

# Get Google to index your site in **13 steps**

It doesn't matter how good your content is if Google can't index it. Follow these 13 steps to ensure Google can find, index, and rank your content on SERPs.

## Phase 1

### Create high-quality content

- ☐ Provide Google with high-quality content only

## Phase 2

### Prevent crawling and indexing issues

- ☐ Prevent duplicate content
- ☐ Prevent robots directives from impacting indexing
- ☐ Set up canonical tags correctly
- ☐ Don't disallow content you want to get indexed
- ☐ Prevent crawler traps and optimize crawl budget

## Phase 3

### Signal Google to crawl and index your content

- ☐ Feed Google indexable content through an XML sitemap
- ☐ Manually submit your URLs to Google Search Console
- ☐ Submit post through Google My Business
- ☐ Automatic indexing via the Google Indexing API

## Phase 4

### Help Google find content through other pages

- ☐ Leverage internal links and avoid using nofollow
- ☐ Build relevant backlinks to your content
- ☐ Create buzz around your content on social media