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2025

SEO Handbook

Welcome to the SEO Handbook 2025! This handbook presents the most recent SEO optimization strategies and metrics to assist you in mastering search engine ranking techniques, enhancing website traffic, and improving user experience. Whether focusing on technical optimization, content strategy, or mobile-first design, you will find practical guides here to keep you ahead in the digital competition.
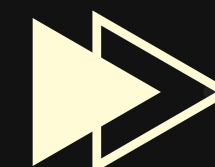
Website visitors   Enhance website positioning

Digital Advertising   Search Engine Optimization

bigdomain.my/seo/

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bigdomain..my

Bigdomain's SEO Success Story
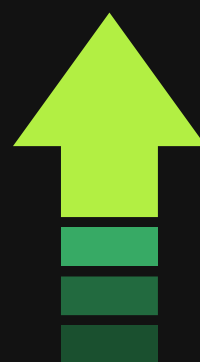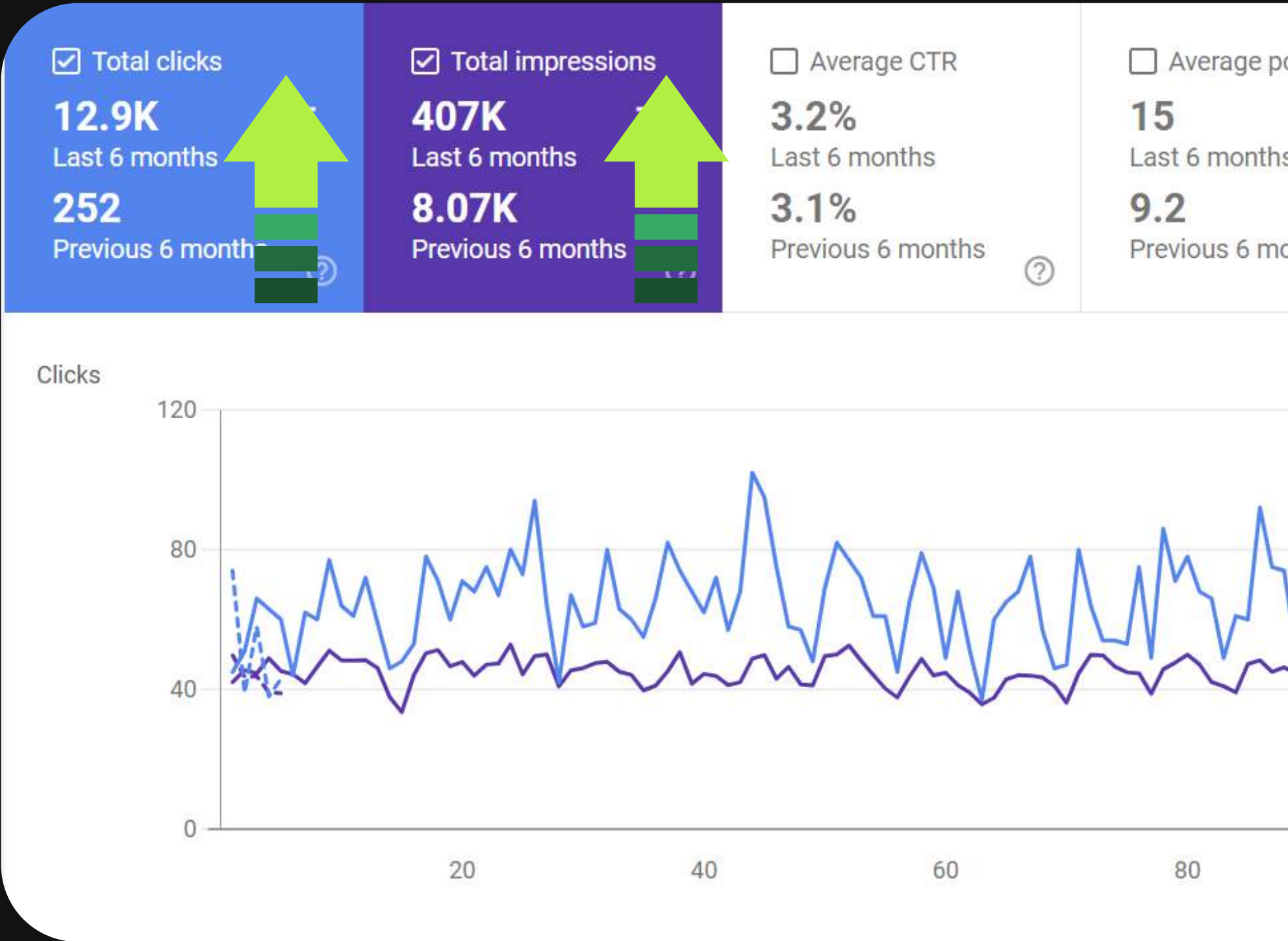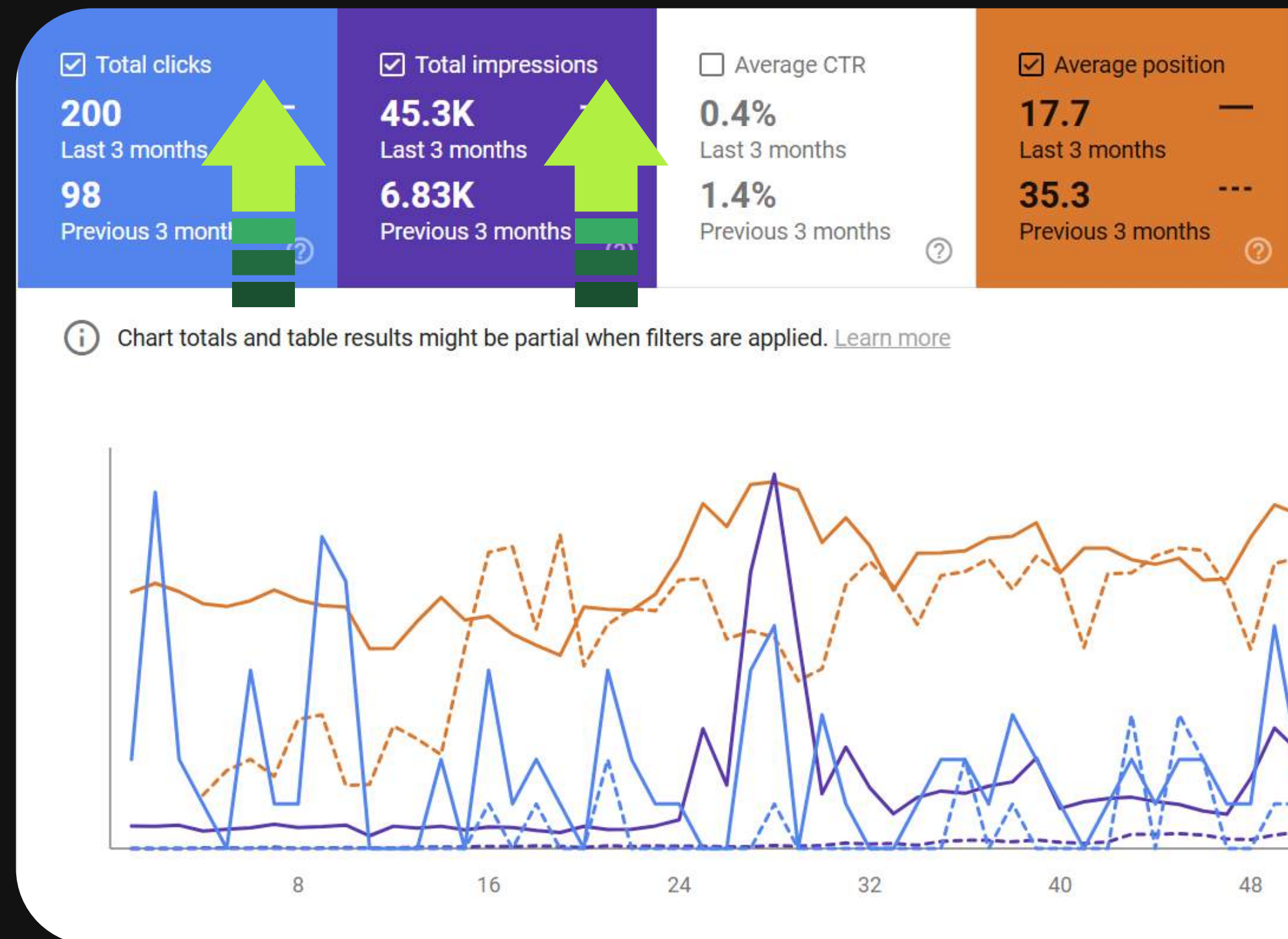
What is SEO? How can you increase your visibility on Google?

SEO (search engine optimization) enhances your website's ranking on Google, enabling more individuals to discover you through search. It refines the website's content and structure to draw in more visitors, boost brand visibility, and ultimately foster business expansion. In straightforward terms, it improves your business's visibility on Google!

What does SEM stand for?

SEM (Search Engine Marketing) is a method of advertising products and services on search engines through paid promotions like Google Ads. In contrast to SEO, the impact of SEM is more immediate. Advertisements can swiftly occupy prominent spots in search results, but this approach necessitates a pay-per-click (PPC) model.

Common challenges of SEM and advertising

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The budget is being depleted rapidly, yet the impact is not apparent.

Advertising expenses are significant, yet conversion outcomes are minimal, leading to an imbalanced input-output ratio.

Numerous clicks, limited conversions: Where are all the customers heading?

Despite the influx of traffic, the design and content of the advertising page lacked appeal, leading users to leave promptly.

Keyword bidding is excessively high; how can small businesses succeed?

The competition for popular keywords is intense, making it challenging for small businesses with restricted budgets to secure a advantageous position.

The advertisement page experience is unsatisfactory, and there is a significant loss of traffic.

Slow page loading or inconsistent content with advertisements leads to user disengagement and traffic loss.

If we cease our investments, traffic will diminish. How can we attain sustainable advantages?

When depending on paid advertising, website traffic and customer leads diminish rapidly once the advertising ceases.

The data is quite complex, and I am uncertain about the effectiveness of the advertising.

Without professional data analysis capabilities, optimizing advertising strategies becomes impossible, leading to wasted costs.

Did you select the incorrect keywords and squander your advertising budget?

Utilizing general or unrelated keywords draws in invalid traffic without resulting in any actual conversions.

Fake clicks and invalid traffic raise the question: to whom is the advertising money being directed?

Robots or fraudulent clicks increase advertising expenses without creating genuine business opportunities.

Advantages of SEO | There is no requirement to invest money; SEO can assist you in achieving consistent traffic.

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Sustained impact, ongoing stream

- In contrast to SEM, SEO represents a long-term investment. By enhancing the website's structure and content, it can consistently attract organic traffic. Even if paid advertising is halted, the rankings can still be preserved.

Reduced expense, more economical

- SEO emphasizes organic rankings, eliminating the necessity to pay for every click, thereby lowering the total customer acquisition cost.

Precise traffic, increased conversion

- SEO enhances keywords and content according to user search requirements, draws in potential customers with greater intent, and boosts conversion rates.

Advantages of SEO | There is no requirement to invest money; SEO can assist you in achieving consistent traffic.

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Enhanced brand trust

- Ranking at the top of search results can increase users' trust in the brand, as opposed to being viewed as "purchased" like SEM advertisements.

Comprehensive network coverage, multi-channel traffic

- By optimizing for SEO, you can achieve a higher ranking on Google and enhance the overall visibility of the brand across various platforms.

Assist in enhancing advertising effectiveness

- SEO and SEM can work together effectively, utilizing SEO data to enhance SEM keyword choices and boost the efficiency and returns of advertising.

Objectives of SEO

Facilitate customer discovery of your business!

SEO path: keyword enhancement   content refinement   technical adjustments   enhance user experience   attain top rankings.

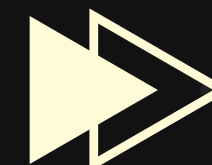Increased clicks, Increased conversion rates, and enhanced brand trust!

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Module 2

FREE

SEO Audit Tools and How-to Guides

Get in Touch:
60187880118/ (Sue)
60184715660/ (Hooi Min)

BigDomain Search Engine Optimization Audit Tool **FREE**

- Thorough examination of 100 SEO metrics
- Create reports in 60 seconds
- **Obtain a complimentary SEO audit report valued at RM599 today.**
- **Professional Consultation: Alongside audit reports, BigDomain offers personalized SEO consultations to assist users in comprehending the report details and formulating optimization strategies!**

Keep Your Website at the Top with BD SEO Audit

Get a free 60-second SEO audit and propel your website to Google's first page. Claim your audit now!

🔍 Your Website URL

☑ Total clicks	☐ Total impressions	☐ Average CTR	☐ Average position
97.7K	1.56M	6.3%	10.7

Clicks
1.2K

800

400

0

3/1/22   4/16/22   6/1/22   7/17/22   9/1/22   10/17/22   12/2/22   1/17/23
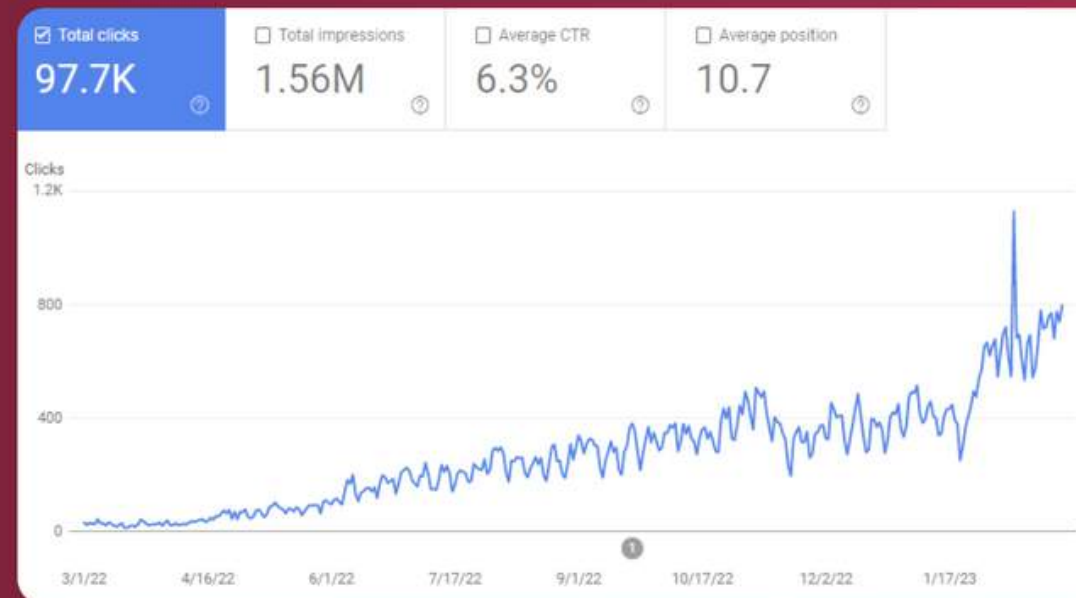
BigDomain Search Engine Optimization Audit Tool 🔍

Bigdomain SEO Analysis Tool | User Manual ➤

- Visit https://bigdomain.my/seo/seo-audit/,
- enter your website URL, and click "Get Free Audit."
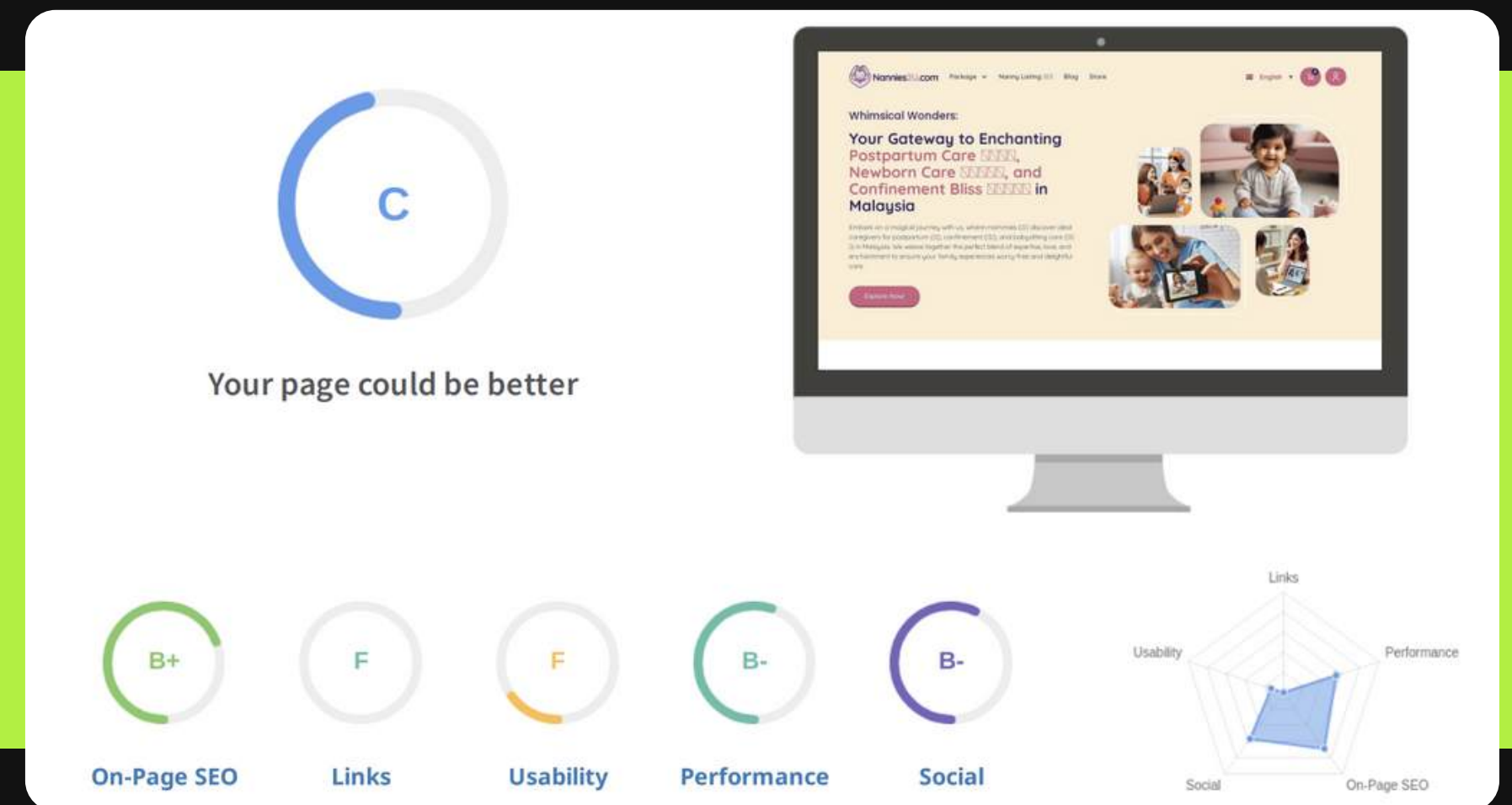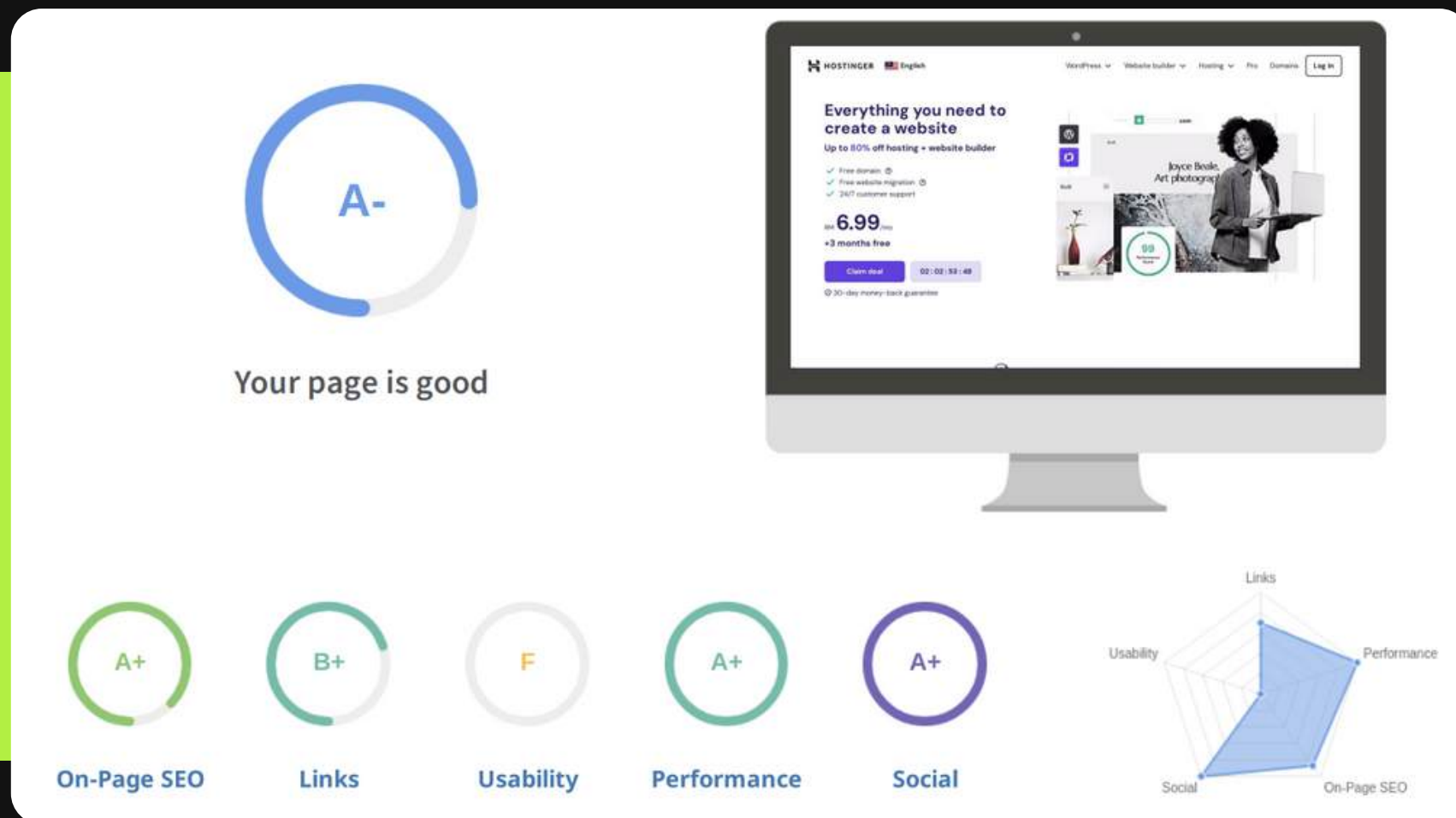- Receive a comprehensive SEO report within 1 minute and optimize your website based on the suggestions.

SEO Audit Report Analysis: Case Study

Successful Case vs Needs Improvement Case

Successful Case   vs   Case Requires Enhancement

Title Tag   ✖

You have a title tag, but ideally it should be between 50 and 60 characters in length (including spaces).

Hostinger - Bring Your Idea Online With a Website

Length : 49

Title tags are very important for search engines to correctly understand and categorize your content.

Meta Description Tag   ✔

Your page has a meta description of optimal length (between 120 and 160 characters).

Choose Hostinger and make the perfect site. From Shared Hosting and Domains to VPS and Cloud plans. We have all you need for online success.

Length : 140

Title Tag   ✖

You have a title tag, but ideally it should be shortened to between 50 and 60 characters (including spaces).

Best Confinement Nanny in Malaysia with Postnatal Care, Newborn Care 新生儿护理 Services | Nannies 2u

Length : 100

Title tags are very important for search engines to correctly understand and categorize your content.

Meta Description Tag   ✖

Your page has a meta description tag however, your meta description should ideally be between 120 and 160 characters (including spaces).

Choose Nannies2u.com for premium confinement care 坐月子, postnatal services 产后恢复, and newborn care 新生儿护理 in Malaysia. Our experience nannies 月嫂 offer personalized support to ensure your comfort and your baby's well-being. Match the best nannies near me

Comparison: Optimization of Meta Titles and Meta Descriptions

Indicator	Excellent Example	Improvement Example
Meta Title	Length: 49, slightly short but within acceptable range.	Length: 100, too long, exceeds the optimal range of 50-60.
Keyword Focus	Lacks strong keywords (e.g., "website management" or "domain registration"), focus more on brand representation.	Includes bilingual keywords (Chinese-English), such as "maternity care," "newborn care," effectively covering multilingual users.
Meta Description	Length: 140, falls within the optimal range (120-160).	Length: 250, exceeds the range due to bilingual content.
Keyword Focus	Keywords are limited, emphasizing brand-related content that is not a primary search query target.	Bilingual content covers a wider audience but risks keyword stuffing.

Successful Case vs Needs Improvement Case

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Performance Results

A+

Your performance is very good!

Congratulations, your page has performed very well in our testing meaning it should be reasonably fast and responsive for users. Performance is important to ensure a good user experience, and reduced bounce rates (which can also indirectly affect your search engine rankings). Continue to monitor your performance over time to ensure there are no periodic fluctuations.
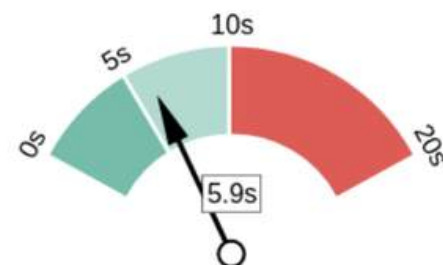
Page Speed Info ✓

Your page loads in a reasonable amount of time.

Server Response
0s 0.5s 1s 3s
0.0s
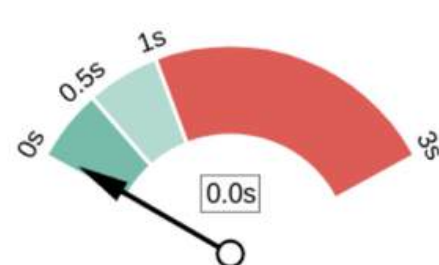
All Page Content Loaded
0s 5s 10s 20s
5.9s

All Page Scripts Complete
0s 10s 15s 20s
18.7s

Download Page Size ✓

Your page's file size is reasonably low which is good for Page Load Speed and user experience.

Performance Results

B-

Your performance could be better

Your page's performance has some issues and room for improvement. Performance is important to ensure a good user experience, and reduced bounce rates (which can also indirectly affect your search engine rankings). We recommend addressing the highlighted factors below.

Page Speed Info ✗

Your page loads slowly.

Page load speed is critical to ensuring good user experience and is becoming a more important ranking factor. Load speed can be impacted by a multitude of factors however and may need technical resources to investigate.

Server Response
0s 0.5s 1s 3s
0.7s
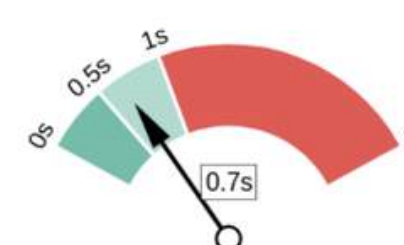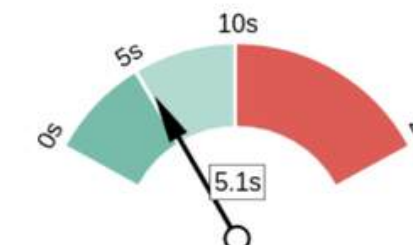
All Page Content Loaded
0s 5s 10s 20s
5.1s

All Page Scripts Complete
0s 10s 15s 20s
10.4s

Download Page Size ✓

Your page's file size is reasonably low which is good for Page Load Speed and user experience.

Performance comparison: effective examples vs. examples requiring enhancement

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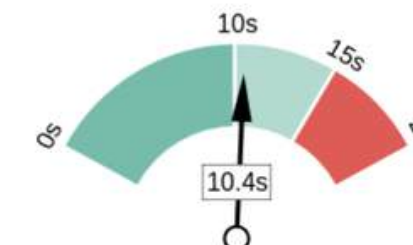| Indicator	Excellent Example	Improvement Example
Performance Score	A+ (Extremely excellent performance)	B- (Performance needs improvement)
Server Response Time	0.0 seconds (Very excellent)	0.7 seconds (Average)
Page Content Load Time	5.9 seconds (Fairly good, acceptable load time)	5.1 seconds (Relatively fast, but overall performance is suboptimal)
Script Load Completion Time	18.7 seconds (Script loads relatively slow, but overall performance compensates for delay)	10.4 seconds (Script loads relatively slow, overall user experience still needs improvement)
Page Size Optimization	Page size optimized well, ensuring faster loading speed.	Page file size is reasonable, but script rendering is slower, affecting user experience.

Successful Case   vs   Case Requires Enhancement

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Links

Backlink Summary ✓
You have a strong level of backlink activity to this page.

72 Domain Strength **22** Page Strength

↗ **34.5k** Backlinks	↗ **1k** Referring Domains

⇄ **14k** Nofollow Backlinks	🔗 **20.5k** Dofollow Backlinks	🎓 **12** Edu Backlinks	🏛 **0** Gov Backlinks	📋 **411** Subnets	🖥 **607** IPs

Links

Backlink Summary ✗
You have a reasonably weak level of backlink activity to this page.

Search Engines use backlinks as a strong indicator of a page's authority, relevance and ranking potential. There are various strategies available to gain links to a page to improve this factor

0 Domain Strength **0** Page Strength

↗ **0** Backlinks	↗ **0** Referring Domains

⇄ **0** Nofollow Backlinks	🔗 **0** Dofollow Backlinks	🎓 **0** Edu Backlinks	🏛 **0** Gov Backlinks	📋 **0** Subnets	🖥 **0** IPs

Key observations

Successful Case:

- Strong domain and page authority, with 34.5k backlinks originating from 1k referring domains.
- 20.5k Dofollow links, boosting website authority and search engine rankings.
- Includes 12 educational institution links, though no government links are present, which could further enhance credibility.

Needs Improvement Case:

- Completely lacks backlinks, referring domains, and Dofollow links.
- No external links from educational or government institutions, resulting in zero domain and page authority.

Enhancement Recommendations

Needs Improvement Case:
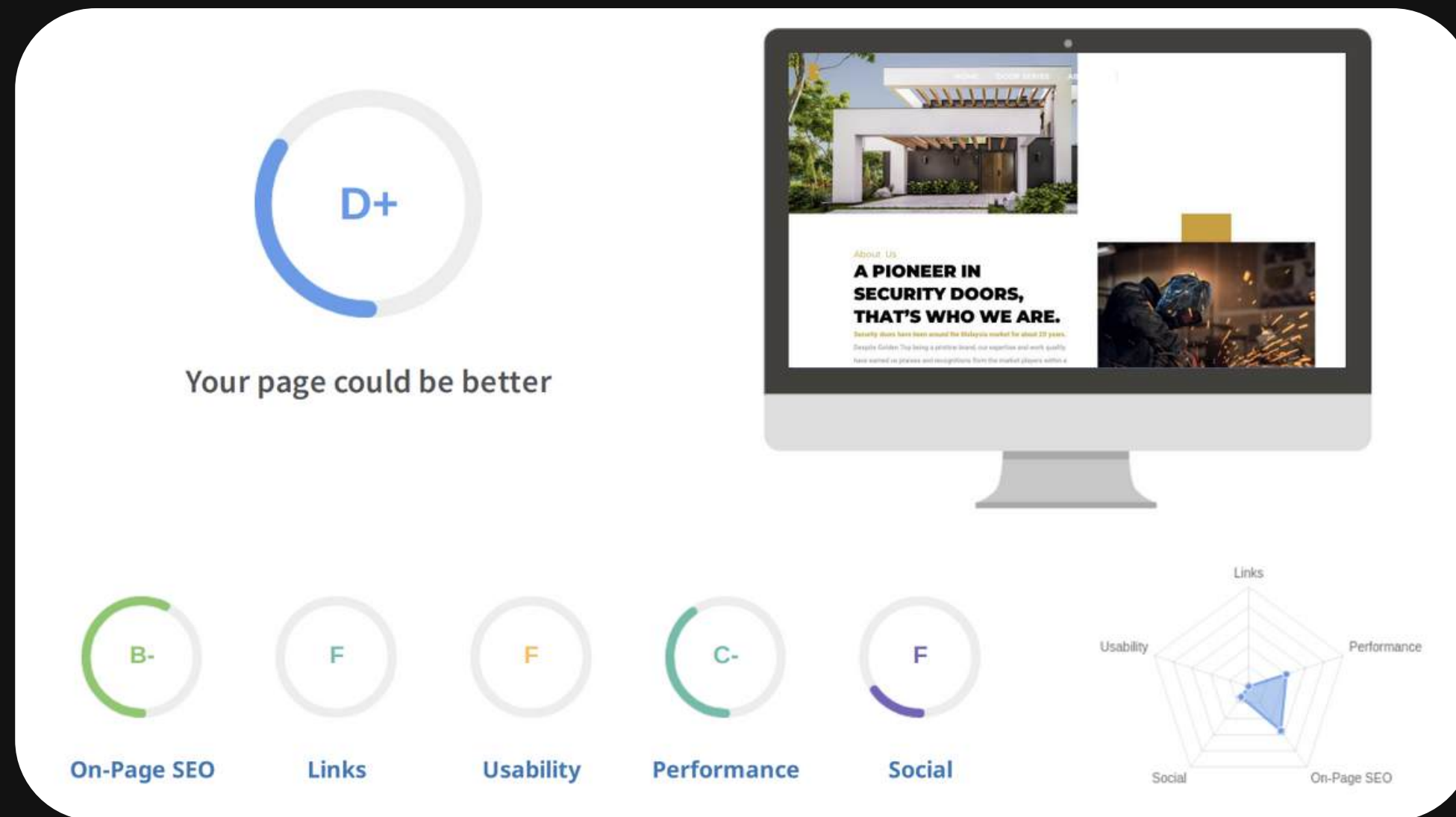
1. Build Backlinks: Obtain foundational backlinks through content marketing, partnership link exchanges, or media coverage.
2. Focus on Dofollow Links: Prioritize acquiring Dofollow links that pass authority.
3. Develop High-Quality Resources: Aim to secure links from relevant authoritative institutions to quickly boost authority and trustworthiness.

Do backlinks significantly influence Google's ranking algorithm?

According to research by Ahrefs, backlinks continue to play a significant role in Google's ranking algorithm. However, as search engine algorithms evolve, other factors such as content quality, user experience, and page load speed have gained more weight in rankings. While backlinks remain a critical ranking factor, their relative importance may have decreased compared to the past.

According to the latest study by First Page Sage, backlinks account for approximately 14% of Google's ranking algorithm, making it the third most important ranking factor (Eland SEO).

D+

Your page could be better

A PIONEER IN
SECURITY DOORS,
THAT'S WHO WE ARE.

B-   F   F   C-   F

On-Page SEO   Links   Usability   Performance   Social

Links

Usability   Performance

Social   On-Page SEO

How can one interpret the SEO
audit report? What are the key
metrics?

1 Note: Meta Tag

Problem Summary: ⚠️

1. **Title Tag:**
   - Length is too long (67 characters), which might get truncated.
   - The title should be more concise and highlight core keywords.
2. **Missing Meta Description Tag:**
   - Search engines randomly extract content, potentially leading to irrelevant summaries.

Title Tag ✖

You have a title tag, but ideally it should be shortened to between 50 and 60 characters (including spaces).

A pioneer in security doors - Golden Top Security Door - Golden Top

Length : 67

Title tags are very important for search engines to correctly understand and categorize your content.

Meta Description Tag ✖

Your page appears to be missing a meta description tag.

A meta description is important for search engines to understand the content of your page, and is often shown as the description text blurb in search results.

SERP Snippet Preview

This illustrates how your page may appear in Search Results. Note, this is intended as a guide and Search Engines are more frequently generating this content dynamically.

https://goldentop.com.my ⋮

A pioneer in security doors - Golden Top Security Door - ...

About Us A pioneer in security doors, that's who we are. Security doors have been around the Malaysia market for about 20 years. Despite Golden Top ...

1 meta tag *

Optimal Strategies (Keyword Enhancement)

1. Keywords that should be included in the Title Tag:
- Core business terms: including "security doors," "durable doors," and "safety doors."
- Brand keywords: including "Premium Security Door".
- Regional keywords (if any): for example, "Malaysia", and "reliable in Malaysia".

Optimization illustration Trusted Safety Door Manufacturer in Malaysia - Leading Security Door Solutions

1 meta tag

Optimal Strategies (Keyword Enhancement)

2. Keywords that must be included in the Meta Description Tag:

- Main keywords: including "security doors", and "premium doors".
- Keywords that convey value: include "long-lasting", "cutting-edge designs", and "reliable for over 20 years".
- Call to action (CTA): For instance, "Discover", "Find out more", or "Get in touch with us".
- Optimization illustration: Explore high-quality security doors from Top Security Door, a trusted name for over 20 years. Check out our innovative and long-lasting designs today!

Problem Summary: ⚠️

Missing H1 Tag:
Impact:
- The H1 tag is a critical part of page structure, used to communicate the main topic of the webpage to search engines and users.
- The absence of an H1 tag makes it difficult for search engines to understand the core theme of the page, potentially harming its ranking.

H1 Header Tag Usage

Your page does not have an H1 Header Tag.

The H1 Header Tag is an important way of signaling to search engines what your content is and subsequently the keywords it should rank for.

H2-H6 Header Tag Usage

Your page is making use of multiple levels of Header Tags.

Header Tag	Frequency	
H2	1	▪
H3	5	▬
H4	14	▬▬▬
H5	3	▪
H6	2	▪

Optimization strategy: Incorporate keywords in the Heading tag

H1 (Core Keywords):

- Each page should have a unique H1 tag that includes the primary keyword to summarize the page's main topic.

H2 (Secondary Keywords):

- Used to structure the content into sections, incorporating relevant secondary keywords.

Example   `<h2>Reasons to Select Golden Top Security Doors</h2>`

H3-H6 (Detailed Content):

- Optional, depending on the content's complexity.
- Used to supplement and refine information, and may include long-tail keywords if appropriate.

Example   `<h3>Resilient Materials for Enduring Protection</h3>`

Image Alt Attributes ✕

You have images on your page that are missing Alt attributes.

We found 82 images on your page and 55 of them are missing the attribute.

Alt attributes are an often overlooked and simple way to signal to Search Engines what an image is about, and help it rank in image search results.

Problem Summary: Missing Image Alt Attributes ⚠️

Alt Attribute Purpose:

- The Alt attribute is a textual description of image content, helping search engines understand images and improving webpage accessibility.

Impact:

1. SEO Impact:
   - Images without Alt attributes cannot be included in image search rankings, resulting in missed traffic opportunities.
2. User Experience Impact:
   - When images fail to load, users cannot see alternative text, leading to a poorer user experience.

Best Practices: Optimizing Alt Attributes

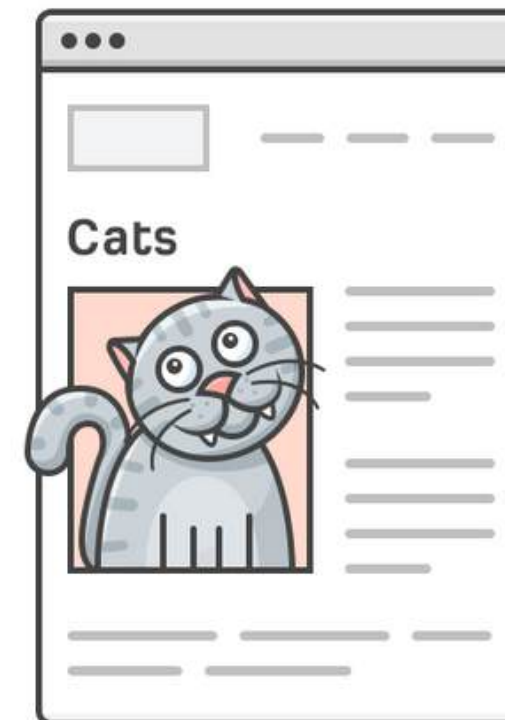1. Use Specific Descriptions:
   - Ensure the Alt text accurately conveys the image's content. Avoid meaningless or generic descriptions.
2. Example:
   - Incorrect: alt="image123.jpg"
   - Correct: alt="Modern steel security door by Top Security Door"

Screen Readers May Read Out Ugly Filenames for Images Without Alt Text

❌ Without Alt Text

✅ With Alt Text

Cats

Cats

IMG_584792.png

Cute cat

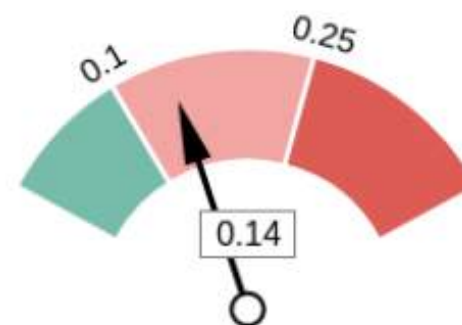https://ahrefs.com/blog/alt-text/

ahrefs

Google's Core Web Vitals

Your page has failed Google's Core Web Vitals assessment.

Core Web Vitals are UI metrics created by Google that measure page experience and are becoming increasingly important as a ranking factor.

Cumulative Layout Shift (CLS)

0.1   0.25

0.14

Overview of the issue ⚠️

What is Cumulative Layout Shift (CLS)?

- CLS (Cumulative Layout Shift) is a fundamental metric of Google Core Web Vitals, utilized to assess the visual stability of web pages during loading. It measures user experience by quantifying the extent of unanticipated movement of web page elements (including images, buttons, and text) throughout the loading phase.

Overview of the issue ⚠️

Cumulative Layout Shift (CLS)

0.1   0.25

0.14

The page did not pass the Google Core Web Vitals assessment.
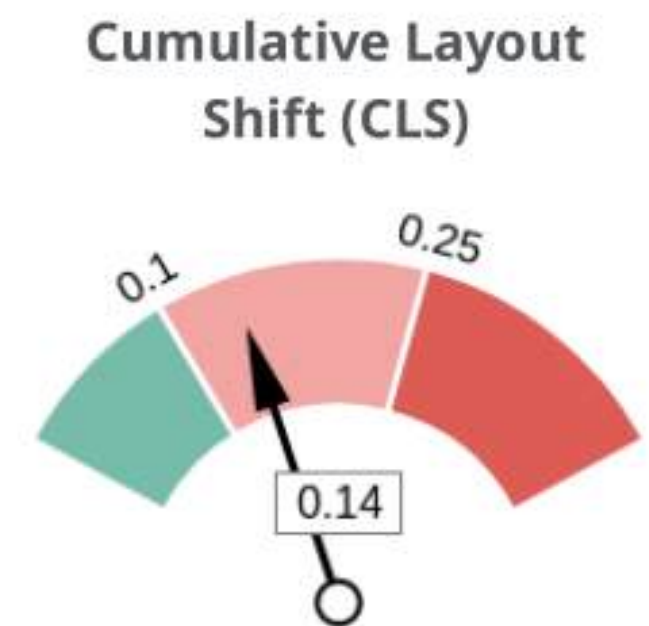
The CLS (Cumulative Layout Shift) value stands at 0.14, which is near the critical threshold of 0.1, impacting the user experience.

CLS denotes the issue of visual stability that occurs during page loading. Sudden movement of page elements while loading can lead to a negative user experience.

Influence

User experience: Content that shifts abruptly can lead to accidental clicks or confusion among users.

SEO ranking: Core Web Vitals serve as ranking factors, and not meeting them could impact search rankings.

How CLS is Calculated

CLS (Cumulative Layout Shift):
- Calculated based on the movement distance of elements on the page and the viewport size during loading.

Score Ranges:
- Below 0.1: Excellent performance.
- 0.1 - 0.25: Needs improvement.
- Above 0.25: Poor user experience.

Enhancement strategies

- Set fixed dimensions for images/videos:
- Specify the width and height in HTML or use CSS to set aspect ratios.
- Reserve loading placeholders:
- Avoid layout changes caused by dynamic content.
- Use font loading optimization:
- Apply font-display: swap to avoid style changes during font loading.
- Check third-party content (e.g., ads, embeds):
- Ensure ads and embedded content don't load or resize unexpectedly.

5 Note: PageSpeed Insights

Importance Index Explanation:
1. First Contentful Paint (FCP):
2. FCP is the time when users see the first content (e.g., text, images) on the page during loading.

Current Value: 0.9 seconds (Good Performance).
Optimal Value: Below 1.8 seconds is excellent.

Reason: This is a key indicator of when users perceive the page has started loading, and the faster, the better.

Google's PageSpeed Insights - Desktop

Google is indicating that your page is scoring poorly on their Desktop PageSpeed Insights evaluation.

Google has indicated that the performance of a webpage is becoming more important from a user and subsequently ranking perspective.

85

Lab Data	Value		Opportunities	Estimated Savings
First Contentful Paint	0.9 s		Reduce initial server response time	0.54 s
Speed Index	12 s		Eliminate render-blocking resources	0.52 s
Largest Contentful Paint	1.2 s			
Time to Interactive	1.2 s		Avoid multiple page redirects	0.19 s
Total Blocking Time	0 s			
Cumulative Layout Shift	0.093		Reduce unused CSS	0.18 s

5 Note: PageSpeed Insights

Importance Index Explanation: ⚠️

1. Speed Index:
2. Speed Index measures the time it takes for the main content of the page to be fully displayed on the screen.

- Current Value: 12 seconds (Very Poor).
- Optimal Value: Below 4 seconds is excellent.

Optimization Significance: The lower the Speed Index, the faster users see the full content of the page, resulting in better user experience.

Google's PageSpeed Insights - Desktop

Google is indicating that your page is scoring poorly on their Desktop PageSpeed Insights evaluation.

Google has indicated that the performance of a webpage is becoming more important from a user and subsequently ranking perspective.

85

Lab Data	Value
First Contentful Paint	0.9 s
Speed Index	12 s
Largest Contentful Paint	1.2 s
Time to Interactive	1.2 s
Total Blocking Time	0 s
Cumulative Layout Shift	0.093

Opportunities	Estimated Savings
Reduce initial server response time	0.54 s
Eliminate render-blocking resources	0.52 s
Avoid multiple page redirects	0.19 s
Reduce unused CSS	0.18 s

5 Note: PageSpeed Insights

Importance Index Explanation: ⚠️

1. Largest Contentful Paint (LCP):
2. LCP measures the time it takes for the largest visible content (e.g., main heading, large images) to fully load and display.

- Current Value: 1.2 seconds (Good Performance).
- Optimal Value: Below 2.5 seconds is excellent.

Optimization Significance: LCP is one of Google's Core Web Vitals, directly impacting SEO rankings and user experience.

Google's PageSpeed Insights - Desktop

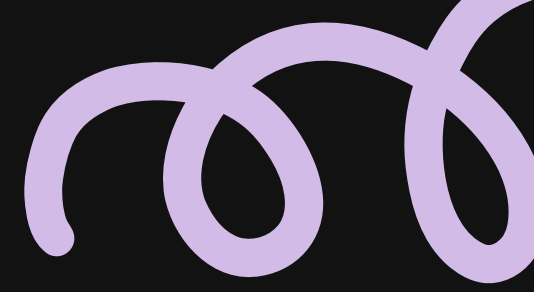Google is indicating that your page is scoring poorly on their Desktop PageSpeed Insights evaluation.

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Time to Interactive	1.2 s			
Total Blocking Time	0 s		Avoid multiple page redirects	0.19 s
Cumulative Layout Shift	0.093		Reduce unused CSS	0.18 s

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Does Google give preference to mobile-friendly websites?

Official announcement from Google

According to the official documentation from Google:

> "Google employs the mobile version of your website's content to index and rank your site, a process known as Mobile-First Indexing. Although pages lacking a mobile version may still appear in Google's search results, we highly advise optimizing your site for mobile."
> (developers.google.com)

Furthermore, Google's 2015 Mobile-Friendly Update, aimed at assisting users in locating higher-quality, well-optimized mobile content, established that mobile-friendly pages would gain a ranking advantage in mobile search results.
(searchenginejournal.com)

Key SEO performance metrics and optimal benchmarks

Indicator title	Optimal Index	illustrate
First Contentful Paint (FCP)	≤1.8 seconds	The shorter the duration, the quicker users can notice the page loading, enhancing the user experience.
Largest Contentful Paint (LCP)	≤2.5 seconds	One of Google's fundamental metrics, which directly influences user satisfaction regarding page loading speed.
Time to Interaction (TTI)	≤3.8 seconds	The quicker a page becomes interactive, the sooner users can begin engaging, which helps to lower bounce rates.
Cumulative Layout Shift (CLS)	≤0.1	Ensure visual stability to prevent user misclicks or diminished experience caused by layout shifts.
Speed Index	≤4 seconds	A shorter Speed Index indicates a faster overall page loading speed and an improved user experience.
Initial Server Response Duration	≤0.5 seconds	The quicker the server responds, the quicker the overall loading speed.
Page Dimensions	≤5MB	A smaller page size results in a quicker loading time, which is particularly crucial for mobile devices and slow networks.

Google SEO Guidelines

✳ Enhance images

Compress images: Utilize a tool like TinyPNG to minimize file size.
Utilize contemporary formats such as WebP, which are more compact and load more quickly.
Lazy Loading: Postpone the loading of images that are not visible on the first screen to decrease the initial loading time.

✳ Enhance server responsiveness

Enable a Content Delivery Network (CDN) to offer users quicker access to localized resources.
Enhance backend server efficiency and minimize latency.

✳ Minimize and enhance CSS/JS

Eliminate unused CSS: Utilize PurgeCSS to remove unnecessary styles.
Compress code: Decrease the size of CSS/JS using tools like Gzip or Minify.
Load JavaScript asynchronously: Designate non-essential JavaScript files as async or defer.

Is your website reaching optimal SEO performance metrics?

If not, BigDomain offers professional SEO optimization services designed to enhance page performance and boost search rankings. Reach out to us now for more information!

Additional Complimentary SEO Audit Tools
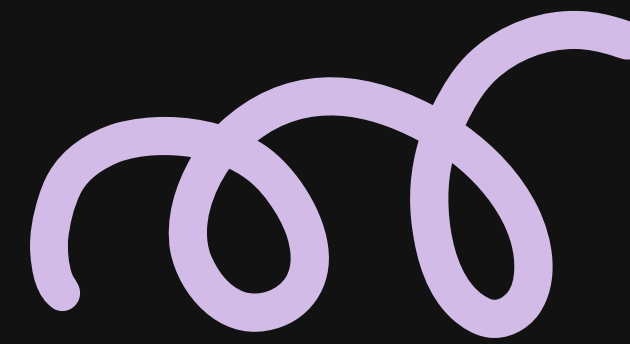
Google Search Console

Offers insights into a website's performance within the Google search engine.
Examine crawling issues, page indexing conditions, and keyword effectivene
Assess mobile compatibility and Core Web Vitals.

Screaming Frog SEO Spider Tool

Conduct a thorough crawl of your site, examining page titles, meta descriptions, link structure, and additional elements.
Identify 404 errors, redirect loops, and page loading time problems.

GTmetrix

Examine page load speed and performance challenges.
Offer comprehensive recommendations, including image optimization, minimizing HTTP requests, and more.

Moz Pro Website Crawl

Examine your website for technical problems such as redirects, duplicate meta tags, crawl errors, etc. Offers recommendations for page optimization and features for tracking rankings.

PageSpeed Insights

Offered by Google, evaluates page loading speed and Core Web Vitals.
Offers optimization recommendations for both desktop and mobile devices.

Ubersuggest

Deliver SEO audit reports that encompass technical issues, keyword rankings, and recommendations for content optimization.
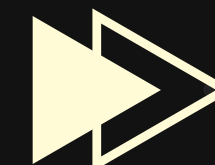Facilitates the evaluation of competitors' SEO performance.

Why is my new website not appearing in Google's index
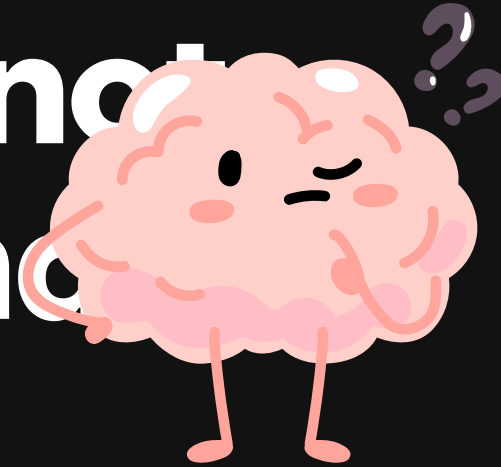
Failing to submit your site to Google

- If you do not submit a sitemap via Google Search Console, Google might not know your website's existence.

Inadequate or subpar website content

- If your website contains only a limited amount of content, or if the content is not original or sufficiently valuable, Google may determine that your page lacks the merit for inclusion.

The settings for robots.txt or noindex are incorrect.

- Your robots.txt file may be limiting Googlebot's access, or the page may have been unintentionally configured to "noindex."

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Why is my new website not appearing in Google's index?

No external references

- Google typically finds new pages via links. If no other websites are linking to your new site, Google might not be able to locate it.

Technical difficulties

- Slow loading times, 404 errors, or server problems can hinder Google crawlers from accessing and indexing your website.

Sandbox Effect

- New websites might be in Google's "sandbox period," and it will take some time to assess their quality and credibility.

URL index for the new website

✤ 1. Enhance URL configuration

Ensure that your URL is brief and includes relevant keywords. Refrain from utilizing URLs that are excessively lengthy or complex to comprehend.

✅ Best Practice example:
https://www.example.com/article-title

❌ Mistake illustration:
https://www.example.com/category/2024/03/02/article-title-12345
URLs that are excessively lengthy and include superfluous dates and numbers pose challenges for both users and search engines in terms of comprehension.

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URL index for the new website

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2. How can you determine if a URL is indexed by Google?

Type the following command into the Google search box:

site:yourwebsite.com

1. If no results appear, your page has not yet been indexed.
2. In Google Search Console, utilize the URL Inspection Tool to verify the indexing status of a particular page.

URL index for the new website

3. What are the methods to accelerate URL indexing?

- Utilize the URL Inspection tool to manually submit a request for indexing.
- Include the page in your sitemap and resubmit it to Google Search Console.
- Ensure that the content on your pages is valuable and refrain from using duplicate or low-quality material.

1 https://www.oegroup.com.my/team-building-packages/

2 **URL is not on Google**
This page is not indexed. Pages that aren't indexed can't be served on Google. See the details below to learn why it wasn't indexed. Learn more

VIEW CRAWLED PAGE   Page changed?   REQUEST INDEXING

Page indexing   Page is not indexed: Crawled - currently not indexed

Discovery

Sitemaps   No referring sitemaps detected

Referring page   None detected

URL might be known from other sources that are currently not reported

Crawl

Last crawl   Dec 10, 2024, 10:44:38 AM

Crawled as   Googlebot smartphone

Crawl allowed?   Yes

Page fetch   Successful

Indexing allowed?   N/A

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