

# How to Get Google to Instantly Index Your New Website

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Here are the 11 simple things you can do today to get your new site or blog indexed as quickly as possible.

## Step 1: Understand How Search Engines Work

- Search engines like Google rely on spiders — little bits of computer code that each search engine sends out to crawl the web (hence, “spider”).
- The spider’s job is to look for new stuff on the web and figure out what it’s about. That “new stuff” can be a new page on an existing site, a change to an existing webpage, or an entirely new site or blog.
- Once the spider finds a new site or page, it needs to figure out what that new site or page is about.
- How do search engine spiders find new content — pages, sites, or changes to pages — in the first place?
  - Well, the spider starts with pages that have already been indexed via earlier crawl sessions.
  - Next, it adds in sitemap data (more on that in a little bit).
  - Finally, the spider finds and uses links on pages that it’s crawling and adds those linked-to pages to the list of pages to be crawled.
- If you’ve recently published a new site on the web, you’ll want to first check to see if Google’s already found it.
- The easiest way to check this is to use a site:domain.com search in Google. If Google knows your site exists and has crawled it, you’ll see a list of results in the Google search result.
- If Google hasn’t yet found your site, you’ll get no results at all.

## Step 2: Add a Blog

- It’s simple: blogs are hard-working SEO machines. Blog content gets crawled and indexed more quickly than static pages.
- Blogs also bring in more traffic. Businesses that blog regularly generate 55% more visitors to their sites than those that don’t, according to HubSpot.
- And blogging works for every kind of business, industry, or niche, and for various business models — even B2C and ecommerce sites.
- For instance, 61% of online shoppers have actually bought something based on the recommendation of a blogger.

- Don't be afraid of committing to a blog. Yes, it does require consistent effort. You do have to write (or outsource) high-quality, in-depth blog posts on a regular basis. But the rewards, are absolutely worth it.
- If you have an ecommerce site, blogging doesn't have to be terribly complex or difficult.

### Step 3: Use Robots.txt

- Duplicate content, as you probably know, is potentially a problem for SEO. So, one solution is to use your robots.txt file to instruct search engines to basically ignore one of them.
- So your first step is to check to see whether your new site has a robots.txt file. You can do this either by FTP or clicking on your File Manager via CPanel (or the equivalent, if your hosting company doesn't use CPanel).
- If it's not there, you can create one fairly simply using a plain text editor like Notepad.

**Note:** It's very important to use only a plain text editor, and not something like Word or WordPad, which can insert invisible codes into your document that will completely mess things up.

- WordPress bloggers can optimize their robots.txt files relatively simply by using reliable plugins like Yoast's SEO plugin.
- The format of a robots.txt file is pretty simple. The first line usually names a user agent, which is just the name of the search bot – e.g., Googlebot or Bingbot. You can also use an asterisk (\*) as a wildcard identifier for all bots.
- Next comes a string of Allow or Disallow commands for the search engines, telling them specifically which parts of your domain you want them to crawl and index and which they should ignore.
- So to recap: the function of robots.txt is to tell search engines what to do with the content/pages on your site. But does it help get your site indexed?
- Harsh Agrawal of ShoutDreams Media says- Yes. He was able to get sites indexed within 24 hours using a combination of strategies, including robots.txt and on-page SEO techniques.

### Step 4: Create a Content Strategy

- Creating a written content strategy doesn't have to be complex or difficult. Simply follow a framework:
  - What are your goals? Specify SMART goals and how you'll measure your progress (i.e., metrics).
  - Who is your target audience? Customer profiles or personas are essential to understanding your audience and what they want/need.

- What kinds of content will you produce? Here, too, you want to make sure you're delivering the content types that your target audience most wants to see.
- Where will it be published? Of course, you'll be hosting your own content on your new site, but you may also want to reach out to other sites or utilize platforms such as YouTube, LinkedIn, and Slideshare.
- How often will you publish your content? It's far better to produce one well-written, high-quality article a week consistently and on schedule, than to publish every day for a week, then nothing for a month.
- What systems will you adopt for publishing your content? Systems are basically just repeatable routines and steps to get a complex task done. They'll help you save time and write your content more quickly, so you can stay on schedule. And anything that helps you publish content in less time without sacrificing quality will improve your bottom line. Include the blogging/content tools and technology you'll use and how they fit into your system.
- Once you have your content marketing plan documented, you'll find it easier to publish great content on a consistent schedule, which will help your site's new pages get indexed more quickly.

## Step 5: Create and Submit a Sitemap

- Sitemaps help your great content get crawled and indexed, so it can rise to the top of SERPs more quickly, according to the Google webmaster blog.
- In Google's own words, "Submitting a Sitemap helps you make sure Google knows about the URLs on your site."
- Is it a guarantee your site will be indexed immediately? No, but it is definitely an effective tool that helps in that process.
- If you're using WordPress: simply install and use the [Google XML Sitemaps plugin](#).
- Its settings allow you to instruct the plugin on how frequently a sitemap should be created, updated, and submitted to search engines.
- It can also automate the process for you, so that whenever you publish a new page, the sitemap gets updated and submitted automatically.
- Other sitemap tools you can use include the [XML Sitemaps Generator](#), an online tool that should work for any type of website, and [Google Webmaster Tools](#), which lets you take a more "hands on" approach.
- To use Google Webmaster Tools, simply log in to your Google account, then add your new site's URL to Webmaster Tools by clicking the "Add a Property" button on the right.
- Then in the popup box, enter your new site's URL and click the "continue" button.

- Follow Google’s instructions to add an HTML file that Google creates for you, link your new site through your Analytics account, or another of the options Google will outline.
- Once your site has been added to Google’s Webmaster Tools dashboard, simply click the URL to go to the Dashboard for that site.
- On the left, under “Crawl,” click “Sitemaps” then in the upper right corner click “Add/Test Sitemap.”
- You can also use Bing’s Webmaster Tools to do the same for Bing, to cover your bases.

## Step 6: Install Google Analytics

- Installing Google Analytics may give Google a little wake-up nudge, letting the search engine know that your site is there. That, in turn, may help trigger the crawling and indexing process.
- Then you can move on to more advanced tactics with Google Analytics, like setting goals and tracking conversions.

## Step 7: Submit Website URL to Search Engines

- You can also take the direct approach and [submit your site URL](#) to the search engines.
- Now, before you do this, you should know there’s a lot of disagreement about site URL submission as a method of getting a site indexed.
- To submit your site URL to Google, simply log in to your Google account and navigate to [Submit URL](#) in Webmaster Tools. Enter your URL, click the “I’m not a robot” box, and then click the “Submit Request” button.
- To submit your site to Bing, just use [this link](#), which simultaneously submits to Yahoo as well.

## Step 8: Create or Update Social Profiles

- It’s obvious by now that a solid social media marketing plan helps SEO. But social profiles for your website also give you another place to add links to your site or blog.
- Twitter profiles, Facebook pages, LinkedIn profiles or company pages, Pinterest profiles, YouTube channels, and especially Google+ profiles or pages — all of these are easy to create and the ideal places to add links pointing to your website.
- If, for whatever reason, you don’t want to create new profiles on social sites for your new site or blog, you can alternatively just add the new site’s link to your existing profiles.

## Step 9: Share Your New Website Link

- Another simple way to get links to your new site or blog out there are through your own social status updates.
- Of course, these links will be nofollow, but they'll still count for indexing alert purposes, since we know that Google and Bing, at least, are tracking social signals.
- If you're on Pinterest, select a good, high-quality image or screenshot from your new site. Add the URL and an optimized description (i.e., make sure you use appropriate keywords for your site) and pin it to either an existing board or a new one you create for your site.
- If you're on YouTube, get creative! Record a short screencast video introducing your site and highlighting its features and benefits. Then add the URL in the video description.
- If you have an existing email list from another site that's related to the same niche as your new site, you can send out an email blast to the entire list introducing your new site and including a link.
- Finally, don't forget about email. Add your new URL and site name to your email signature.

## Step 10: Set Up Your RSS Feed

- RSS generally helps increase readership and conversion rate, but it can also help get your pages indexed.
- It stands for Really Simple Syndication or Rich Site Summary, and it's good for both users and site owners.
- To users, RSS feeds deliver a much easier way to consume a large amount of content in a shorter amount of time.
- Setting up your RSS feed with [Feedburner](#) (Google's own RSS management tool) helps notify Google that you have a new site or blog that's ready to be crawled and indexed.
- RSS will also let Google know whenever you publish a new post or page which Google needs to index.

## Step 11: Submit to Blog Directories

- You probably already know that submitting your new URL to blog directories can help your site "get found" by new potential users.
- But it can also help indexing take place more rapidly — if you go about it the right way.
- If you're going to submit to directories, then make sure you only submit to decently ranked and authoritative directories.

- Best-of lists of directories compiled by industry and authority blogs can help you weed out the good from the bad, but make sure the list you're using is current.
- For instance, [this one](#) from Harsh Agrawal has been updated as recently as January 2015.
- Other options that you might want to explore are TopRank, which has a [huge list of sites](#) you can submit your RSS feed and blog to.
- [Technorati](#), which is one of the top blog directories around; and — after you've published a decent amount of high-quality content — the [Alltop](#) subdomain for your niche or industry.