

Got a WordPress Site and 10 Minutes? Good, You Can Rank Higher

You basically just give an article a new URL, redirect the old URL, and Google then re-indexes that page, giving you an updated score based on your current authority.

Why This Can Work: My Best Read on It

- **Re-evaluation effect:** A new URL can trigger fresh crawling/indexing and a re-score of your content with your current site authority.
- **Link equity transfer:** A proper **301 redirect** consolidates signals so search engines treat the new URL as canonical.
- **Use sparingly:** Don't churn URLs. Overuse creates redirect chains, wastes crawl budget, and can confuse users.

I have to give credit to Edward Sturm on this one:

[10-Minute SEO Hack That Took My Page From Invisible to #1 on Google](#)

Before You Start (2 Minutes)

- **Pick the page:** Choose a useful, underperforming post (impressions but low clicks, or stuck off page 1).
- **Draft the new slug:** Short, readable, and aligned to the main query (e.g., `/wordpress-seo-checklist/`).
- **Know your path:** Fastest is a redirect plugin; manual 301s via `.htaccess` are also fine if you're comfortable.

The 10-Minute WordPress SEO Hack Process

Option A: Use a Redirect Plugin (Fastest, Beginner-Safe)

1. **Duplicate the post** (optional but safe): In *Posts ? All Posts*, use a duplicator (e.g., Yoast/Rank Math Duplicate Post). On the duplicate, set your **new slug** and update title/H1 if needed.
2. **Publish the new URL:** Make it *Public* and confirm it loads.
3. **301 old ? new:**
 - **Redirection: Tools ? Redirection ? Add new ?** Source: `/old-slug/` ? Target: `/new-slug/` ? Code: **301**.

- *Rank Math*: **Rank Math ? Redirections ? Add New** with the same source/target and 301.
- 4. **Unpublish or convert the old post**: Keep published temporarily to verify the redirect, then set to *Draft* or *Private*. The redirect rule will still fire.
- 5. **Fix internal links**: Search your site and update any links pointing to the old URL so they go directly to the new URL (avoid needless redirect hops).
- 6. **Refresh sitemaps + request indexing**:
 - Your XML sitemap (Yoast/Rank Math) will update automatically to include the new URL.
 - In **Google Search Console**, use *URL Inspection* on the **new URL ? Request indexing**.
- 7. **Verify the redirect**: Open a private window and visit the old URL; it should land on the new URL.

Option B: Add a Manual 301 (Apache / .htaccess)

If your host uses Apache and you're comfortable editing `.htaccess`:

Copy

```
# BEGIN One-off redirect for moved article
Redirect 301 /old-slug/ https://example.com/new-slug/
# END One-off redirect
```

Place this above complex CMS rewrite blocks if possible, then test the old URL in a private window.

I kind of do both. I test if the first way works, but if not, I'll do the second way.

What to Watch Next

- **GSC & Analytics**: Track impressions/clicks for the new URL over the next 1–3 weeks.
- **No chains**: Avoid old ? mid ? new; go directly old ? new.
- **Don't overdo it**: Use this as a tactical nudge for deserving posts, not a routine.

When Not to Use This

- The old URL has **many hard-to-update external links** (you'll rely entirely on the 301).
- You **recently migrated** this specific URL (let it settle first).
- The post already sits in the **top 1–3** positions (consider a content/UX refresh instead).

Quick Checklist

1. ☐ Identify an underperforming post.
2. ☐ Draft a short, keyword-aligned new slug.
3. ☐ Publish the post at the new URL.
4. ☐ Create a 301 redirect (old ? new).
5. ☐ Update internal links to point straight to the new URL.
6. ☐ Verify the redirect in a private window.
7. ☐ Request indexing for the new URL in GSC.
8. ☐ Monitor performance and avoid redirect chains.

Glossary of Terms Used in this Article

301 Redirect

A permanent redirect that sends visitors (and search engines) from an old URL to a new one. It also passes ranking signals so Google knows the new URL replaces the old one.

Slug

The part of a URL that comes after the domain name, usually based on the post title (for example, `/wordpress-seo-checklist/`).

Canonical URL

The “official” version of a page that search engines should index. A 301 redirect helps consolidate signals so the new URL becomes the canonical one.

Sitemap

An XML file that lists your site’s important pages to help search engines find and crawl them efficiently.

Google Search Console (GSC)

Google’s free tool that shows how your site appears in search results. It lets you request indexing, view ranking data, and track search performance.

URL Inspection Tool

A feature inside Google Search Console that lets you check the index status of a specific URL and request re-indexing.

Crawl Budget

The number of pages Googlebot will crawl on your site during a given period. Unnecessary redirect chains can waste crawl budget.

Redirect Chain

When URL A redirects to URL B, and B redirects to URL C. This slows crawling and can weaken ranking signals. Aim for a single clean redirect.

.htaccess

A server configuration file used on Apache servers. Commonly used to add redirects, security rules, and URL rewriting.

Search Intent

The “why” behind a search query—what the user actually wants. Matching your content to real intent is crucial for ranking well.

FAQs About This WordPress SEO hack

Does a 301 pass all link equity?

Search engines consolidate signals through a proper 301. In practice, results vary—implementation details matter.

Will this always improve rankings?

No. It’s a test. Outcome depends on competition, search intent fit, content quality, and your site’s current authority.

Should I also refresh the content?

Often, yes. Update title, intro, subheads, and FAQs to better align with search intent and current SERPs.

Do I need the Change-of-Address tool?

No. That's only for *domain* moves. You're just moving a single URL within the same domain.

Original article: <https://tonyherman.com/10-minute-seo-hack-wordpress/>

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