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10 Steps To Boost Your Website's Crawlability And Indexability

The term "crawlability" describes how easily these search engine bots can browse and index your websites. The indexability of your webpages is a measure of how easily a search engine can interpret and index them.

Techniques To Improve Crawlability And Indexability Of The Website

- Improve Page Loading Speed
- Strengthen Internal Link Structure
- Submit Your Sitemap To Google
- Update Robots.txt Files
- Perform A Site Audit
- Check For Low-Quality Or Duplicate Content
- Fix Broken Links
- IndexNow

Improve Page Loading Speed

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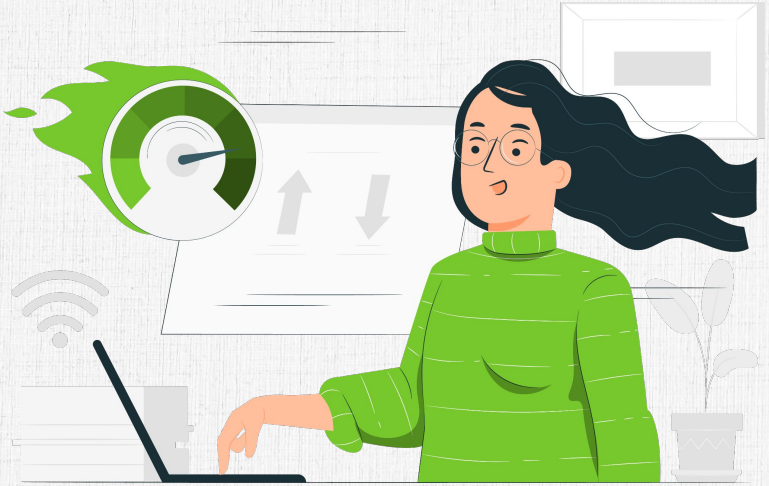

If your website is loading slowly, take action to speed it up. This can entail updating your hosting platform or server, enabling compression, minifying HTML, CSS, and JavaScript, and removing or minimising redirects. To evaluate the speed of your website, you can use Screaming Frog or Google Search Console and check your Core Web Vitals report.

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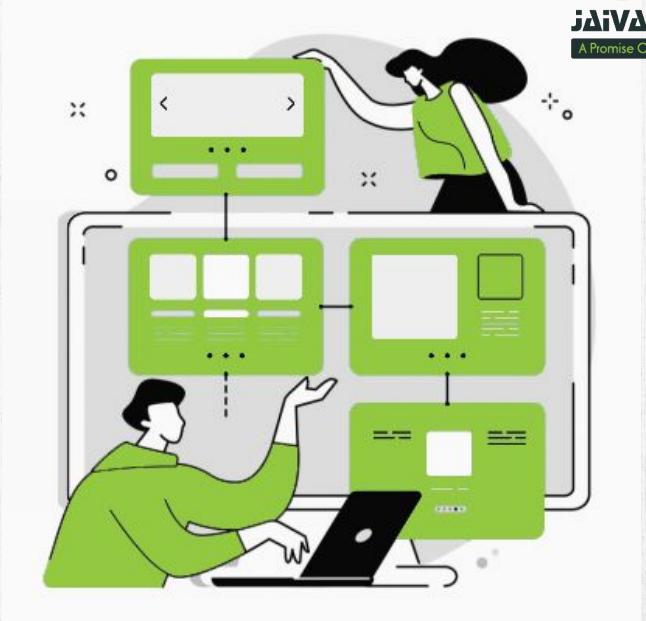
Strengthen Internal Link Structure

A strong SEO strategy is built on the foundations of an effective site structure and internal connections. Pages with no internal links to other parts of your website will result in poor internal linking.



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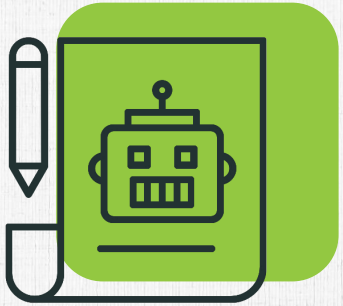
Update Robots.txt Files

The robots.txt file instructs search engine spiders how to crawl your website. Its main function is to control both traffic and prevent request overload on your website.



Perform A Site Audit

A site audit is the final step you need to do when your site is prepared for crawling and indexing. It also helps to find out how many of your site's pages Google has indexed in the first step.

Tools for audit process

- Semrush
- Ziptie
- Oncrawl
- Lumar
- Screaming Frog

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Fix Broken Links

Broken links will affect your SEO results and annoy users. One should periodically examine your site to make sure they are not present. Finding broken links on your website can be done in a variety of methods, including manually examining each and every link on your website or you can use Google Search Console, Analytics or Screaming Frog to find 404 errors.

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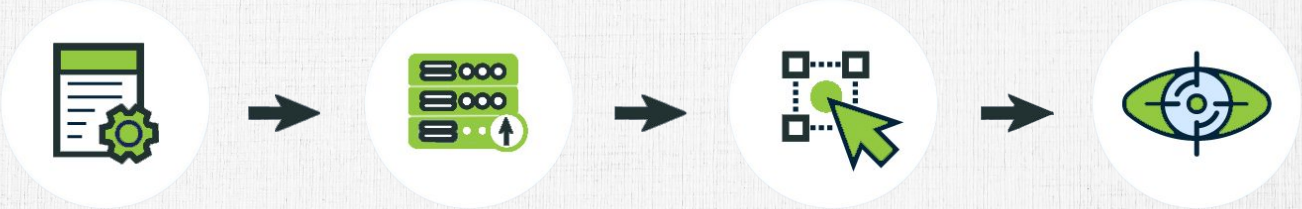
IndexNow

IndexNow is a relatively new technique that enables simultaneous submission of URLs to multiple search engines via an API. By informing search engines about new URLs and modifications to your website, it functions like a supercharged version of publishing an XML sitemap.



Make your website crawlable and indexable with Google..!!

Jaivam Life LLP can assist you with top-notch SEO services!

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