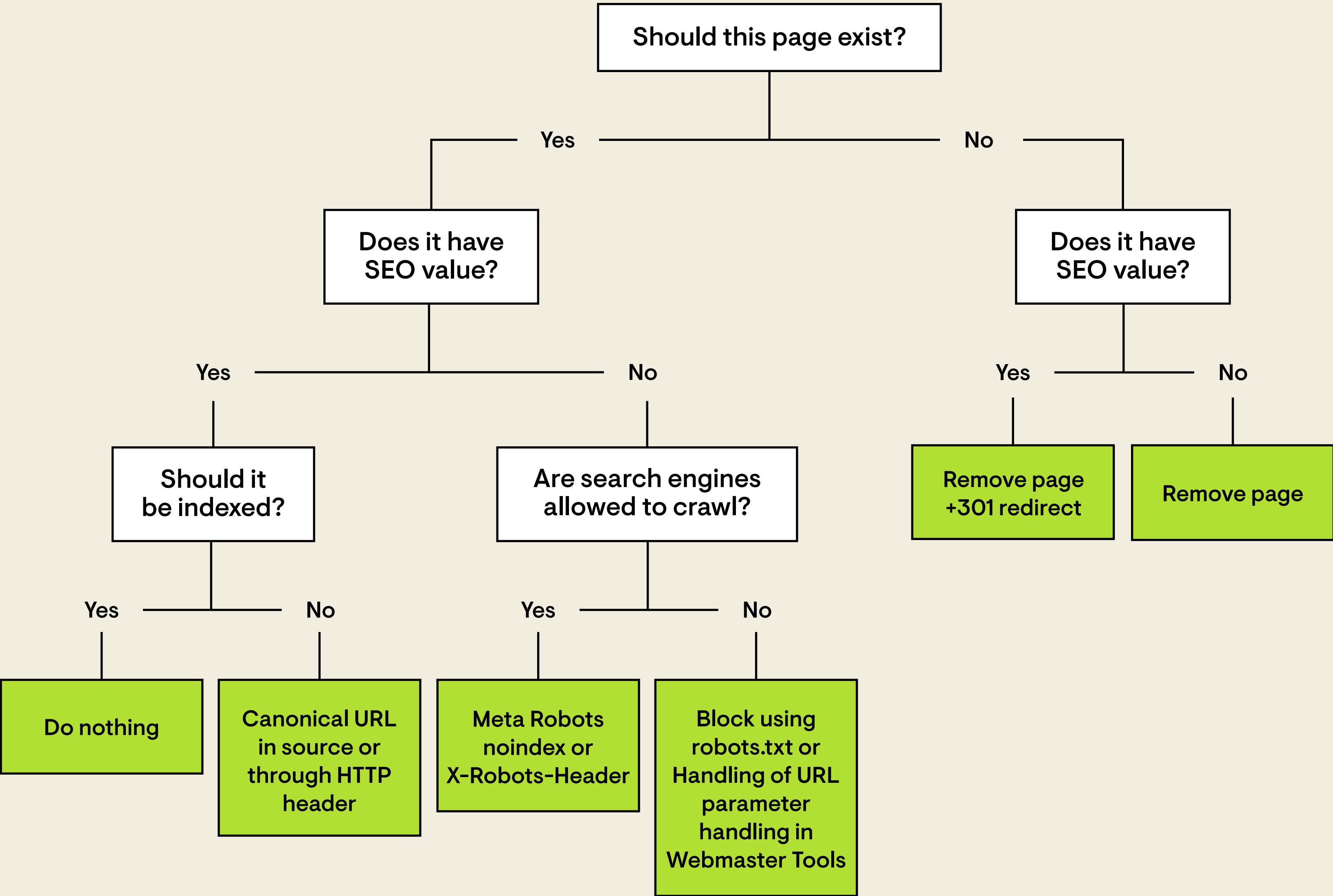


Crawlability & Indexability cheatsheet

There are lots of ways to control the crawling and indexing process, but when should you use each method? Just pull up this cheatsheet everytime you ask yourself that question and choose the right method quickly.

We've left out hreflang, rel prev/next, rel alternate mobile and HTTP authentication because their application is well documented.



FAQs

How do I determine if a page has SEO value?

A page has SEO value if it ranks high and/or has backlinks.





























How do I determine if a page should be indexed?

You should index a page if you don't want it to appear on SERPs.

How can I determine if search engines should crawl my pages?

You should not allow search engines to crawl your pages if it will cause crawl budget issues. This occurs when certain functionality, i.e. product filters, generate a virtually infinite amount of URLs.

Crawlability & Indexability cheatsheet

	Crawlable	Indexable	Prevents duplicate content	Consolidates signals
Robots.txt				
Robots directives (Meta and HTTP header)				
Canonical (link and HTTP header)				
Hreflang				
Rel prev/next				
Rel alternate mobile				
Webmaster tools				
HTTP authentication	