

EXPLAINER

What Is 302? Definition, Examples & Why It Matters [2026]

Key insights and actionable frameworks

CORE DEFINITION

What Is a 302 Redirect and When Should You Use It?

A 302 status code (officially called "302 Found" or "Moved Temporarily" in HTTP/1.0) is a server response that redirects users from one URL to another on a temporary basis. When a browser requests a page and receives a 302 response, it follows the redirect to the new URL automatically and displays



How Does a 302 Redirect Work in Technical Terms?

Here is the technical flow of a 302 redirect: User or bot requests a URL : A visitor types example.com/old-page or clicks a link Server responds with 302 status : The server sends back a 302 code along with a Location header pointing to the temporary destination Browser follows the redirect : The b



When Should You Use a 302 Redirect, With Real Exam

A/B Testing Landing Pages You are testing two versions of a product page. A 302 redirect sends a portion of traffic to the test variant while keeping the original URL indexed. This is Google's recommended approach for server-side A/B testing because it preserves SEO value on the original URL.



Why Do 302 Redirects Matter for SEO and Site Health

Using the wrong redirect type is one of the most common technical SEO mistakes we encounter. Here is why it matters: Using a 302 when you mean 301 : Search engines may continue indexing the old URL, splitting your ranking signals across two pages and diluting your page authority. Chain redirects : M



How Do You Implement a 302 Redirect at the Server

htaccess) Redirect 302 /old-page https://example.com/new-page Nginx location /old-page { return 302 https://example.com/new-page; } WordPress (via PHP in functions.



What Are the Best Practices for 302 Redirects?

Audit regularly : Review your redirects quarterly. If a "temporary" redirect has been active for more than a few months, convert it to a 301. Avoid redirect chains : Never chain multiple 302s together.

Ready to Take Action?

Get expert guidance tailored to your business goals.

[Need Help With This?](#)

upgrowth.in/lead-generation-services/