Redirect Loops
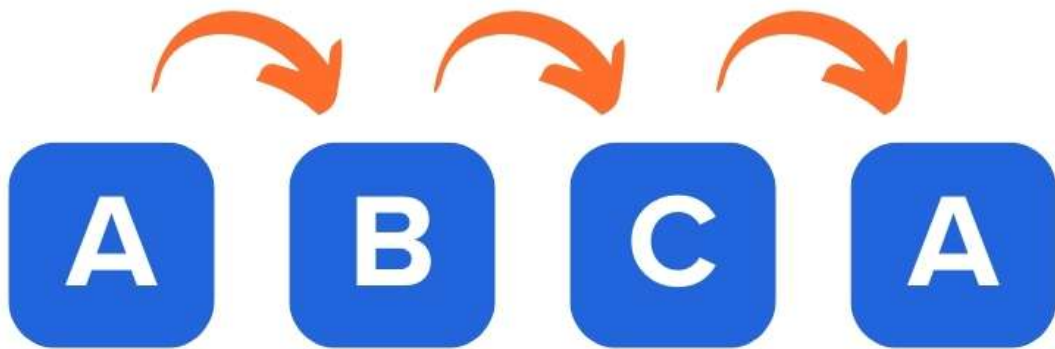
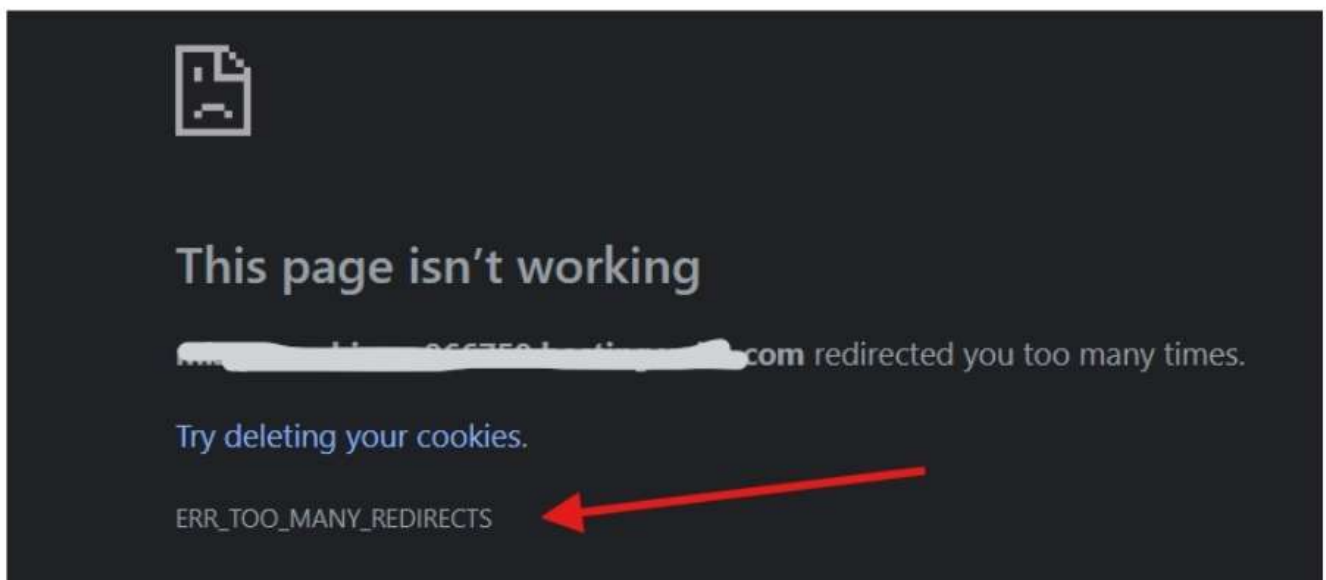A redirect loop is when a URL keeps redirecting back to itself or in circles.

For Example: A → B → C → A

Page A is going through multiple URLs before circling back to A.

The loop never ends. Page never loads.

Why it's a Problem

- Page won't load
- Users see erros
- Wastes crawl budget
- Search engines can't crawl
- Kills rankings

This page isn't working

...com redirected you too many times.

Try deleting your cookies.

ERR_TOO_MANY_REDIRECTS

Fix

- First find out the final URL destination that you want.
- Make sure each URL points to a final, unique destination and not back to itself or another in the loop.
- In this Example: A → D
- If the final destination is C then redirect A to C.
- ✅ Break the loop.

Tools to help spot these issues

Screaming Frog

REDIRECT PATH Ayima's redirect path

Ahrefs / Semrush and many other tools. Your choice.