

THE GET FOUND ON GOOGLE KIT

The 5 steps, what each status means, the fixes for the common blockers and a page log

Google can only show a page it knows about. You cannot force a ranking, but you can make sure Google finds your pages, for free, with Google Search Console. Every quote in this kit comes from Google's own help pages, checked October 8, 2026. Educational only. Not affiliated with Google. No ranking, traffic or sales are promised.

THE 5 STEPS

- Step 1: open Google Search Console (search.google.com/search-console), add your site as a property and verify that you own it (choices below).
- Step 2: paste your page's full address into the inspection bar at the top of any Search Console screen. That bar is the URL Inspection tool.
- Step 3: if it says "URL is not on Google" or "URL is unknown to Google", check the reason, fix it (page 3), then click Request indexing.
- Step 4: submit your sitemap once: open the Sitemaps report, type your sitemap address in "Add a new sitemap", click Submit (page 3).
- Step 5: give it a few days, then inspect the same page again and write the result in the page log (page 4).

STEP 1: DOMAIN OR URL-PREFIX PROPERTY?

DOMAIN

example.com

Covers every subdomain (www, m and so on) and both http and https. Google: "A Domain property requires you to verify ownership using DNS record verification, unless the property is on a Google product such as Blogger or Google Sites." Pick this if you (or your web person) can add a record at your domain registrar.

URL-PREFIX

https://example.com

Covers only addresses that start with that exact prefix, including http or https. It offers many verification methods (for example an HTML file or a tag on your home page). Pick this if you cannot edit your DNS.

WHAT THE STATUS MEANS (URL INSPECTION TOOL)

URL is on Google

Google: "The URL has been indexed, can appear in Google Search results." But also: "'URL is on Google' doesn't guarantee that your page is appearing in Search results." Being on Google is not the same as ranking.

URL is not on Google

Google: "This URL won't appear in Google Search results." Open the details to see why (a noindex tag, a robots.txt block, a duplicate and so on), fix the cause (page 3), then request indexing.

URL is unknown to Google

Google: "it means that Google hasn't seen that URL before, so you should request that the page be indexed."

Indexing allowed? No

Google: "that means your site is returning a 'noindex' tag or header that prevents Google from indexing the page and showing it in Google Search results. You'll have to remove this tag or header from the page before Google will index it."

REQUEST INDEXING: GOOGLE'S FINE PRINT

- "Indexing typically takes only a day or so, but can take much longer in some cases."
- "Submitting a request does not guarantee that the page will appear in the Google Index."
- "There is a daily limit to how many index requests you can submit. If you want many pages indexed, try submitting a sitemap to Google."
- "Requesting a recrawl multiple times for the same URL won't get it crawled any faster." Ask once, then wait.
- You must be an owner or full user of the Search Console property to request indexing.
- On hosted platforms such as Blogger or WordPress, Google says: "In most cases, the platform submits your new content to search engines automatically." Inspect first; you may not need to request anything.

STEP 4: FIND YOUR SITEMAP ADDRESS

- Try yoursite.com/sitemap.xml first. Shopify and Squarespace create one for you there.
- WordPress with Yoast SEO or Rank Math: yoursite.com/sitemap_index.xml. WordPress's own built-in sitemap: yoursite.com/wp-sitemap.xml.
- Wix: Wix says it submits your sitemap to Google for you once you finish its SEO Setup Checklist.
- Open the address in your browser first. If you see a list of links, that is the sitemap. Paste that address into "Add a new sitemap" and click Submit.
- Google: "There is no guarantee that a page URL discovered in a sitemap has been or will be crawled or indexed by Google." Submit it once; resubmit only after big changes.

FIXES FOR THE COMMON BLOCKERS (INDEXING > PAGES REPORT)

NOINDEX

Excluded by 'noindex' tag

Google found a noindex directive, so it did not index the page. Fix: remove the noindex if you want the page found. On WordPress, check Settings > Reading and make sure "Discourage search engines from indexing this site" is NOT ticked.

ROBOTS.TXT

Blocked by robots.txt

Your robots.txt file blocks Google from the page. Fix: remove the block for pages you want found (and use noindex, not robots.txt, for pages you want kept out).

CRAWLED

Crawled, currently not indexed

Google: "The page was crawled by Google but not indexed. It may or may not be indexed in the future; no need to resubmit this URL for crawling." Fix: make the page more useful and clearly different from your other pages.

DISCOVERED

Discovered, currently not indexed

Google found the page but has not crawled it yet; it rescheduled the crawl so it would not overload your site. Fix: wait, and link to the page from your other pages.

DUPLICATE

Duplicate without user-selected canonical

Google sees the page as a copy of another one and shows the other page instead. Fix: make the content clearly different, or mark which page is the main (canonical) one.

WHAT ACTUALLY RANKS

Google, on requesting a crawl: "Our systems prioritize the fast inclusion of high quality, useful content." Getting found is step one. Ranking comes from a page people actually want.

- One page, one question: answer it better and more clearly than the pages already on page one.
- Write for the person searching, not for Google. Real photos, real prices, real answers.
- Make sure people can reach the page without logging in, and that your own pages link to it.
- Local business? Keep your Google Business Profile complete too; it shows on Maps and in local results.

THE PAGE LOG

Page address	Date inspected	Status	Requested?	A week later

WHERE THIS COMES FROM (GOOGLE'S OWN PAGES)

- Ask Google to recrawl your URLs (Search Central)
- URL Inspection tool (Search Console Help)
- Sitemaps report (Search Console Help)
- Page indexing report (Search Console Help)
- Add a website property (Search Console Help)

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