candour

Crawling and indexing
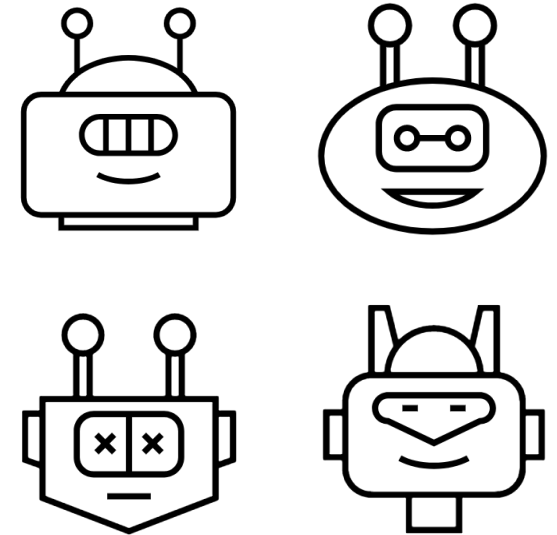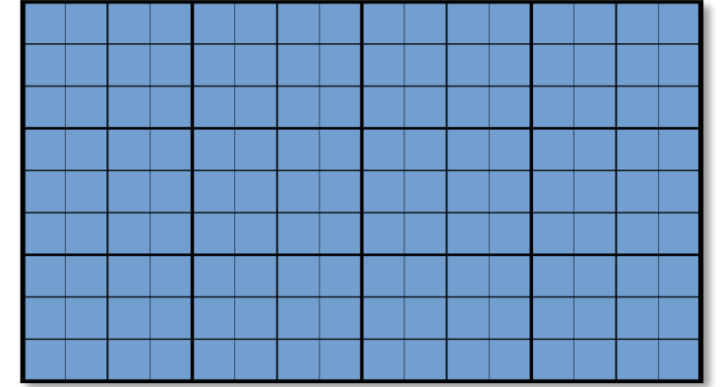
Trainer:

Mark Williams-Cook
Candour

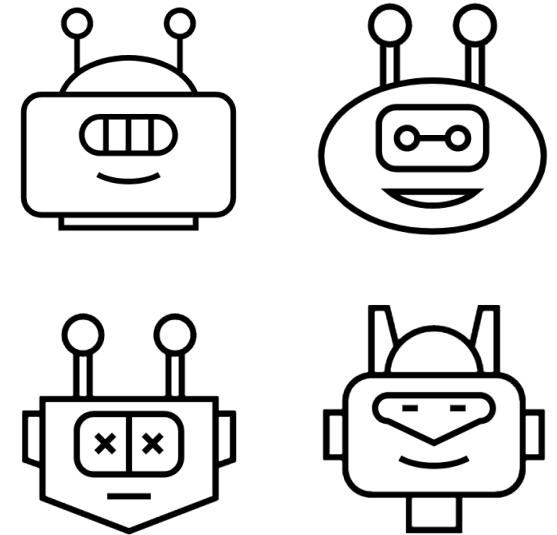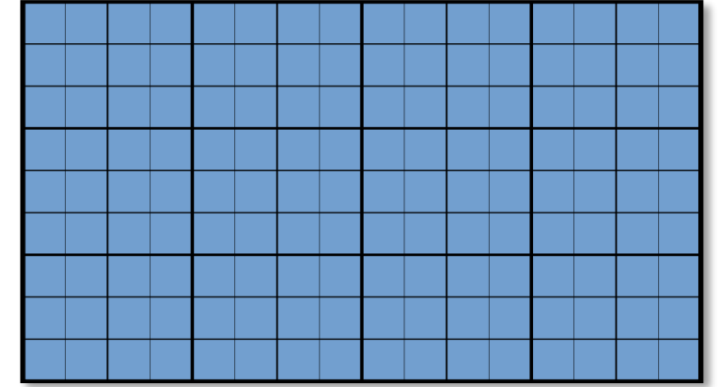Google Partner
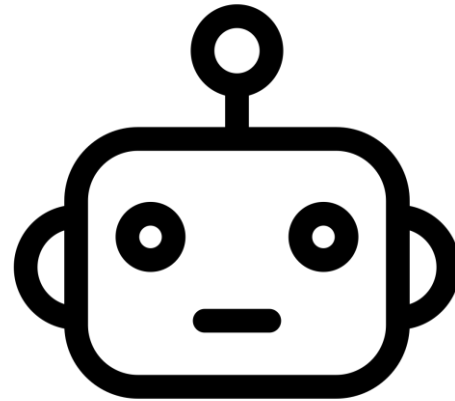PREMIER

withcandour.co.uk

candour

Crawling

Search engines have a special program called

a crawler

candour

Crawling

Search engines have a special program called

a crawler
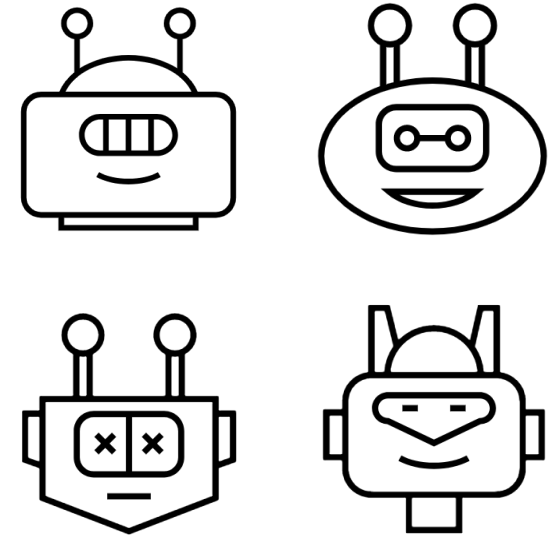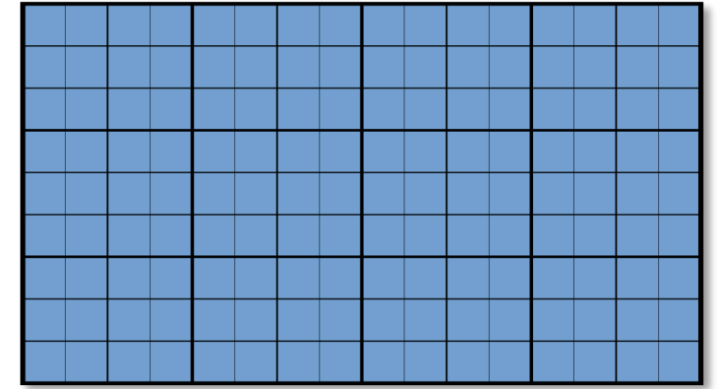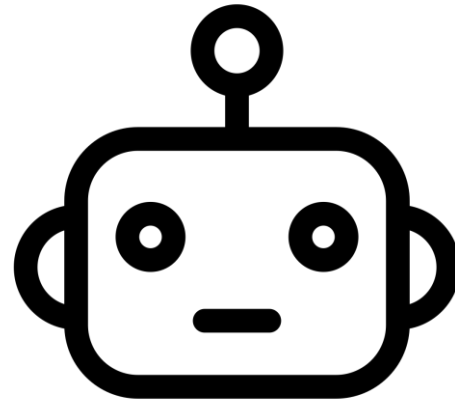
Which is a type of

bot (robot)

candour

Crawling

These bots visit websites and 'click' on every

hyperlink

they can find

(That's just a normal link!)
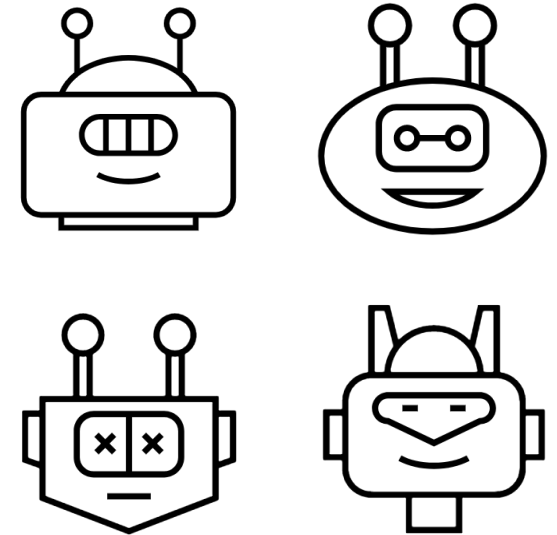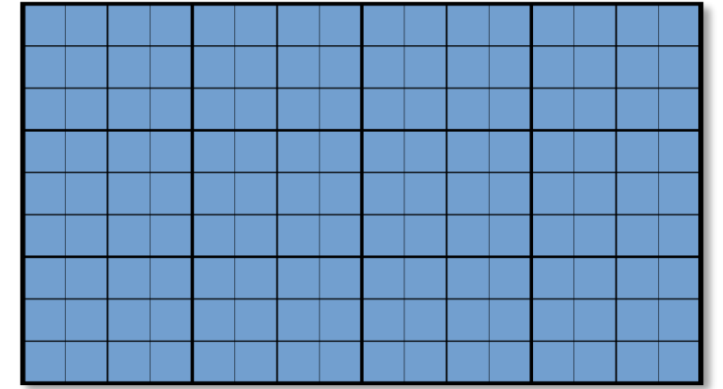
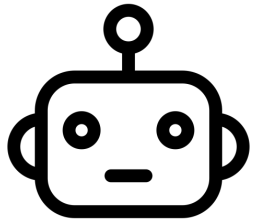# Crawling

There are billions of bots 'clicking' around the web right now!

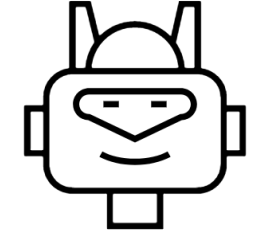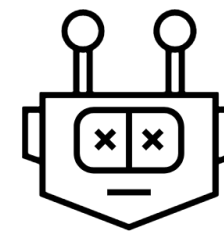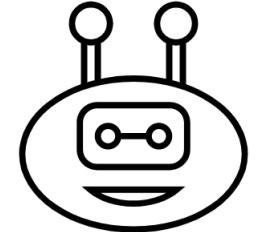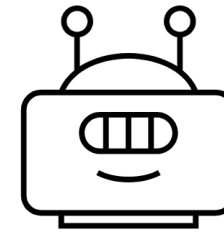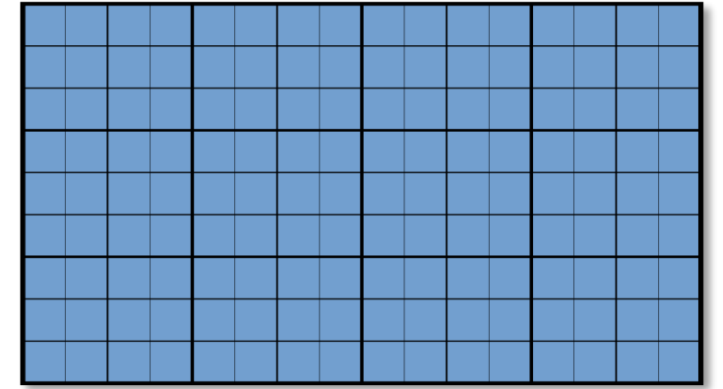These crawlers are how search engines discover new pages on the web and when pages have been updated.

Crawling

Bots

Crawling
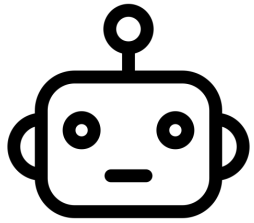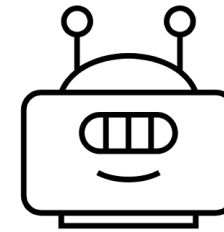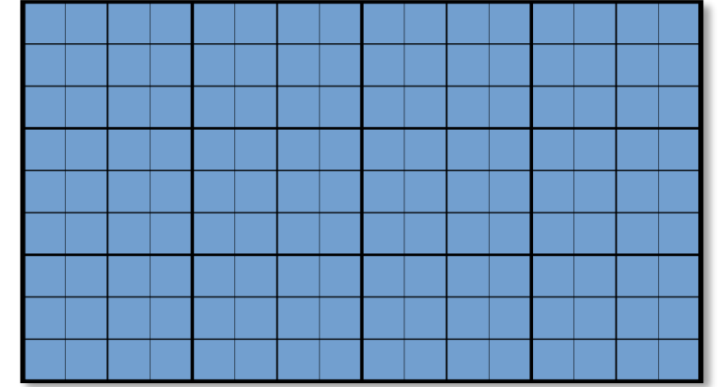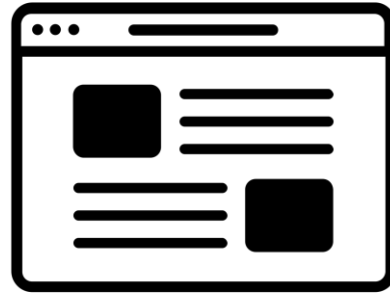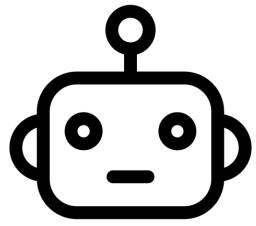
Bots

Crawling
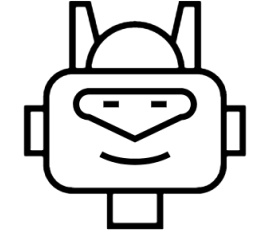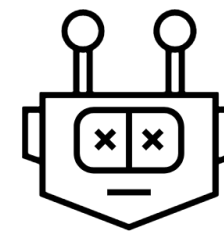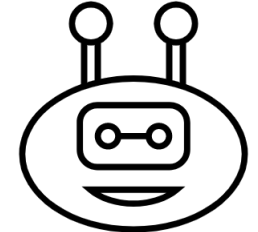
Bots
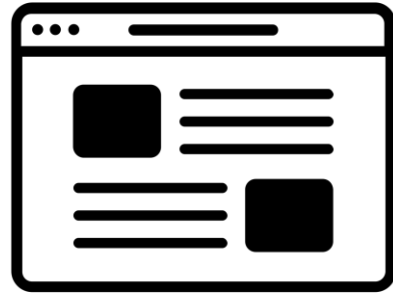
Crawl web pages
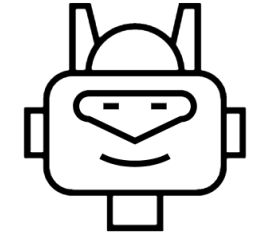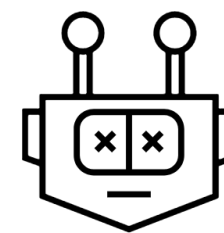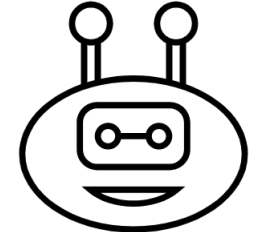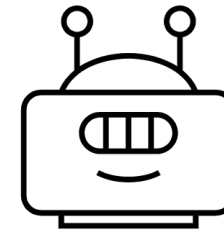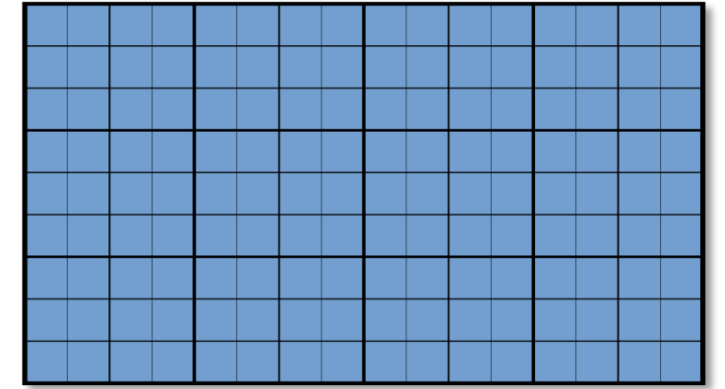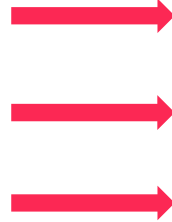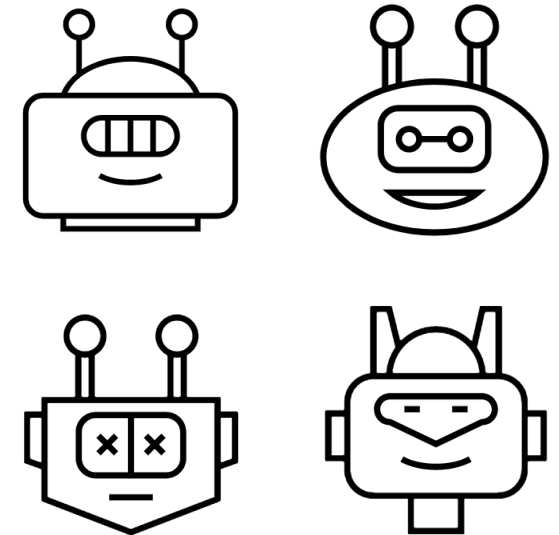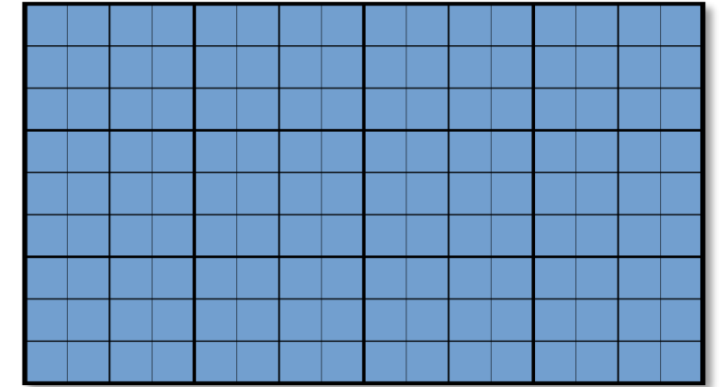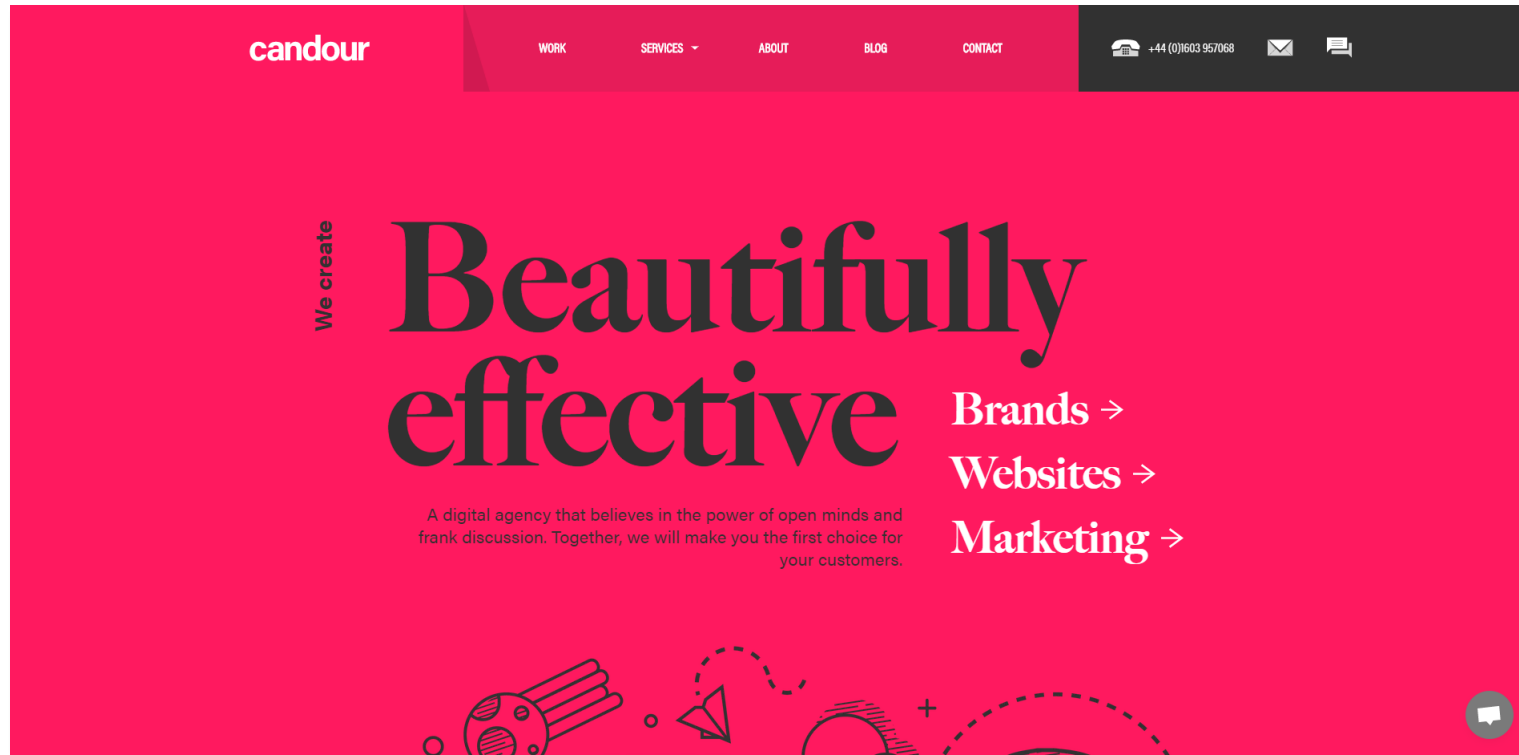
Crawling

Crawling

This is Google's cache of https://withcandour.co.uk/. It is a snapshot of the page as it appeared on 11 Jun 2020 16:34:18 GMT. The current page could have changed in the meantime. Learn more.

Full version   **Text-only version**   View source

Tip: To quickly find your search term on this page, press Ctrl+F or ⌘-F (Mac) and use the find bar.

Candour Menu

- Work
- Services
  - Digital Marketing
  - SEO
  - PPC
  - Web Design
  - Branding
  - All Services
- About
- Blog
- Contact

- +44 (0)1603 957068
-
- Live chat

We create

Beautifully effective

- Brands
- Websites
- Marketing

A digital agency that believes in the power of open minds and frank discussion. Together, we will make you the first choice for your customers.
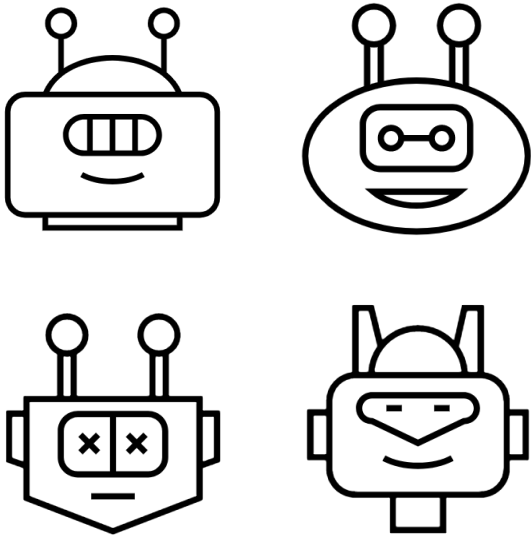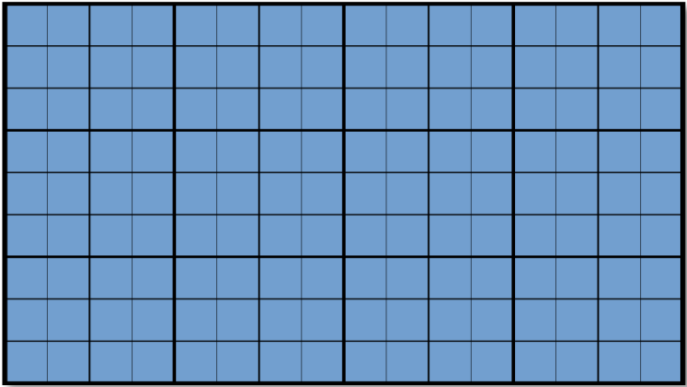
Candour

Our work

Fairfax & Favor

Putting PPC through its paces.

View case study
male and female models

Sanders Coaches
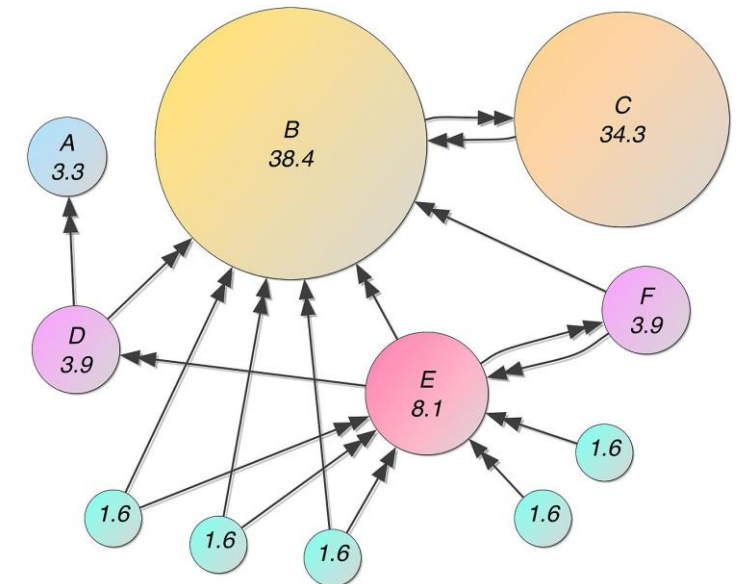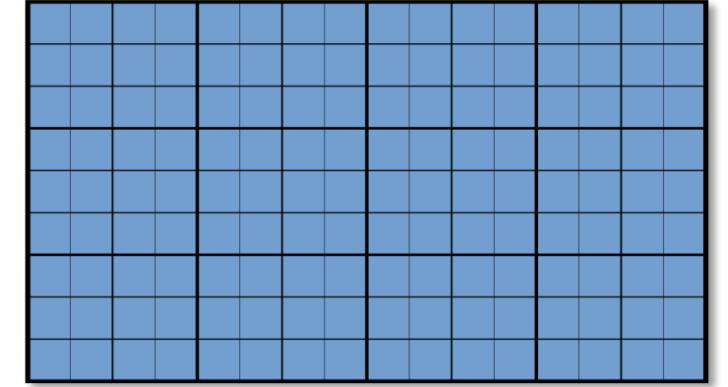
PageRank

Fundamentally it described:

- If a page is regularly linked to, it's likely it is a helpful or good page.

- Pages linked from pages themselves that have a lot of links, are very likely to be good (good sites don't link to bad sites).

https://en.wikipedia.org/wiki/PageRank
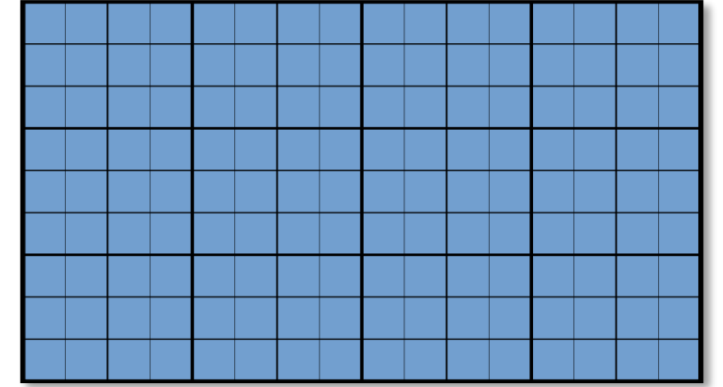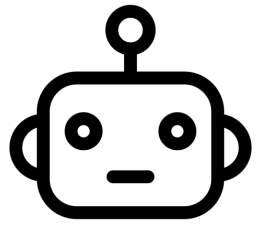
Search engine algorithms

candour

Key concept

A crawler (or spider) is a type of robot that search engines use to discover new pages and check when a page has been updated.
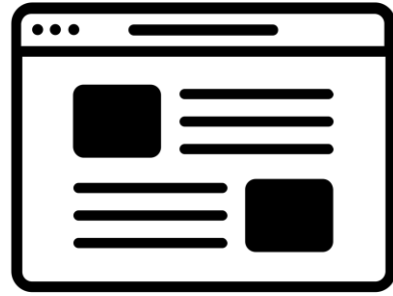
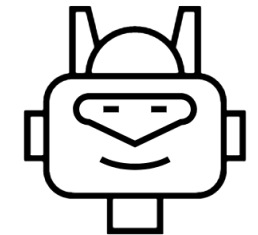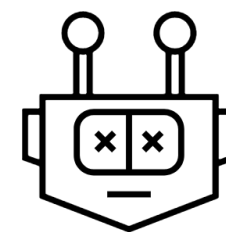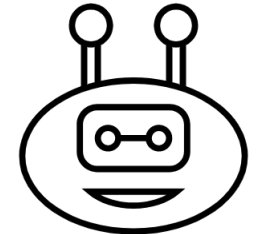All crawlers do is find and follow the links on a given web page

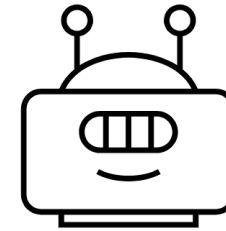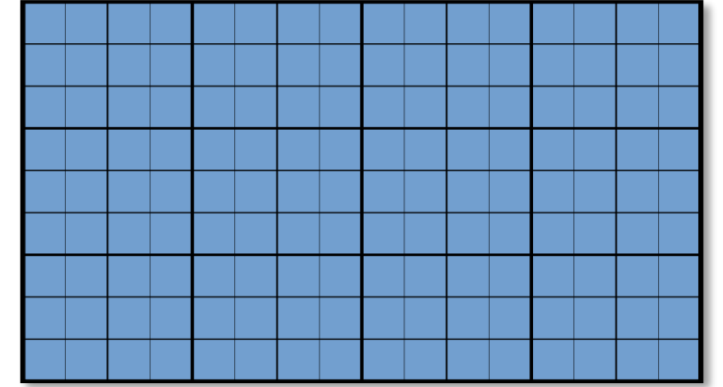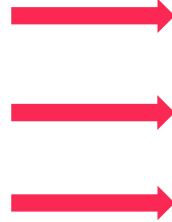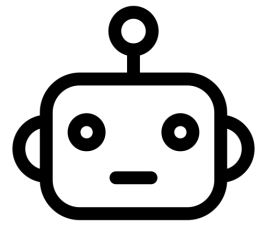# Indexing

Bots

Crawl web pages

Indexing

Bots
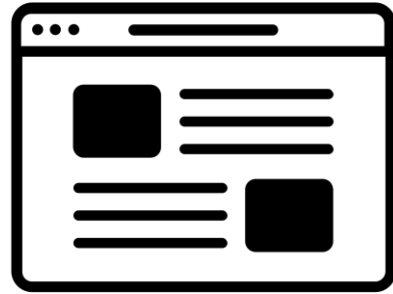
Crawl web pages

Google

Indexing

Bots

Crawl web pages

Search
Index

Google

Indexing

Bots

Crawl web pages

Users
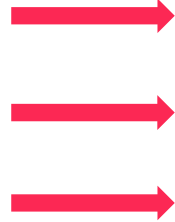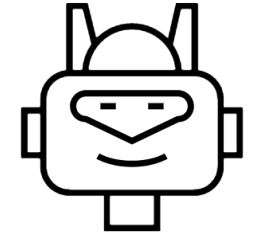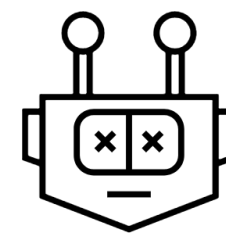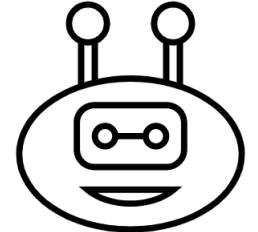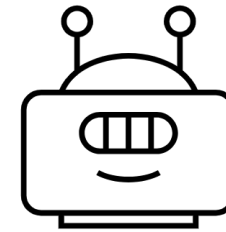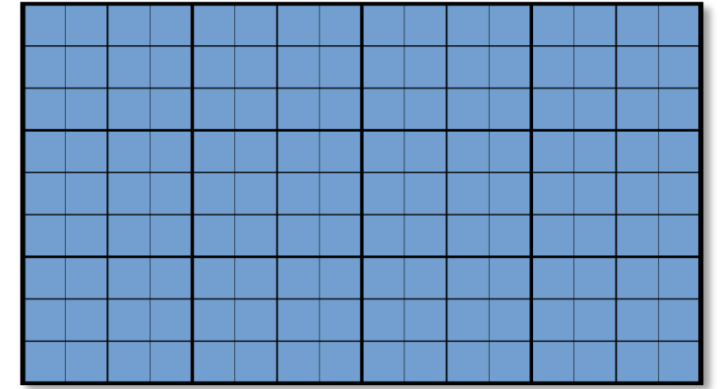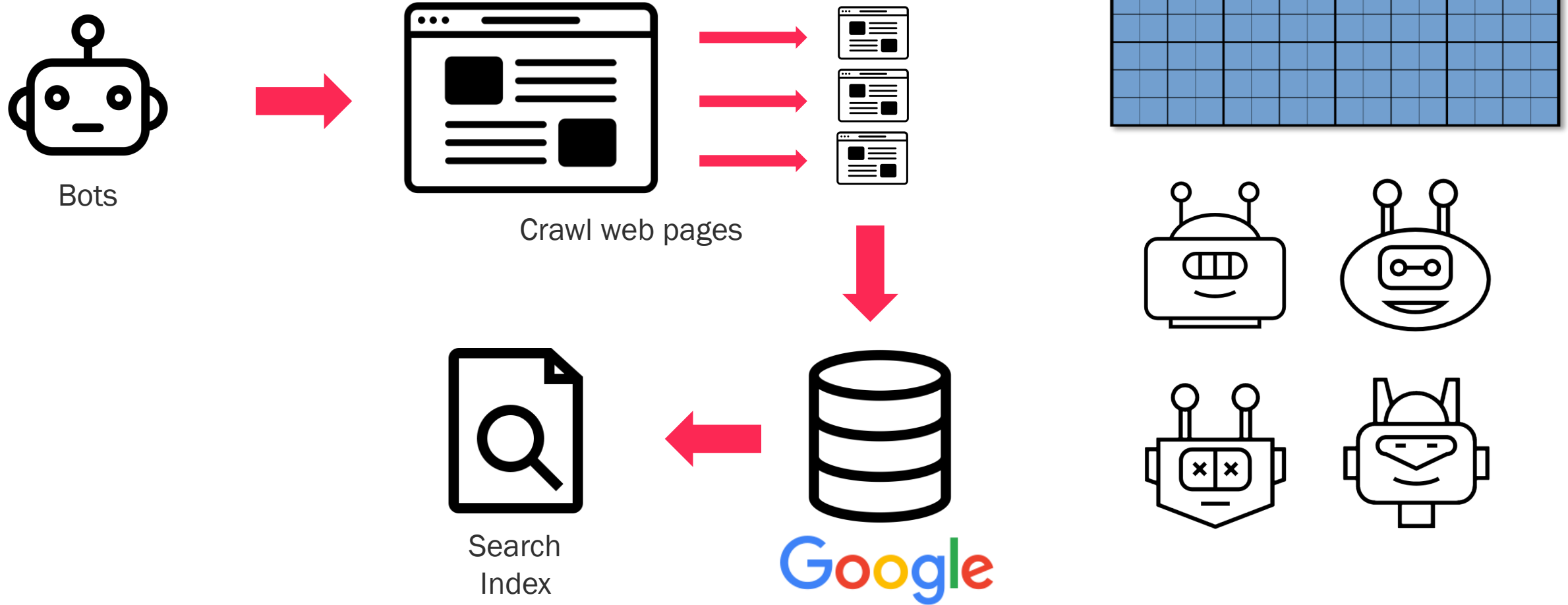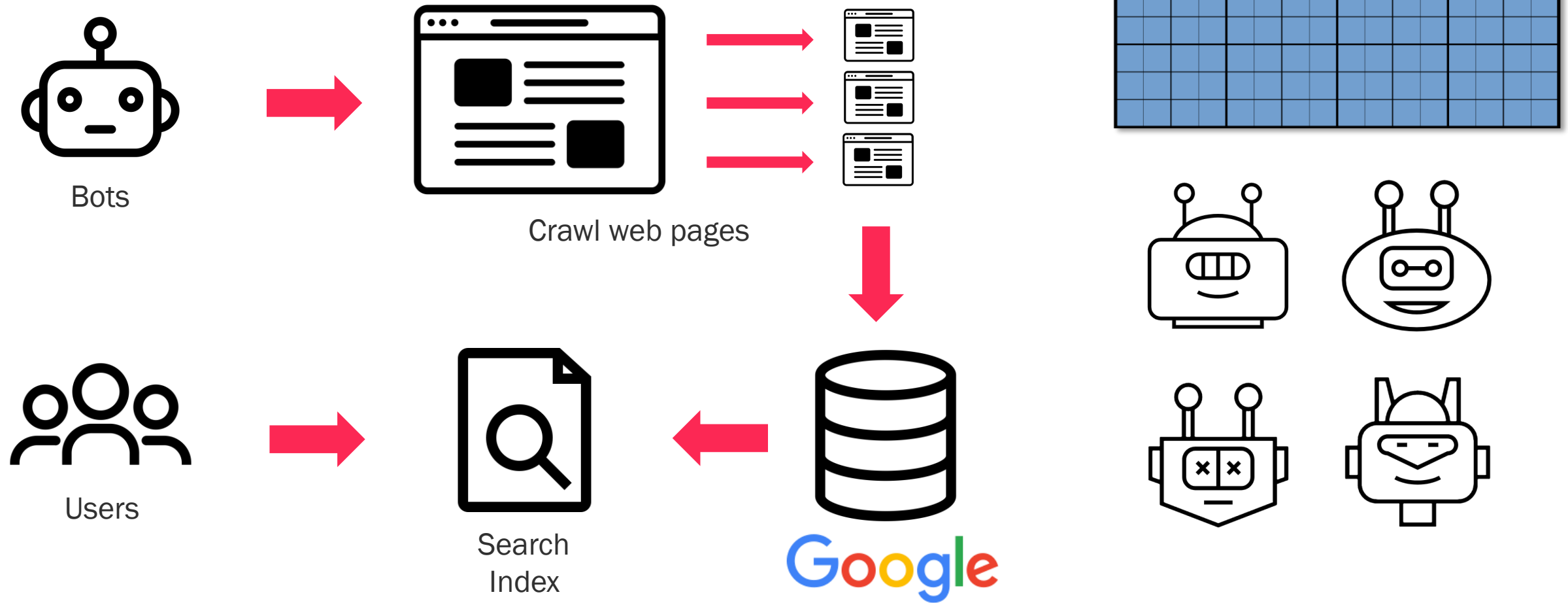
Search
Index

Google

Key concept

Indexing is when Google chooses to include a web page it knows about in its search results.

Just because a page has been crawled and Google knows about it does not guarantee it will be included within the index!

Crawling and indexing

candour