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Noindex and robots.txt together

Trainer:

Mark Williams-Cook
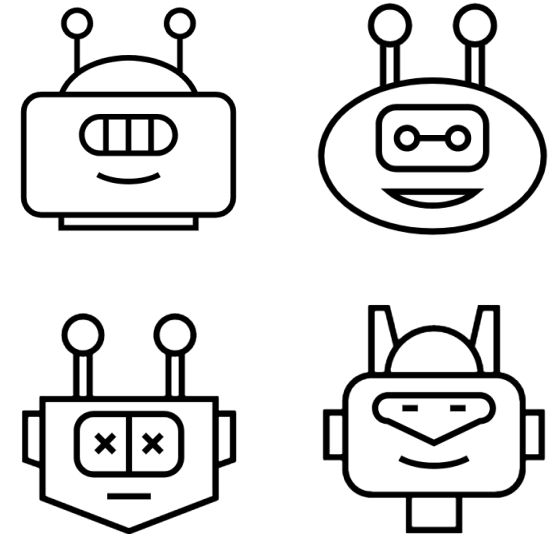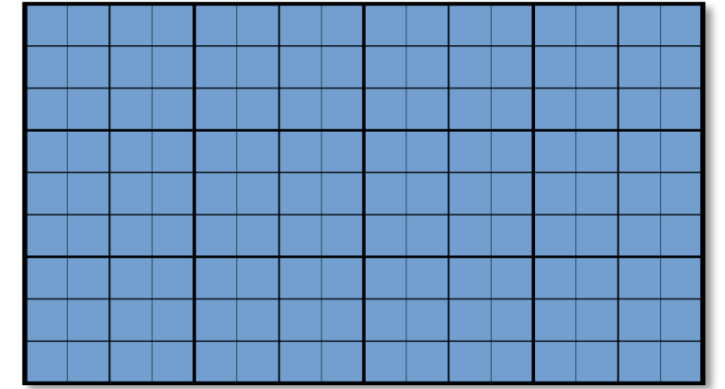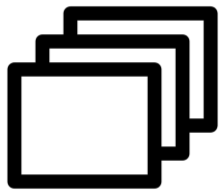Candour

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Noindex and robots.txt together

High-quality pages

Low-quality pages we don't want indexed

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Noindex and robots.txt together

High-quality pages
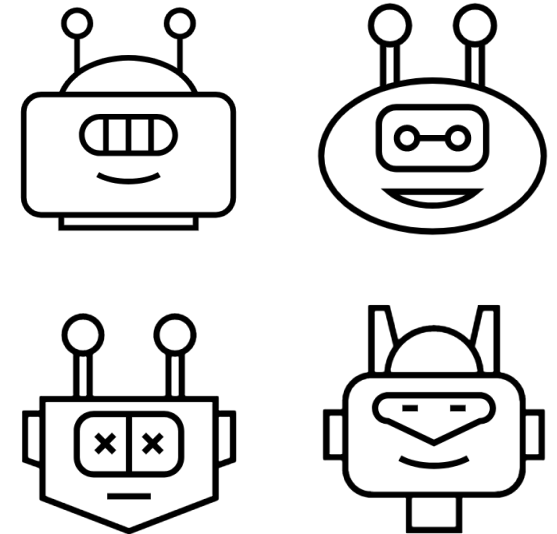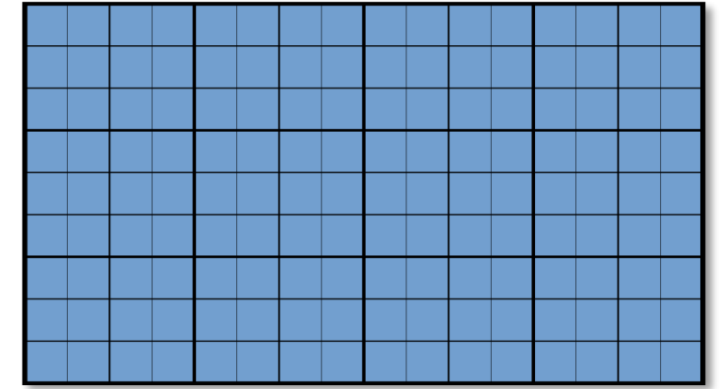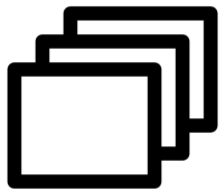
Indexed

Low-quality pages we don't want indexed

Indexed

Noindex and robots.txt together
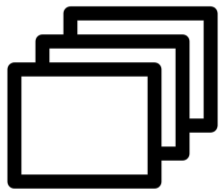
High-quality pages

Indexed

Low-quality pages we don't want indexed

Indexed

<meta name="robots" content="noindex">

Robots.txt Disallow

Challenge

What will happen to the low-quality pages that are in the index?

Noindex and robots.txt together

High-quality pages

Indexed

Low-quality pages we don't want indexed

Indexed

<meta name="robots" content="noindex">

Robots.txt Disallow

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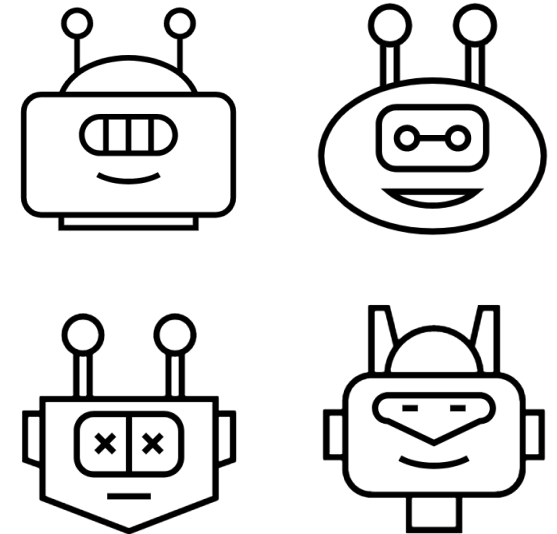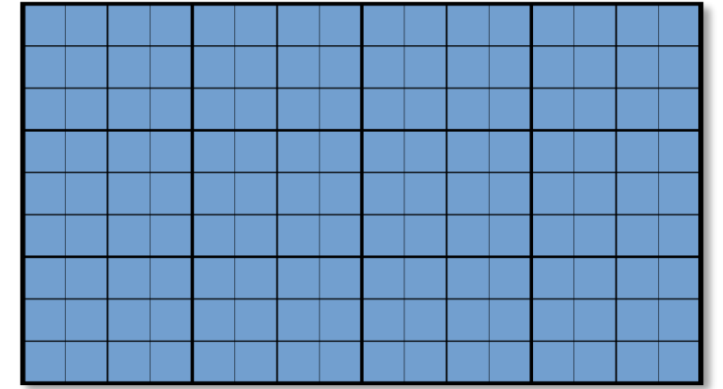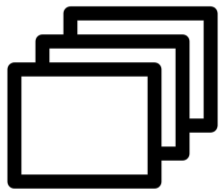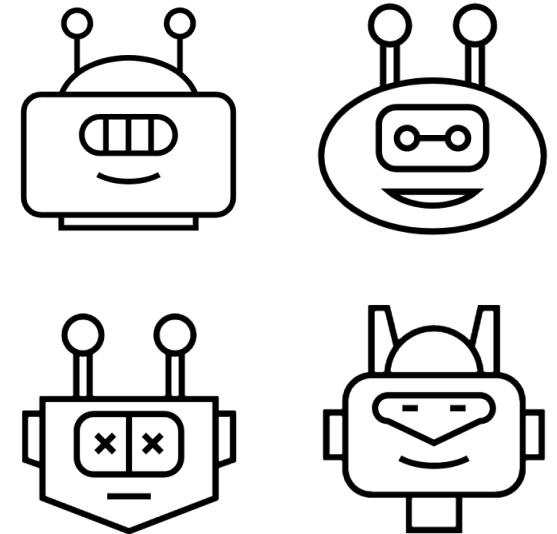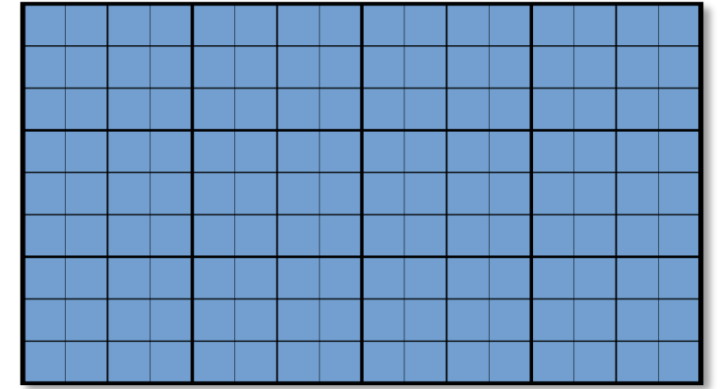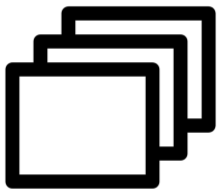# Noindex and robots.txt together

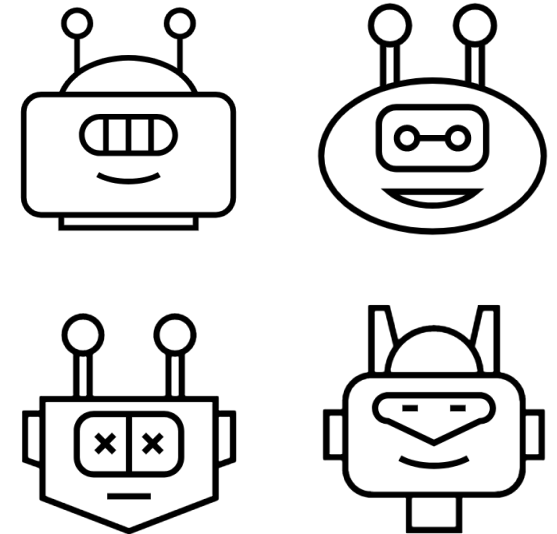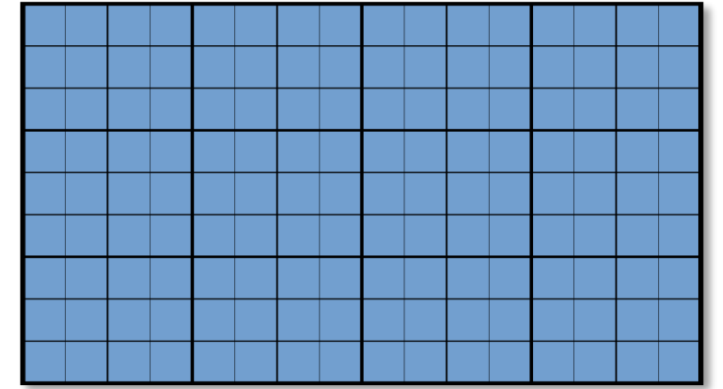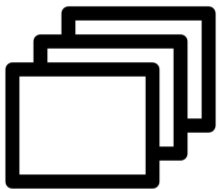High-quality pages

Indexed

Low-quality pages we don't want indexed

Indexed

<meta name="robots" content="noindex">

Noindex and robots.txt together

High-quality pages

Indexed

Low-quality pages we don't want indexed

<meta name="robots" content="noindex">

Not Indexed

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Noindex and robots.txt together

High-quality pages

Indexed

Low-quality pages we don't want indexed

<meta name="robots" content="noindex">
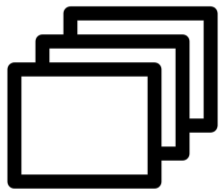
Robots.txt Disallow

Not Indexed
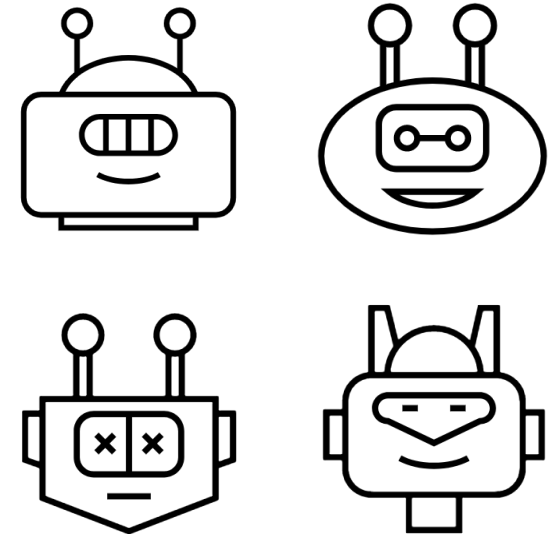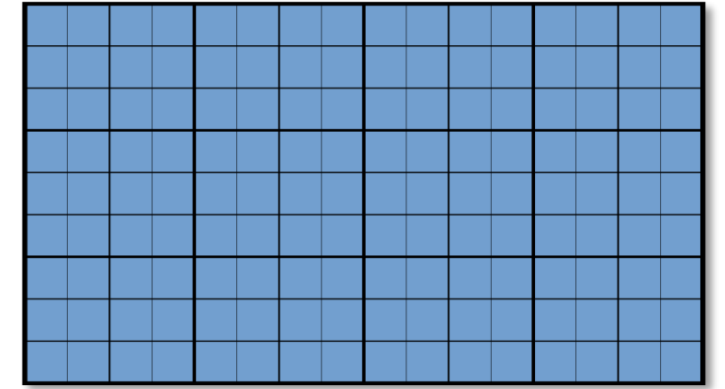
Key concept

If a page is indexed, blocking it with robots.txt will stop Google discovering the noindex instruction.

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