

How to Fix Website Indexing Issues for Your Startup's First 90 Days

When you launch a startup, the first 90 days are a sprint. You need visibility, traffic, and leads. But if search engines can't find your pages, none of that happens. I've seen founders obsess over keywords and backlinks while their core pages sit in a "crawled but not indexed" limbo. That wasted time costs momentum. Let me walk you through the practical steps to fix website indexing issues without getting lost in SEO theory.

Why Indexing Matters More Than Ranking

Ranking is a vanity metric when your page isn't in the index at all. Think of it this way: you cannot rank for a term if Google doesn't know the page exists. Indexing is the gate. In the early stages of a startup, every page you publish should be indexable within hours, not weeks. I once consulted for a SaaS startup that had 200 blog posts, but only 12 were indexed after six months. The founder had spent thousands on content writing, but the technical setup was broken. The first thing we did was audit the crawl budget and fix the sitemap. Within two weeks, 180 of those posts were indexed. Traffic followed.

Your goal in the first 90 days is not to rank for every competitive term. Your goal is to ensure every piece of content you create is discoverable. That means you need to [fix website indexing](#) issues before you even think about link building or on-page optimization. The difference between a startup that grows organically and one that stalls often comes down to this single technical foundation.

The Most Common Indexing Killers for New Sites

New domains face a unique set of problems. Search engines treat them with caution. Here are the biggest culprits I see in early-stage sites:

- **Noindex tags on important pages.** Sometimes developers add a noindex meta tag during staging and forget to remove it. I've seen entire product pages hidden this way for months.
- **Blocked by robots.txt.** A single disallow line can block your entire site. Always check your robots.txt file after any deployment.
- **Orphan pages.** Pages with no internal links are invisible to crawlers. Every page needs at least one internal link from a page that is already indexed.
- **Thin content.** Pages with very little text or duplicate content often get deindexed or never indexed at all. Aim for at least 300 words per page, but focus on value, not word

count.

- **Slow server response.** If your server takes too long to respond, crawlers will abandon the crawl. Use a fast hosting provider and enable caching.

Each of these is fixable, but you need a systematic approach. Don't try to tackle them all at once. Prioritize based on impact.

How to Diagnose Indexing Problems

Before you can fix website indexing issues, you need to know what's broken. Google Search Console is your best friend here. Set it up on day one. Look at the "Pages" report under "Indexing." It shows you which pages are indexed, which are not, and why. Common reasons include "Crawled - currently not indexed" and "Discovered - currently not indexed." These messages mean Google found the page but chose not to include it, often because of quality signals or technical barriers.

I recommend running a crawl of your own site using a tool like Screaming Frog or a simpler browser extension. Check for pages that return a 200 status but have noindex tags or are blocked by robots.txt. Also check your XML sitemap. It should list only canonical, indexable pages. Remove any noindexed URLs, redirects, or thin pages from the sitemap. A clean sitemap helps crawlers focus on what matters.

Practical Steps to Fix Indexing in the First Week

Here is a sequence I follow with every startup client. It works because it's simple and repeatable.

1. Verify that your site is not blocked by robots.txt. Use the robots.txt tester in Search Console.
2. Check that every important page has a unique meta description and title tag. Avoid duplicate titles across pages.
3. Submit your XML sitemap to Search Console. Make sure it includes only canonical pages.
4. Use the URL Inspection tool to request indexing for your top 10 pages. This signals to Google that you want them crawled.
5. Add internal links from your homepage or blog to your key pages. Even one link helps.

After these steps, monitor the "Indexed" count in Search Console daily. If it doesn't increase within a week, dig deeper. Sometimes the issue is a penalty or a manual action, but that's rare for new sites.

How to Fix Website Indexing When Crawl Budget Is Limited

New sites have a small crawl budget. Google won't waste resources crawling hundreds of low-value pages. To fix website indexing under this constraint, focus on quality over quantity. Publish fewer, better pages. Each page should answer a real question for your audience. Avoid publishing "hello world" posts or thin landing pages. Use canonical tags to consolidate duplicate URLs. If you have multiple versions of the same page (e.g., with and without trailing slashes), choose one and redirect the others.

I've also seen success with "crawl prioritization." Put your most important pages at the top of your sitemap. Google tends to crawl the first URLs first. Also, make sure your site structure is flat. A page should be reachable in three clicks or fewer from the homepage. Deeply nested pages often get ignored.

When to Ask for an Indexing Boost

There is a gray area in indexing that many founders misunderstand. If you have a legitimate reason to be indexed quickly, like a time-sensitive announcement or a product launch, you can use the URL Inspection tool to request indexing. But do this sparingly. Overusing it can make Google ignore your requests. I recommend requesting indexing for no more than five URLs per week for a new site. After the site is established, you can increase that, but stay conservative.

Another approach is to build backlinks from already-indexed, authoritative sites. A single link from a well-known blog can speed up indexing of your entire domain. But again, focus on relevance over volume. One link from a niche authority beats ten from random directories.

Monitoring and Maintaining Indexing Health

Indexing is not a one-time fix. It requires ongoing maintenance. Every time you add new pages, check that they appear in the index within a few days. Set a weekly reminder to review Search Console for new issues. I've seen sites lose indexing coverage after a redesign or a server migration. Always test the new environment with a crawl before going live.

For startups, the first 90 days are about building a foundation. If you fix website indexing early, you avoid the frustration of creating content that nobody finds. Your SEO efforts will compound rather than stall. And when you later decide to invest in AEO or GEO, your technical base will be solid enough to support those strategies.

A Final Thought on Priorities

Do not let indexing become a bottleneck. It is the easiest technical SEO win you can get. Spend the first week of your startup's life on this, and you will thank yourself later. The rest of your

marketing can wait. Indexing is the gate. Open it first.