Will this out of stock product be back in stock within a year?

inflow®
Attract. Convert. Grow

YES

NO

Does the URL have any external links?

YES

NO

Does the URL receive significant traffic from any source?

YES

NO

Redirect the URL to the most appropriate category page.*

*Product-to-product redirects are even better if you don't mind the housekeeping.They can be difficult to maintain over time because discontinued products redirect to products that are later discontinued as well.

If you have several thousand products or more:

Set an "unavailable after" date when adding products with a limited shelf life, such as used goods or auctions.

Ensure a crawl path is maintained to the old URL until it is removed from the index, even if it has been redirected or removed from the site.

Remove the page and return a 404 or 410 status code.

Avoid a poor user experience for those who find the product in search engines, which could harm sitewide rankings.

If you have several thousand products or more:

Keep the page live. Return a 200 (ok) status code in the HTTP header.

Clearly label the product as "Temporarily out of stock."

Provide an expected date when it will be back in stock, if available.

Inform the visitor of back order or in stock notification options, if available.

Suggest and link to products that are closely related.

If you are unable to provide these recommended best practices:

Temporarily apply a **robots="noindex"** tag (or X-Robots) to the page **until it comes back in stock**. This way, it can still be found in the digital catalog and internal search, but not on Google.

www.goinflow.com/manage-stock-products-seo/