

Website Design Package Provider Explains Why a Site Is Not Showing Up in Google

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Digital Burst, a web design and digital marketing agency based in Chatswood, NSW, Australia, has explained in a blog post why a website would not show up in Google. It is important to note that it typically requires a few days up to a few weeks for new content on a website to be indexed by Google and other search engines. However, some pages will never get automatically indexed by Google and other search engines or the indexing for those pages has been removed. The result is that the content can?t be seen by the search engines and people searching the web will not find them. The problem is that many business owners don?t even know that their web pages are not getting indexed by Google.

The first thing to do is to check if a particular web page is indexed on Google. To do this, one can open a new window in the browser in incognito mode and then type ?site:page URL?. If the page has not been indexed, Google will state that the site URL did not match any documents. This can also be done using the Google Search Console. After opening the Google Search Console account, one will simply need to type in the exact URL to be inspected in the search bar at the top of the page. If the page isn?t indexed, it will provide the message ?URL is not on Google? but if indexed, it will say, ?URL is on Google.? It is also possible to find out which pages have not been indexed.

There are a number of typical reasons why a web page isn?t indexed on Google. First of all, the page has only been recently published. Google takes between four days and four weeks to index a page with the duration affected by several factors, such as: website size, level of site authority, site domain age, and quality of website content. New and bigger websites typically take longer to get indexed but it is possible to request Google to prioritize a particular website through the Google Search Console.

Another possible reason is that the page has been accidentally set to ?no index? when publishing the site. It is possible that ?no index? tags have been included in the code for the website, while uploading content. The solution is to look for those tags and remove them. A third reason is that the googlebot crawler is being blocked in the robots.txt file. The solution is to simply access the robots.txt file and make the necessary changes.

And finally, there is the possibility that the website has been penalised by Google. Google may remove the indexing of a particular page that has been found to breach its Quality Guidelines, spam links, or has broken other rules, whether it was intentional or not. A website that has been hacked, unfortunately, will also get penalised. It is possible to check if a website has been penalised by opening the Manual Actions report on the Google Search Console account. The report will indicate any issues that have been found. After the violation has been fixed and has been explained to Google, the penalty will likely be removed.

Established as a unique arm of digital marketing agency E-Web Marketing, Digital Burst has the goal of delivering ?bursts? of services that can stand alone and are designed to help small businesses that want to make small changes in order to enhance brand recognition and profit. As such, Digital Burst makes use of the same specialists and powerful resources provided by the experts from E-Web. Focusing on small but powerful changes in a company?s digital marketing strategy, the experts at Digital Burst are committed to discovering powerful but affordable ways to transform the company, for both the short term and long term.

Those who want to get more information about online marketing, such as the reasons for a website not showing up in Google, can check out the Digital Burst website or contact them through the telephone or via email.

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Digital Burst

Digital Burst delivers targeted, powerful and affordable digital marketing services for businesses that can?t afford to spend a lot of money. Our team has mastered the art of making big waves with small ripples.

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