Google indexing checklist

Check the foundations before you chase rankings.

Use this checklist after a relaunch, domain migration or major website update. Record issues, fix their causes, then review the affected URLs again.

- [ ] **Inspect important URLs**
  Use Google Search Console to review indexing status and inspect the pages that matter to your business.
- [ ] **Check crawl access**
  Review robots.txt, maintenance mode and CMS settings for restrictions affecting public pages.
- [ ] **Review noindex directives**
  Check whether pages intended for search visibility carry an unintended noindex directive.
- [ ] **Review your XML sitemap**
  Check that the sitemap includes relevant URLs and is submitted correctly in Search Console.
- [ ] **Check canonical tags**
  Confirm canonical URLs point to the intended versions of your pages.
- [ ] **Test redirects**
  Review redirects after a relaunch or domain change and fix broken destinations.
- [ ] **Strengthen internal links**
  Make important and newly published pages easy to discover through relevant internal links.
- [ ] **Check HTTPS and rendering**
  Review HTTP/HTTPS configuration and technical issues that prevent page content from loading.
- [ ] **Review page experience**
  Check loading performance and mobile usability as part of the wider technical SEO review.
- [ ] **Monitor after changes**
  Reinspect affected URLs, request indexing where appropriate, and continue checking Search Console.

Indexability creates the foundation; indexing and rankings are not guaranteed.

Need help finding the cause? Read the full article or discuss a website review.