Terms

- 200 OK
- 301 Permanent Redirect
- 302 Temporary Redirect
- 404 Not Found
- 410 Gone
- 5XX Server Errors
- 2FA

200 OK

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

A 200 OK is a type of HTTP status code, which means that the request was received and processed by the server. The user will then be directed to the destination URL.

301 Permanent Redirect

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

A 301 redirect is a type of HTTP status code that refers to a URL which has been permanently moved to a new destination URL. Upon a server responding to a URL with a 301 redirect, the browser is then redirected to the new destination URL.

302 Temporary Redirect

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

A 302 temporary redirect is a HTTP status code, used to signal that the requested URL has been temporarily moved.

404 Not Found

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

A 404 is another type of HTTP status code. It’s delivered by a server when a requested file or page has been deleted or never existed in the first place. Depending on the 404, it may be appropriate to 301 redirect this URL to an equivalent or close-variant URL.

410 Gone

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

A 410 Gone is a status code that indicates a page will not be returning, signalling to crawlers that they don’t need to return. If the page holds any SEO value, then consider an alternative option such as a 301 redirect.

5XX Server Errors

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

A 5XX error code is another type of HTTP status code, which indicates that the server is unable to process the request. The response should include an explanation and whether the error is temporary or permanent.

2FA

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

2FA stands for two-factor authentication. It is a security process that requires you to provide two distinct forms of identification to access an account. Instead of just using a password (something you know), 2FA adds a second layer of protection.