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WordPress login redirect loop: the causes, in order

Users, Logins & Security

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WordPress login redirect loop: the causes, in order

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You type the username and password, WordPress does not complain, and it shows the sign-in screen again. Or the browser gives up with “too many redirects”. This is the **login loop**. The password is almost never the problem: WordPress cannot **keep the session**, or is being bounced from one address to another without end. These are the causes, from the commonest to the rarest.

In this order

1. **Try a private window.** If you get in, the culprit is your browser’s cookies or cache. Clear the cookies for this site and go back to the normal window.

2. **Compare WordPress’s two addresses.** In Settings, General, the “WordPress Address” and the “Site Address” have to match what you type in the bar, including `https` and whether `www` is there. If one says `http` and the other `https`, or one has `www` and the other does not, a session created on one is worthless on the other. If you cannot even reach that page, use the `WP_HOME` and `WP_SITEURL` lines in `wp-config.php`, as in **changing the site address**.

3. **Look for two HTTPS rules fighting each other.** The `.htaccess` redirect, an SSL plugin and Cloudflare’s “Flexible” setting can each send the visitor the other way, forever. Keep only one. See **switching on SSL at Cloudflare without breaking the site** and **redirecting HTTP to HTTPS with .htaccess**.

4. **Deactivate the plugins.** Security plugins, login-address changers and cache plugins are the usual suspects. To test, rename the `wp-content/plugins` folder: WordPress leaves them all deactivated. If the loop ends, put the name back and switch the plugins on again one by one.

5. **Switch to a default theme.** A theme with a bug in its code can wreck the session.

6. **Reset `.htaccess`.** Rename it and save the permalinks: WordPress writes a clean one.

7 **Empty the site cache.** If a cache stored the login screen, it serves it to everyone, session-less. Login and dashboard pages should never be cached: see **cache rules that do not hide the dashboard**.

What each sign points to

Sign	Where to look
You get in from a private window but not the normal one	Browser cookies and cache.
It works with `www` and fails without (or the other way round)	The two addresses in Settings, General.
The browser says it redirected too many times	Duplicate HTTPS rules: `.htaccess`, a plugin and Cloudflare.
It came back when you renamed the plugins folder	A plugin, usually a security or cache one.

Do not lose your administrator session experimenting without a copy.
Before touching `wp-config.php` or `.htaccess`, keep a copy of the file you are about to change. A one-line mistake can turn a login loop into a whole site that is down.

If it started right after changing domain or moving to HTTPS
, it is almost certainly the addresses. Make the two identical, clear the caches and sign in again. If the cause is something else, **the six usual reasons you cannot get into the dashboard** covers the rest.

NEED A HAND?

Still bouncing back to the sign-in screen? Tell us the site address and the step you stopped at, and we will check what the server returns from our side.

Open a support ticket →

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TAX ID (NIF)	500 260 5724
COMMERCIAL REGISTRATION NO.	26464-25/250724
REGISTERED OFFICE	Rua Direita do Patriota, Bairro Dangereux Belas, Luanda, Angola
CONTACT	info@interweb.ao · +244 942 011 191 · www.interweb.ao
OPENING HOURS	Monday to Friday - 08 AM to 04 PM Saturday & Sunday - Closed

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