

```
Header set X-Powered-By 'Caffeine and Alcohol'  
ErrorDocument 404 http://www.gavinadvertising.com/404error.php
```

```
RewriteEngine on  
RewriteCond %{HTTP_HOST} ^gavinadvertising.com [NC]  
RewriteRule ^(.*)$ http://www.gavinadvertising.com/$1 [L,R=301]
```

```
RewriteCond %{HTTP_REFERER} semalt\.com [NC]  
RewriteRule .* - [F]
```

cache control

```
AddType application/vnd.ms-fontobject .eot  
AddType font/ttf .ttf  
AddType font/otf .otf  
AddType application/x-font-woff .woff
```

<IfModule mod_expires.c>

```
ExpiresActive On  
ExpiresByType image/gif "access plus 1 month"  
ExpiresByType image/jpeg "access plus 1 month"  
ExpiresByType image/png "access plus 1 month"  
ExpiresByType text/css "access plus 1 week"  
ExpiresByType text/javascript "access plus 1 week"  
ExpiresByType application/javascript "access plus 1 week"  
ExpiresByType application/x-javascript "access plus 1 week"  
ExpiresByType image/x-icon "access plus 1 year"  
ExpiresByType image/svg+xml "access plus 1 year"  
ExpiresByType image/vnd.microsoft.icon "access plus 1 year"  
ExpiresByType application/font-woff "access plus 1 year"  
ExpiresByType application/x-font-woff "access plus 1 year"  
ExpiresByType application/vnd.ms-fontobject "access plus 1 year"  
ExpiresByType font/opentype "access plus 1 year"  
ExpiresByType font/ttf "access plus 1 year"  
ExpiresByType font/otf "access plus 1 year"  
ExpiresByType application/x-font-ttf "access plus 1 year"  
ExpiresByType application/x-font-otf "access plus 1 year"
```

</IfModule>

deny bad bots

```
SetEnvIfNoCase User-Agent xovi bad_bot  
SetEnvIfNoCase User-Agent xovibot bad_bot
```

```
SetEnvIfNoCase User-Agent majestic bad_bot
SetEnvIfNoCase User-Agent panscient.com bad_bot
SetEnvIfNoCase User-Agent aboundex bad_bot
SetEnvIfNoCase Referer semalt.com bad_bot
```

```
<Limit GET POST HEAD>
    order allow,deny
    allow from all
    deny from env=bad_bot
</Limit>
```

```
<Files 403.shtml>
    order allow,deny
    allow from all
</Files>
```

Redirects

```
Redirect 301 /in-the-hall/you-know-youre-in-public-relations-when/
http://gavinadvertising.com/orangejuice/you-know-youre-in-public-relations-when
Redirect 301 /g-peeps http://gavinadvertising.com/meet-the-
team.php
Redirect 301 /our-work/york-technical-institute.php
http://gavinadvertising.com/our-work/yti-career-institute.php
Redirect 301 /digs http://gavinadvertising.com/about-gavin-
advertising.php
Redirect 301 /website-development/ http://gavinadvertising.com/our-
work/index.php#digital
Redirect 301 /category/in-the-hall/
http://gavinadvertising.com/orangejuice
Redirect 301 /bragging/gavin-advertising-wins-two-gold-hermes-creative-awards-for-web-
design-and-strategic-co-marketing-campaign/ http://gavinadvertising.com/orangejuice/gavin-
advertising-wins-two-gold-hermes-creative-awards-for-web-design-and-strategic-co-
marketing-campaign
```

```
RewriteCond %{HTTP_HOST} !^www.gavinadvertising.com$ [NC]
```

skip rules if NOT within domain - only way to tie multiple rules to one cond

```
RewriteRule .? - [S=5]
```

```
RewriteRule ^about/?$ http://gavinadvertising.com/about-gavin-advertising.php
[L,R=301]
```

```
RewriteRule ^contact/?$ http://gavinadvertising.com/contact-us.php [L,R=301]
```

```
RewriteRule ^public-relations/?$ http://www.gavinadvertising.com/our-work/index.php#pr
```

[L, R=301]

RewriteRule ^jobs/?\$ http://gavinadvertising.com/orangejuice/category/careers

[L, R=301]

RewriteRule ^case-studies/?\$ http://gavinadvertising.com/our-work [L, R=301]

bad people

deny from 5.0.0.0/8

deny from 37.0.0.0/8

deny from 78.4.0.0/14

deny from 93.32.0.0/11

deny from 94.32.0.0/13

deny from 46.118.119.0/24

deny from 46.160.80.0/21

deny from 46.188.0.0/18

deny from 89.96.0.0/24

deny from 89.97.0.0/24

deny from 91.200.12.0/22

deny from 91.212.124.0/24

deny from 91.215.136.0/23

deny from 91.230.200.0/22

deny from 91.238.82.201

deny from 105.0.0.0/8