



Checklist 12: The First Steps Of Your SEO Audit: Indexing issues

Project Name: _____

Date: _____

Yes No

If the situation is something like your site not being indexed then it merely means one thing; Google and Bing are not reading your site. If this is the case, then no amount of SEO will improve the ranking of your web pages. Here's a checklist of things related to the subject:

How to know if the site is being indexed?

- 1 Many tools available around us on the web can help us determine whether our website is being indexed or not.

- 2 Indexing is a page-level process- search engines can read pages and hence deal and treat them individually.

- 3 The analytics solution is one that works by doing the following:

It authenticates with the Google Analytics account.
It also looks to see if there pages that can be found within your site's XML site map and is not found in Google Analytics from the last 30 or more days.
This analysis can be done without figuring our R.

- 4 Head to Google Analytics and go to its query explorer and do these settings:

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- 5 Download the XML site map locally and open it into Excel.
- 6 Drag it into Excel window and open them without applying the style sheet in the Import XML dialogue box.
- 7 Select OK. Choose an open file as an XML table.

When is a page not indexed?

- 1 The most common factor is the meta robots tag that is being used on a page.
- 2 Another culprit could be the improper use of disallowing in the robots.txt file.
- 3 How to use Robots.txt:
- 4 Enter your domain in a browser followed by /robots.txt.
- 5 Google search console also has a suitable and convenient robots.txt tester tool which can help you identify errors in your file.

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6 Make sure you have an XML sitemap.

7 Also, make sure that the sitemap is registered with Google Search console and Bing Webmaster Tools.

8 Other tools that can be used include JavaScript, XML sitemaps, and robot meta tags.

Notes