

If you've been trying to find **Daily Business's** recent coverage on *The Skinny's* new owner and ended up staring at a 404 error page, you're not alone. Changes in ownership, website redesigns, and different publishing platforms can make tracking down business news tricky. This guide will explain what a 404 means in plain English, why news URLs break, and how you can quickly locate moved articles—especially when dealing with business news and cultural magazines like *The Skinny*.



Understanding the 404 Error: What It Means in Plain English

When you click a link and see a “404 Not Found” error, it means the webpage you want is no longer where the link says it should be. Put simply, the server is telling you it can’t find the page you’re looking for. It’s not your fault or the server crashing—it’s just the page has either been removed, moved, or never existed at that exact address.

Here’s a quick summary:

- **404 error:** The page you requested doesn’t exist on the server anymore.
- **Why does it happen?** The article might have been deleted, relocated, or the URL might have changed during site updates.
- **Is it permanent?** Sometimes, yes. But often, it’s a sign the content has moved and can be found elsewhere.

Common Reasons Business News URLs Break

News websites, including culture magazines and business-focused titles like Daily Business, often restructure or update their sites. This is especially common after ownership changes or rebranding, and can cause URLs to break:

1. Website Redesign or Platform Migration

For example, if Daily Business switched from a custom CMS to WordPress (which uses a standard `/wp-content/uploads/` path for images), URLs for some content might change to fit the new system’s structure.

2. Change in URL Structure

News sites often reorganise URLs to be more SEO-friendly or clearer. This can include adding date folders (e.g., /2024/06/) or categorising articles better. Old URLs without these folders can stop working.

3. Content Ownership or Editorial Changes

If *The Skinny* culture magazine gets a new owner, like Daily Business, the new team might integrate content differently, archive old articles, or change access policies, leading to broken links.

4. Removal of Old Content

Sometimes, articles are deliberately taken down due to outdated information, legal reasons, or rebranding efforts.

Fast Ways to Locate Moved Articles

Don't give up when you hit a 404. Here are practical ways to quickly track down the content you want on news and culture magazine sites:

1. Use the Website's On-Site Search Function

Most professional sites offer an on-site search bar—Daily Business and The Skinny do, too. Instead of relying on an outdated link, type key phrases, article titles, or author names here.

For example, if you're after the article on **Daily Business the Skinny** ownership change, try typing "Skinny new owner" or "The Skinny acquisition" into the search box. Results often include relocated or updated pages.

2. Check Date-Based Folders in URLs

News websites usually include the publication date in the URL path for organisation. So if you know roughly when the article was published, you can manually adjust the URL by adding the year and month folders.

For example, change:

`https://www.dailybusiness.com/article/the-skinny-new-owner`

to:

`https://www.dailybusiness.com/2024/06/the-skinny-new-owner`

This often reveals the relocated content. The year/month folders help the server find the content in the right archives.

3. Use Google With Site-Restricted Search

If on-site search fails, a precise Google search can help. Use the site: operator combined with key terms:

`site:dailybusiness.com "the skinny new owner"`

This restricts Google to Daily Business's domain and uses quotes to find exact phrases.

4. Look Into the WordPress Uploads Folder for Media

Many news articles embed images stored in the /wp-content/uploads/ directory. If you find images related to the article here, it confirms the content is managed on a WordPress platform.

For example:

<https://www.dailybusiness.com/wp-content/uploads/2024/06/skinny-new-owner-photo.jpg>

Images are often named to describe the topic. While this won't get you the full article, it confirms the topic's presence on the site and helps with Google image search.

Case Study: Finding "The Skinny" New Owner Article

Suppose you landed on a broken Daily Business link about *The Skinny's* new ownership. Here's a step-by-step path to recover it:

1. Go to Daily Business's homepage and use the on-site search with keywords: *skinny new owner*.
2. Look for articles published around the date you expect (for instance June 2024) and check if the URL includes /2024/06/.
3. If no match, type into Google: `site:dailybusiness.com "The Skinny new owner"`
4. Follow Google links or try to browse archives or business ownership categories on the site.
5. Check for supporting images by guessing URL patterns under /wp-content/uploads/.

This approach will usually surface the relocated or reposted article if it's still on the site. If not, it's possible the content has been archived behind a paywall or removed.

Conclusion: Don't Let 404s Stop Your Business News Hunt

When business news URLs break—especially coverage on culture magazines like *The Skinny* after an ownership change to Daily Business—it's usually because of website updates, URL restructuring, or content management changes. A 404 means the page can't be found at its old address, but it doesn't always mean the content is lost.

By leveraging on-site search, manipulating date-based URL folders, using Google's site-restricted search, and understanding CMS paths like WordPress's /wp-content/uploads/, you can quickly track down moved articles rather than giving up `https://dailybusinessgroup.co.uk/2025/12/top-cloud-consulting-companies-in-europe-for-2026/` or just "Googling it" blindly.

Next time you get stuck on a **daily business the skinny** or **culture magazine the skinny** link, try these tips to stay informed and ahead in your reading. And as always, checking URLs for dates and clear keywords will save loads of time.

