Examples

The following examples have been associated to this rule

MANUAL METHOD equals GET URL /products/

3 Actions

301 /shop/ category / slug - id

4 Impact

This table displays the impacts of this rule on the example and other unpublished rules, they will also be used in

Edit the marker "slug"

Metadata Restrictions Transformations

Please define here the type of the marker and its possible content.

anything
ex. 42, A, b, ψ, -, , , %20

date
ex. 2018-07-15

datetime
ex. 2018-07-15T14:59:12Z, 2018-...

enum
ex. cat, dog, fish

integer
ex. 42, 67638

regex
ex. [a-z0-9_~]{3,16}, (\d)+

string
ex. string, h3llo, with-specific...

uuid
ex. f6883ff9-f163-43d7-8177-bfa...

The string type allows to define textual markers.
Examples: string h3llo with-specific.chars nön-ascii-chars-Ë-ð

☒ lowercase letters ? c ç ù ó

☒ uppercase letters ? C Ç Æ Ψ

☒ digits 0 - 9

☒ percent-encoded-chars ? %2F

Specific characters

- x _ x

Starting With ?

Ending With ?

Containing

☐ Save as a marker template

Enable this option if you want to be able to re-use this marker in other rules. You can find the [list of marker templates in the project settings](#)

Cancel Save marker

Gestion des règles de trafic

Moteur extensible

Marqueurs avancés

Transformations des marqueurs

Analyse d'impact

Détection de conflit

Détection de chaîne et de boucle

Imports en masse (CSV ou JSON)

API publique

acme / example / Create rule What's new Support John Doe

1 Trigger

Source URL ?

/products/ category / id _ slug

AND

Request method ?

Method Is one of GET POST

Add another restriction +

Save trigger ✓

2 Examples

The following examples have been associated to this

MANUAL METHOD equals GET URL /products.

3 Actions

301 /shop/ category / slug - id

4 Impact

This table displays the impacts of this rule on the exa
are other unpublished rules, they will also be used in

Edit the marker "slug"

Metadata Restrictions Transformations

In this panel, you can define transformations which will be applied to the matched string. [Read more about transforms in our documentation.](#)

Example input marker value: example_value

Dasherize

Generates a dasherized version of the input string, with words separated by dashes.

Expected example transform output: example-value

THEN

Replace

Replaces all the occurrences of a string with another.

Something With

disney 🐘

Expected example transform output: example_value

Add another transformation +

☐ Save as a marker template

Enable this option if you want to be able to re-use this marker in other rules. You can find the [list of marker templates in the project settings](#)

Cancel Save marker

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API publique

acme / example / Create rule

What's new Support John Doe

3 Actions

301 /shop/ category / slug - id

4 Impact

This table displays the impacts of this rule on the example. If other unpublished rules, they will also be used in the example.

Matching	Trigger
Must match OK Matching	URL /products/clothes/43442_disney-hat.html HEADER User-Agent equals header/example-value/googlebot METHOD equals GET
Must not match OK Not matching	URL /products/clothes/43442_disney-hat.html METHOD equals GET

☒ Enable the rule ?

Priority of the rule ?
0

Rule description ?
Type here an optional description

Rule tags ?
Type here some optional tags to help find the rule

Save this rule

/products/clothes/43442_disney-hat.html

Request ?

URL /products/clothes/43442_disney-hat.html
HEADER User-Agent equals header/example-value/googlebot
METHOD equals GET

Expected response actions

301 /shop/clothes/disney-hat-43442

Current rule matching Matched rules Expected response

This panel describes which action will be executed for this request, and which rule is responsible for each part of the resulting action.

Detailed actions application

1 current rule 018b1f32-2c40-b9b1-0480-b11d61b48ae2
301 /shop/clothes/disney-hat-43442

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API publique

acme / example / Create rule

What's new Support John Doe

1 Trigger

URL /products/clothes/43442_disney-hat.html

2 Examples

The following examples have been associated to this rule

GENERATED URL /products/clothes/43442_disney-hat.html

3 Actions

301 /contact-us

4 Impact

This table displays the impacts of this rule on the example. If there are other unpublished rules, they will also be used in the impact analysis.

Matching	Trigger
Must match OK Matching	URL /products/clothes/43442_disney-hat.html

☒ Enable the rule

Priority of the rule: 0

Rule description: Type here an optional description

/products/clothes/43442_disney-hat.html

Request

URL /products/clothes/43442_disney-hat.html

Expected response actions

None of the below actions has been generated by the current rule. This means that, while the rule is triggered by this example request, all the actions have been overridden in other rules. You may want to change rules priorities in the "Matched rules" tab.

301 /shop/clothes/👉-hat-43442

Current rule matching Matched rules Expected response

You will find below all the rules that are triggered for this example, in the order they are applied to the response.

current rule	Rule 018b1f59-ac2a-f756-df52-d44212538dec
Trigger	URL /products/clothes/43442_disney-hat.html
Actions	301 /contact-us
Explain why this rule matches the example	

Rule 018b1f37-78d2-e1f8-0172-825c894b903e	
Trigger	METHOD URL /products/ category / id - slug .html
Actions	301 /shop/ category / slug - id
Explain why this rule matches the example	

Gestion des règles de trafic

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API publique

acme / example / Create rule

What's new Support John Doe

1 Trigger

URL /shop/clothes/-hat-43442

Edit trigger

2 Examples

The following examples have been associated to this rule:

GENERATED

URL /shop/clothes/-hat-43442

Edit examples

Must match

3 Actions

301 /products/clothes/43442_disney-hat.html

Edit actions

4 Impact

This table displays the impacts of this rule on the examples defined in the "Examples" step. This impact test uses all the rules of your ruleset, except the ones marked as "deleted" or "disabled". If there are other unpublished rules, they will also be used in this impact test.

Matching	Trigger	Actions
Must match OK Matching	URL /shop/clothes/-hat-43442 The response to this example produces a redirection loop.	301 /products/clothes/43442_disney-hat.html

☒ Enable the rule

Priority of the rule

0

Rule description

Type here an optional description

Gestion des règles de trafic

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API publique

The screenshot displays the redirection.io web interface. The top navigation bar includes the logo, a breadcrumb trail 'acme / example / Import rules', and links for 'What's new', 'Support', and a user profile 'John Doe'. The left sidebar contains icons for various functions: a bar chart, a magnifying glass, a list, a funnel, and a gear. The main content area is divided into two panels. The top panel, titled 'Import rules', shows a progress indicator with steps 1 and 2. Step 1, 'Choose file', indicates the file 'redirectionio_jolicode-com_rules-export.csv' is being imported, with a 'Choose another file' button. Step 2, 'File format and columns', shows settings for 'show file format parameters' (checked), 'Character encoding' (UTF 8), 'Separator' (semicolon), and 'Header line' (unchecked). Below these settings is a table with three columns: a number, a path, a status code, and a URL. The bottom panel, titled 'Settings', shows a progress indicator with steps 3, 4, and 5. Step 3, 'Markers', shows a list of markers with a 'Seems good' button. Step 4, 'Execute import', shows a 'Start the import' button. Step 5, 'Import summary', shows a 'Start the import' button. The 'Settings' panel also has tabs for 'General', 'Features', 'Marker templates', and 'Members'. The 'General' tab is active, showing 'Information' (Project name: example), 'Ruleset export & import' (Export the ruleset as a json file), and 'Import a ruleset JSON file' (Choose a file, Configure, Start the import).

acme / example / Import rules

What's new Support John Doe

1 Choose file

You are importing the file redirectionio_jolicode-com_rules-export.csv

Choose another file

2 File format and columns

☒ show file format parameters

Character encoding UTF 8

Separator ☐ comma ☒ semicolon ☐ other

Header line ☐ the first line of the file is a header, do no import it

2	/castor	301	https://github.com/jolicode/castor
3	/media/cache/team_cover/media/original/team/@slug	301	/media/original/team/@var
4	/media		
5	/comm		
6	/blog		
7	/wp-e		
8	/equi		

Seems good

3 Markers

4 Execute import

5 Import summary

acme / example / Settings

What's new Support John Doe

General Features Marker templates Members

Information

If you change the project name, its url will change, so you'll h

Project name*

example

Rename the project

Ruleset export & import

Exporting the ruleset allows to download all the rules and pr

- the project settings (marker templates, case behavior,
- the rules definition, including all the sources, triggers,

Export the ruleset as a json file

By importing a JSON file, you can load several rules at once it

Import a ruleset JSON file

1 Choose a file

You are importing the file redirectionio_example_rules-export.json.

Choose another file

2 Configure

☒ Import and replace rules settings

If enabled, this will overwrite the current ruleset settings (URLs case management, marketing query parameters, etc.).

☒ Import and replace marker templates with conflicting names

If this switch is enabled, all the project marker templates will be replaced with same-name marker templates provided in the imported file. If the switch is disabled, all imported marker templates will be appended to the existing marker templates list, with non-colliding names.

When ready, please click the button below to trigger the import.

Start the import

3 Import summary

Gestion des règles de trafic

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API publique

 redirection.io

Search...

ENDPOINTS

Organization

Project

ProjectDomain

Redirection

Rule

GET

Retrieves the collection of currently published Rule resources.

POST

Creates a new draft Rule

GET

Retrieves a Rule resource

PUT

Updates an existing Rule

DEL

Deletes a Rule

Draft

MODELS

The Rule Model

Rule

These endpoints allow to manage the rules of a project. It includes:

- listing the currently published rules
- creating a new draft rule (this will mark the rule to be created during the next publication)
- updating a rule (this will mark the rule to be updated during the next publication)
- deleting a rule (this will mark the rule to be deleted during the next publication)

Retrieves the collection of currently published Rule resources.

Retrieves the collection of currently published Rule resources.

Please note that draft rules are **not** included in this list. If you have deleted a rule, it will still be listed here until you publish your ruleset.

AUTHORIZATIONS: > Token

QUERY PARAMETERS

projectId

string
required
The id of the project.

searchAfterId

string
The id of the last rule returned in the previous page. Used for pagination.

tags

Array of strings
The name of one or more tags. Every Rule that is attached to at least one of those tags will be returned. Tags can also be passed as a comma separated list.

GET /rules

200

Content type
application/json

Copy Expand all Collapse all

[
- {
 "id": "string",
 + "trigger": { ... },
 + "actions": [...],
 + "markers": [...],
 + "variables": [...],
 + "examples": [...],
 "priority": 0,
 "description": "string",
 + "metadata": [...],
 "enabled": true,
}

Gestion des règles de trafic

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API publique

Graphiques et statistiques

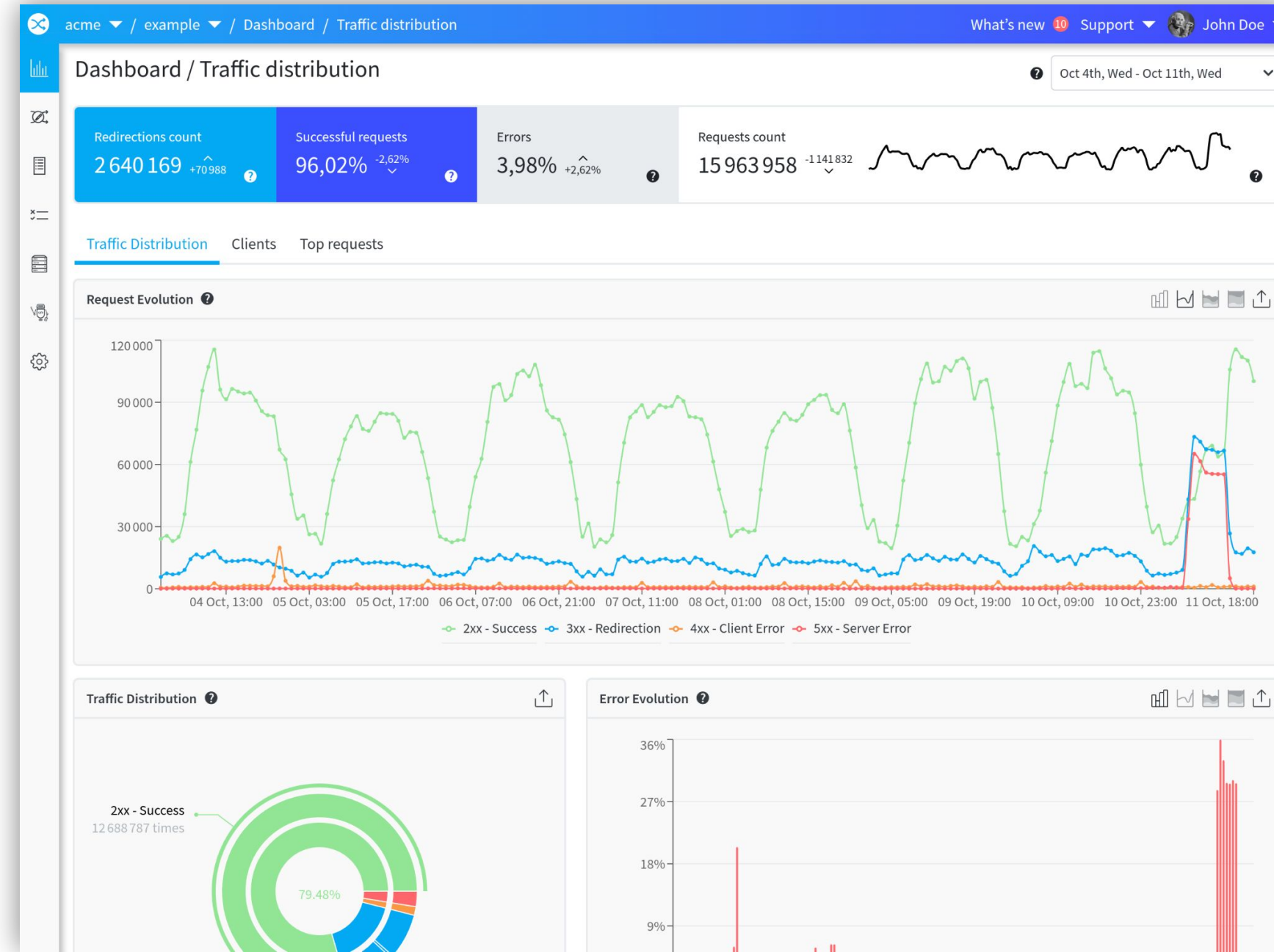
Suivi du trafic

Distribution des codes de statut

Evolution du taux d'erreur

Evolution des User-agents

Erreurs les plus fréquentes



On peut faire des tas de trucs pour vous



rediriger http
vers https

Ajouter Matomo à
notre site

Fournir 100% des
logs en temps réel
au business analyst

Surcharger le
sitemap.xml

Faire du AB testing

Rediriger cette section,
mais que à partir de
dimanche matin

Personnaliser notre
page d'erreur

Restreindre l'accès
à cette page
uniquement à
partir de l'IP de nos
bureaux

Du cache HTTP pour
nos images !

Etre alerté quand il y a un
souci sur une partie du
site

Empêcher que
notre site soit
embarqué en Iframe

Valider la propriété
Google Search
Console

Ajouter un hint
.well-known/assetlinks.json

Mettre le site en
maintenance

Servir des .jpg aux
navigateurs qui ne
supportent pas webp

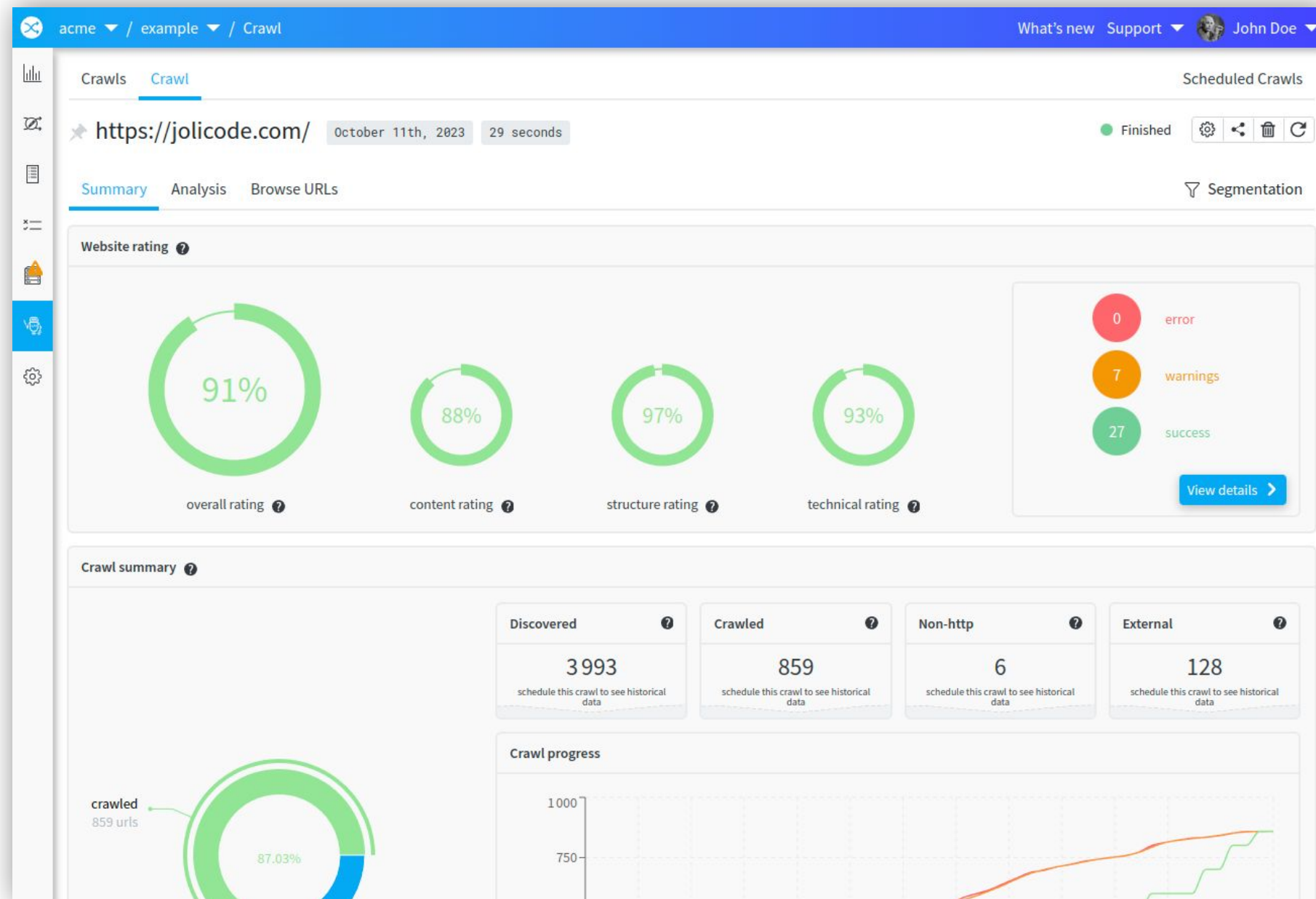
Configurer le
robots.txt

Mettre en place des
geo-redirections

Configurer notre
Referer-Policy

Envoyer les
utilisateurs d'iOS
sur l'App Store

Protéger un dossier
avec une auth HTTP



bêta Un crawler rapide et exhaustif

(très) Rapide

Segmentation des résultats

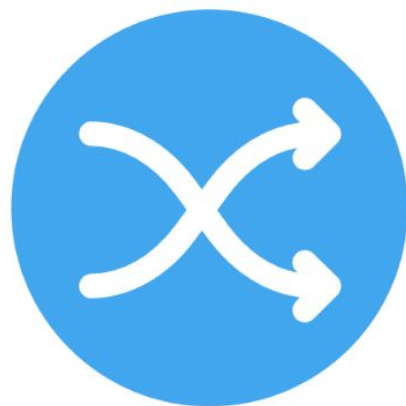
Crawls manuels ou automatiques

Rapports sur la structure, le contenu
et la technique

+de 70 indicateurs calculés par page explorée

Conservation illimitée des crawls

Crawls publics ou privés



redirection.io



NGINX



fastly



platform.sh

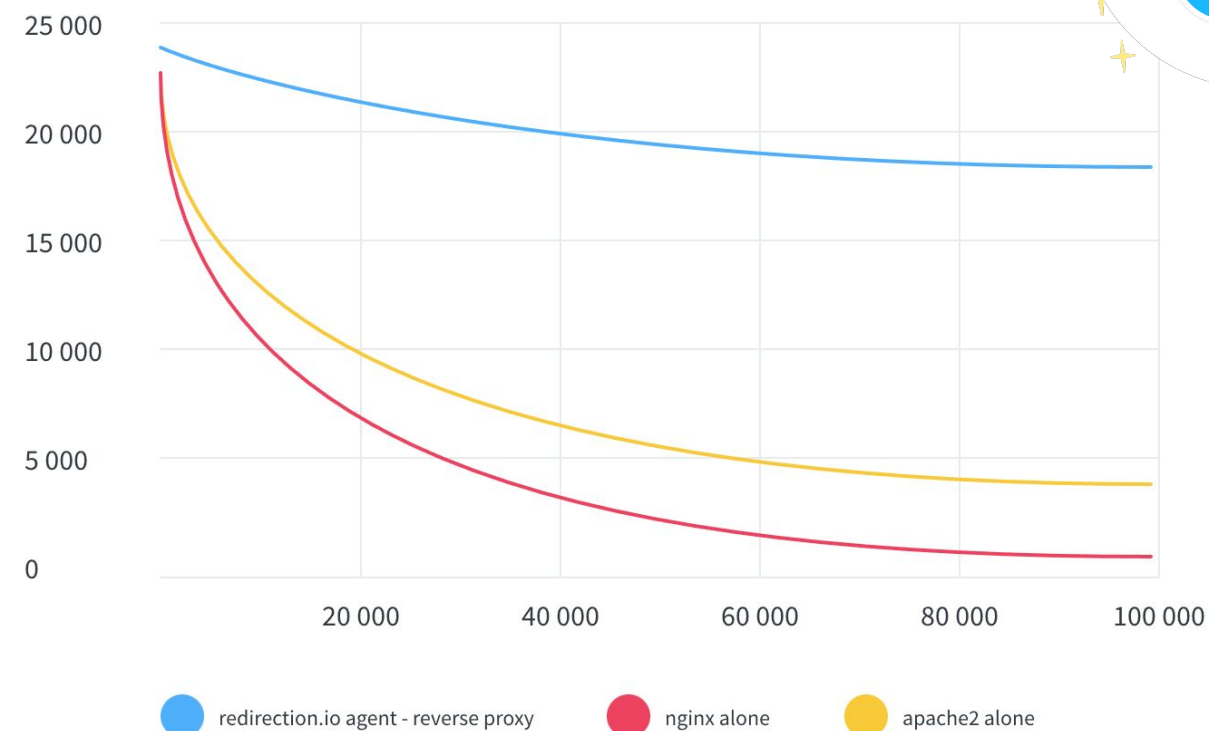
Performance, simplicité et flexibilité

Installation aisée et standardisée

- reverse proxy autonome
- paquets apt et rpm
- rôles Ansible, Dockerfile
- modules nginx et Apache Open-Source
- workers Cloudflare et Fastly
- compatible toutes infrastructures

Très performant (~0.1 ms)

req/s depending on the number of rules



redirection.io sur votre infrastructure

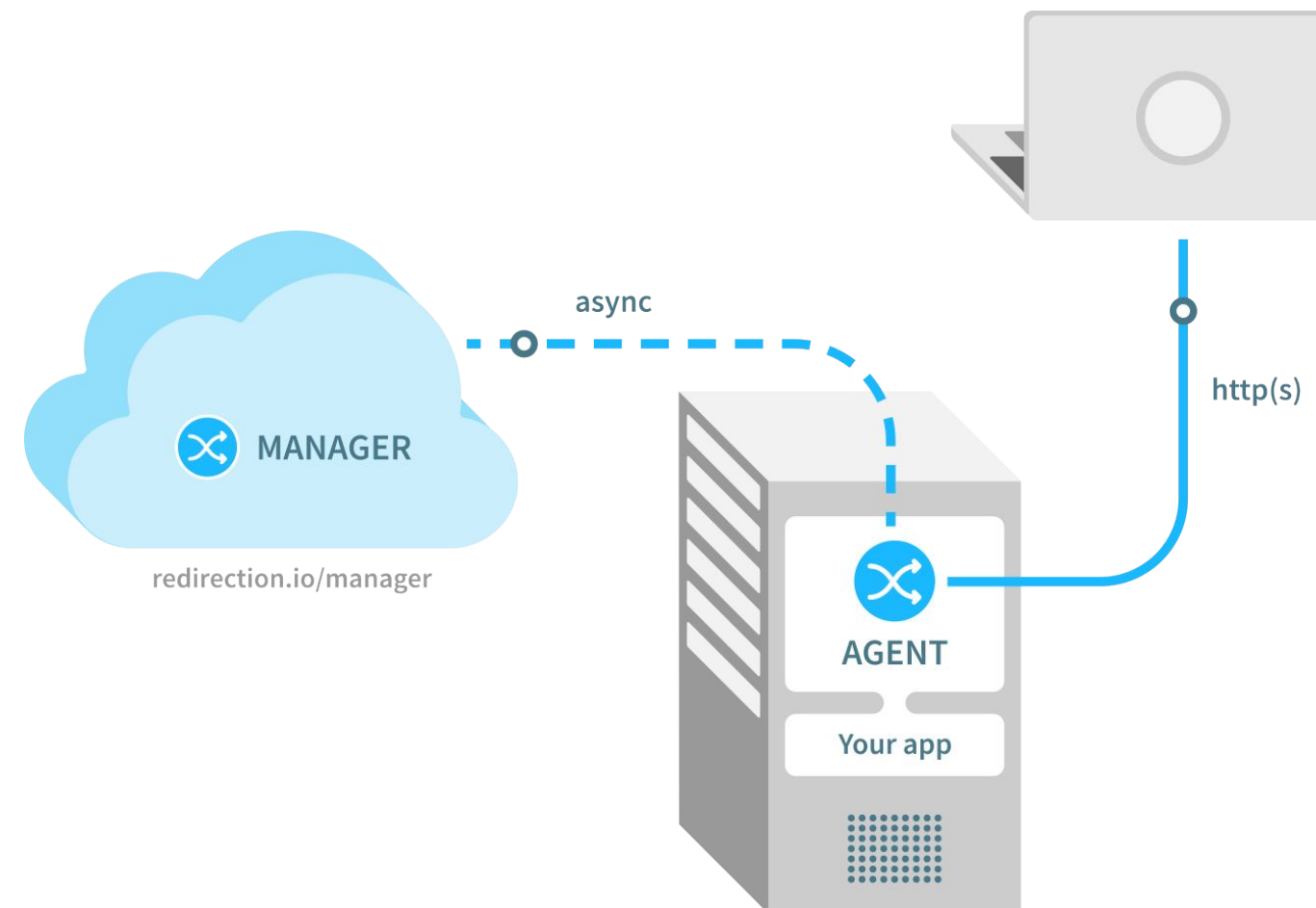
forte résilience

traitement autonome du trafic

- stockage des règles
- analyse des requêtes
- application des règles
- collecte des logs

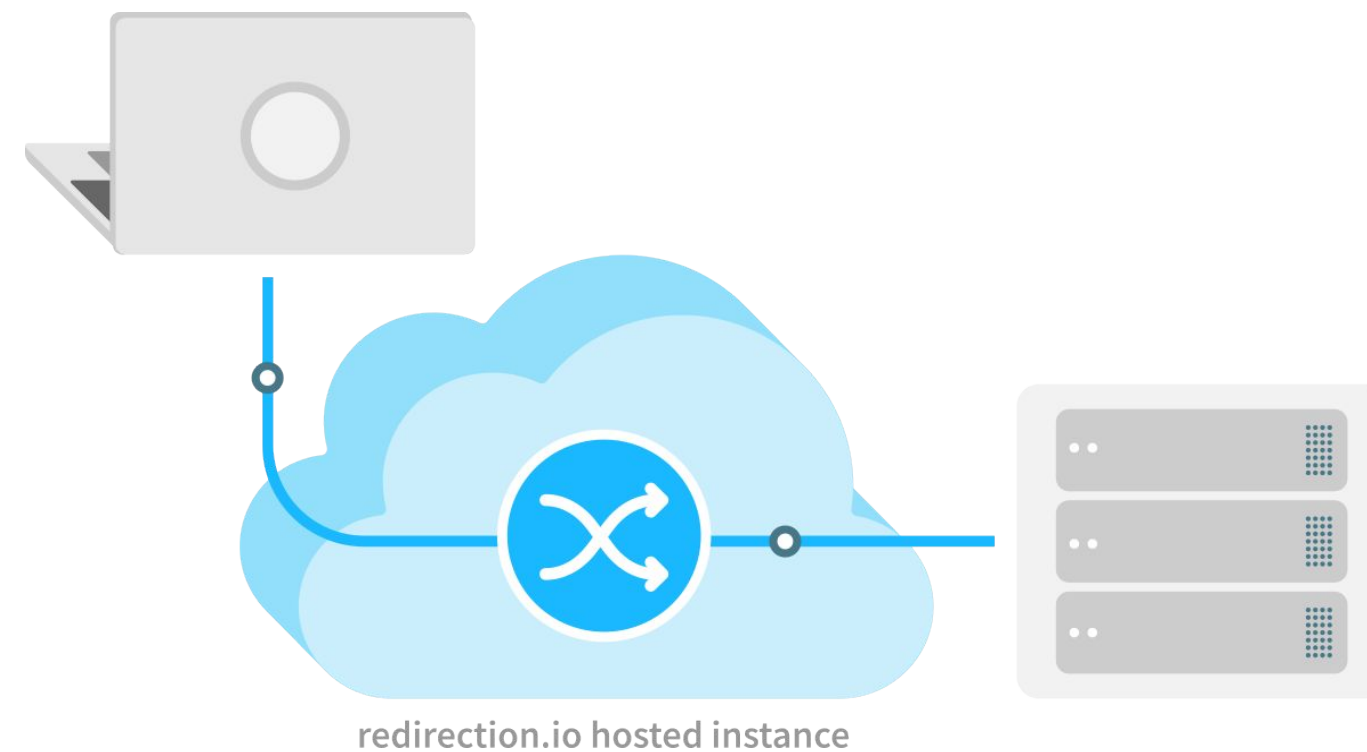
communication avec le SaaS redirection.io

libredirection.io Open Source



agent redirection.io sur notre infrastructure

- DNS pointés vers le CDN redirection.io
- certificats SSL automatiques
- infra managée - redondance, backups, SLA
- alerting et anomalies
- cas d'usage :
 - proxification de site
 - redirection de domaines morts
 - redirection de sous-domaines

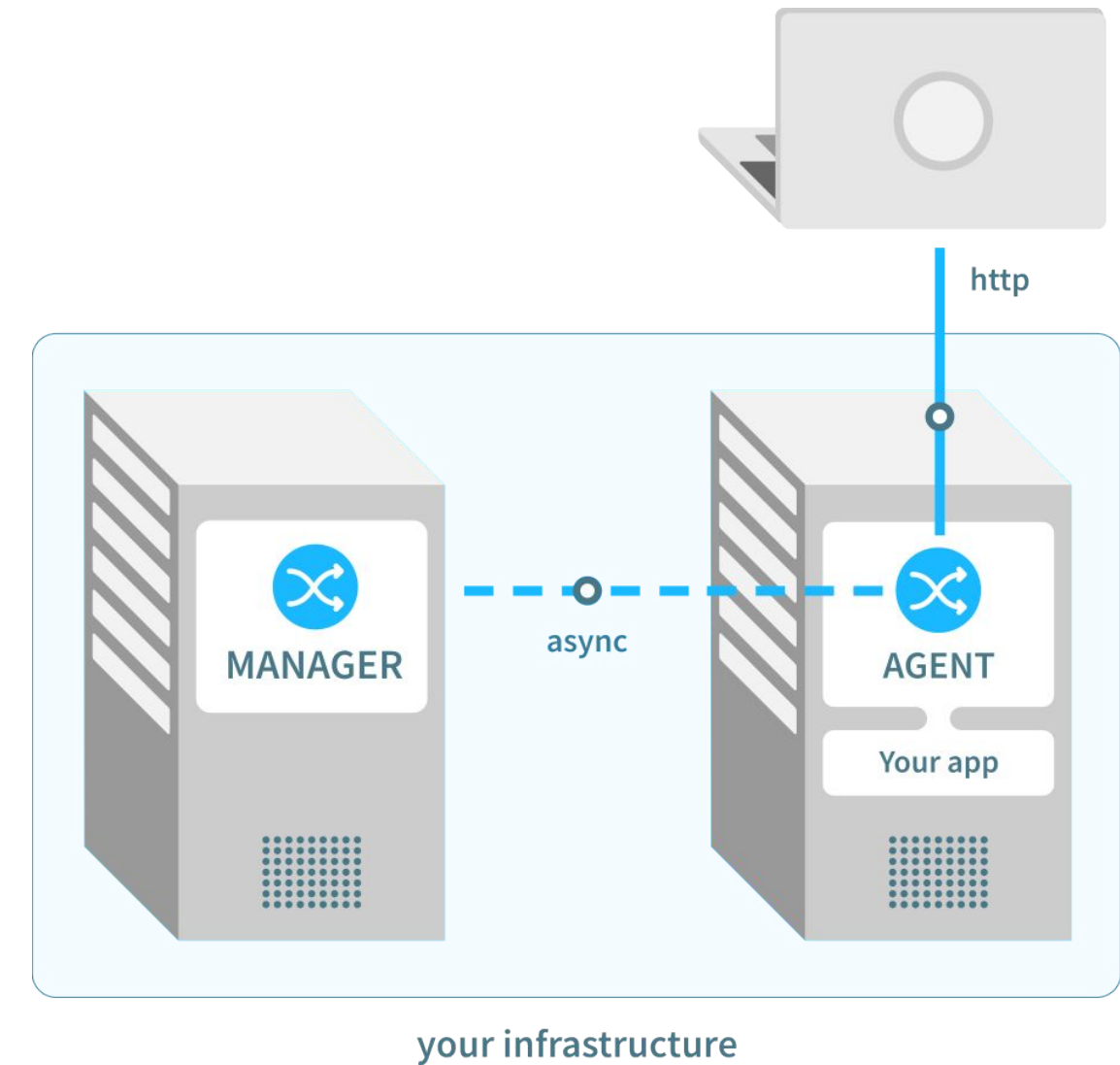


redirection.io on premise

Tout redirection.io sur votre infrastructure

- redirection.io sur vos serveurs
- infrastructure dédiée
- séparation physique
- gestion des flux
- compliance & sécurité

Support et formations inclus



redirection.io - roadmap

S2 2024

- ✓ Notifications pour tous les plans
- ✓ Compatibilité avec Vercel
- ✓ Log Views
- ✓ Recipes
- ✓ Disponibilité générale du Crawler
- ✓ Notifications d'anomalies de trafic
- ✓ Analytics

S1 2025

- ✓ Refonte du menu de navigation du Manager
- ✓ Fonctions de géolocalisation / vue cartographique
- ✓ Contrôle du temps de réponse du backend
- 🚧 Fonction de suggestion de règles
- 🚧 Ajout de davantage de Recipes
- 🚧 Créateur de plan de redirections pour migration
- 🚧 Extracteur et injecteur de contenu HTML

Tarifs

Tarification mensuelle ou annuelle

- en fonction du nombre de règles
- requêtes et trafic illimités
- utilisateurs illimités
- plans disponibles de 1000 à 2M de règles
- offres “Pro” sur mesure
- détails : <https://redirection.io/pricing>





« *redirection.io est un outil important pour la plateforme Web Orpi. Nous utilisons la solution depuis que nous avons effectué la refonte de nos sites il y a plusieurs années, et cela nous a permis d'effectuer une transition en douceur, limitant vraiment le nombre d'erreurs 404 que nos visiteurs auraient rencontrées.*

Dans le cadre des opérations en cours, nous utilisons redirection.io pour surveiller le trafic, détecter les erreurs et ajouter des redirections lorsque l'adresse de certains contenus change. Il est facile à utiliser et nous permet d'agir rapidement, sans avoir besoin de l'intervention de développeurs pour faire face à ce type de problème.



— Carole Texier
Digital Project Manager, Orpi France



On travaille ensemble ?

<https://redirection.io/>

hello@redirection.io