MATT BACAK'S CHECKLIST

Checklist 17: How to Avoid Indexing Issues and Duplicate Content on Your E-commerce Site?

Project Name: _____ **Date:** _____

		Yes	*No*
	Before a page can do well and get a good rank; it needs to be crawled as well as indexed. A good ranking also requires the prevention of duplicate content. We have made a checklist to help you along your way:		
	Avoiding and Fixing Duplicate Content		
1	Fix the two common forms of URL issues.	☐	☐
	1st: Non-www and www Versions of site URLs:		
1	Choose the URL style that you want to use; with www or without www.	☐	☐
2	Operate a 301 redirect.	☐	☐
3	Use a domain that is preferred by you in Google Webmaster Tools.	☐	☐
4	Use the preferred URL style whenever you build links to your site.	☐	☐

Notes

Infosoft360 © 2022

MATT BACAK'S CHECKLIST

Checklist 17: How to Avoid Indexing Issues and Duplicate Content on Your E-commerce Site?

2nd: Duplicate home page URLs:

1 Set your home page to URL and 301 redirect everything. ☐ ☐

2 Set a canonical tag to show the search engines which version you want showing in the search results. ☐ ☐

Other Tips

1 You can use 301 Redirects for telling Google that various links on your website are not duplicates. ☐ ☐

2 301 Redirects informs search engines which of the different URLs are the original one and hence then links all others to it. ☐ ☐

3 After the application of 301 redirects; the page will move to the status of Moved permanently. ☐ ☐

4 If you wish to run it temporarily, then apply a 302 redirect. ☐ ☐

5 Being a WordPress user; use their plugins to create redirects without the use of codes. ☐ ☐

Notes

Infosoft360 © 2022

MATT BACAK'S CHECKLIST

Checklist 17: How to Avoid Indexing Issues and Duplicate Content on Your E-commerce Site?

6 Apply Canonical tags. This can allow search engines to know about which specific content is the copy of content. ☐ ☐

7 The above will prevent you from any penalization. ☐ ☐

8 Apply Meta Robot no index. This tag tells Google not to index the links but to crawl them. ☐ ☐

9 Some tools that are handy in identifying duplicate content include Copyscape, Siteliner and OnCrawl. ☐ ☐

Avoiding Indexing Issues

1 Know what's present in Google's index. ☐ ☐

2 Check how many pages are reported by Google to be indexed. ☐ ☐

3 Act by a searching Google by typing your site's name. ☐ ☐

4 If Google returns too few indexed results then: ☐ ☐

Notes

Infosoft360 © 2022

MATT BACAK'S CHECKLIST

Checklist 17: How to Avoid Indexing Issues and Duplicate Content on Your E-commerce Site?

Look for the pages that are not showing in the organic search traffic category in Google Analytics.
Look for patterns in those pages that are without indexation and hence address to them systematically.

5 If Google shows too many results then:

☐ ☐

Run a site crawl using ScreamingFrog, DeepCrawl and SiteBulb.
Find out what is causing the duplicates and remove them.

6 Optimize sitemaps, robots.txt and navigation links.

☐ ☐

Notes

Infosoft360 © 2022