

## 404 Error Pages

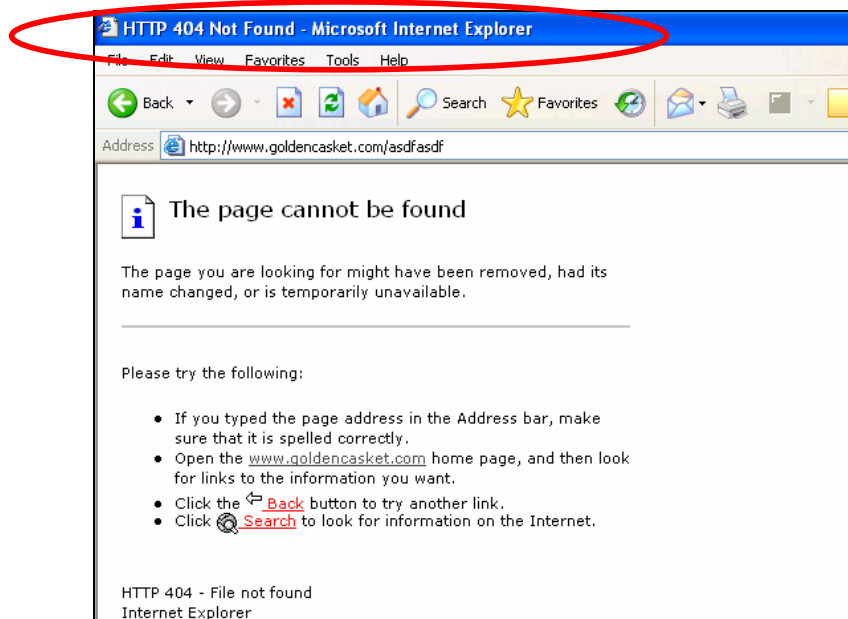
To maximize search engine visibility for a website, it should include a customized 404 Error Page for users who mistype or arrive at a broken link. Best practice indicates that a redirect should be provided back to the website home page or site map.

This should also be implemented for users who receive a page displaying the message '301 - Permanently Moved', which denotes that the page is no longer within the file or directory.

It is important to note the most common reasons that visitors to the website land on a 404 page:

- A mistyped website address or URL (or an out of date bookmark or favourite)
- A search engine link that is out of date
- An internal broken link that the webmaster or web developer is not aware of.

A 404 error page appears as below in the Internet browser:



### For Further Information, contact:

Marc Phillips

Email: [marc.phillips@searchforecast.com](mailto:marc.phillips@searchforecast.com)

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