

# Indexability Checklist

An indexability checklist walks through every signal that decides whether a page can appear in search results: status code, meta robots, X-Robots-Tag, canonical, robots.txt, internal links, sitemap inclusion, rendering, and duplication.

13 checks · 13 sections · For: SEOs, developers

Site: \_\_\_\_\_ Checked by: \_\_\_\_\_ Date: \_\_\_\_\_

## HTTP STATUS

|                          |              |                  |      |
|--------------------------|--------------|------------------|------|
| <input type="checkbox"/> | Check status | Page returns 200 | High |
|--------------------------|--------------|------------------|------|

## NOINDEX

|                          |                   |                           |      |
|--------------------------|-------------------|---------------------------|------|
| <input type="checkbox"/> | Check meta robots | No noindex in meta robots | High |
|--------------------------|-------------------|---------------------------|------|

## X-ROBOTS-TAG

|                          |                    |                            |      |
|--------------------------|--------------------|----------------------------|------|
| <input type="checkbox"/> | Check HTTP headers | No noindex in X-Robots-Tag | High |
|--------------------------|--------------------|----------------------------|------|

## CANONICAL

|                          |                 |                                                              |      |
|--------------------------|-----------------|--------------------------------------------------------------|------|
| <input type="checkbox"/> | Check canonical | Canonical is self-referencing or points to the preferred URL | High |
|--------------------------|-----------------|--------------------------------------------------------------|------|

## ROBOTS.TXT

|                          |                  |                       |      |
|--------------------------|------------------|-----------------------|------|
| <input type="checkbox"/> | Check robots.txt | URL is not disallowed | High |
|--------------------------|------------------|-----------------------|------|

## INTERNAL LINKS

|                          |                      |                                     |        |
|--------------------------|----------------------|-------------------------------------|--------|
| <input type="checkbox"/> | Check internal links | Page is linked from crawlable pages | Medium |
|--------------------------|----------------------|-------------------------------------|--------|

## XML SITEMAP

|                          |                         |                               |        |
|--------------------------|-------------------------|-------------------------------|--------|
| <input type="checkbox"/> | Check sitemap inclusion | Page is listed in the sitemap | Medium |
|--------------------------|-------------------------|-------------------------------|--------|

## REDIRECTS

|                          |                 |                       |        |
|--------------------------|-----------------|-----------------------|--------|
| <input type="checkbox"/> | Check redirects | URL does not redirect | Medium |
|--------------------------|-----------------|-----------------------|--------|

## JAVASCRIPT

|                          |                 |                                    |      |
|--------------------------|-----------------|------------------------------------|------|
| <input type="checkbox"/> | Check rendering | Main content renders for Googlebot | High |
|--------------------------|-----------------|------------------------------------|------|

## DUPLICATES

|                          |                  |                                             |        |
|--------------------------|------------------|---------------------------------------------|--------|
| <input type="checkbox"/> | Check duplicates | Page is not a near duplicate of another URL | Medium |
|--------------------------|------------------|---------------------------------------------|--------|

## SOFT 404S

|                          |                |                              |        |
|--------------------------|----------------|------------------------------|--------|
| <input type="checkbox"/> | Check soft 404 | Page has substantive content | Medium |
|--------------------------|----------------|------------------------------|--------|

## ORPHAN PAGES

|                          |               |                                 |        |
|--------------------------|---------------|---------------------------------|--------|
| <input type="checkbox"/> | Check orphans | Page has inbound internal links | Medium |
|--------------------------|---------------|---------------------------------|--------|

## SEARCH CONSOLE

|                          |             |                                           |      |
|--------------------------|-------------|-------------------------------------------|------|
| <input type="checkbox"/> | Inspect URL | URL Inspection shows indexed or indexable | High |
|--------------------------|-------------|-------------------------------------------|------|

## Common mistakes

- Blocking a page in robots.txt and expecting noindex to work
- Assuming sitemap inclusion guarantees indexing
- Ignoring canonical conflicts
- Not inspecting the URL in Search Console

## When to run this checklist

- When a page is not appearing in Google
- When Search Console reports excluded pages
- After launches and migrations
- Before submitting important new pages

## SiteAuditLint workflow

Crawl, find, fix, re-crawl, compare, monitor. Run the same checks automatically at [siteauditlint.com](https://siteauditlint.com), free for up to 100 URLs per crawl.