

candour

Noindex tag

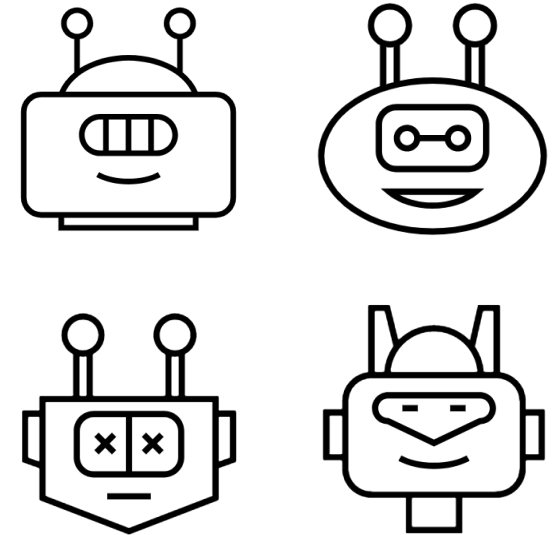
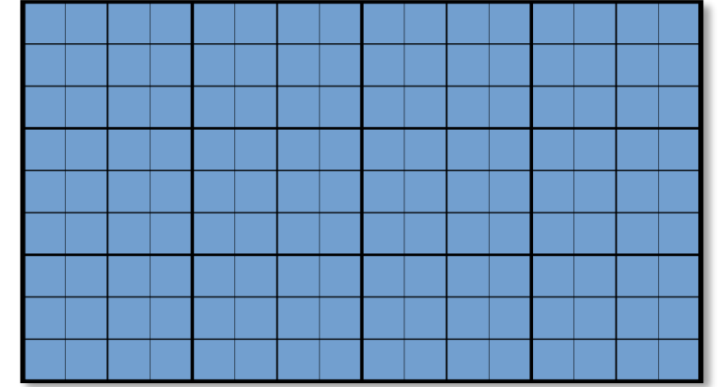


Trainer:

Mark Williams-Cook
Candour



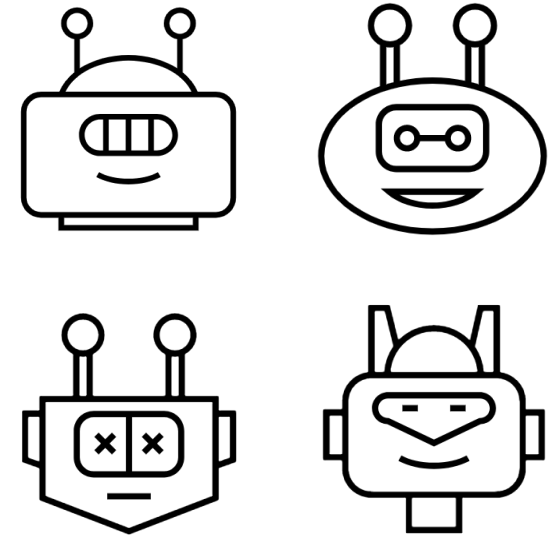
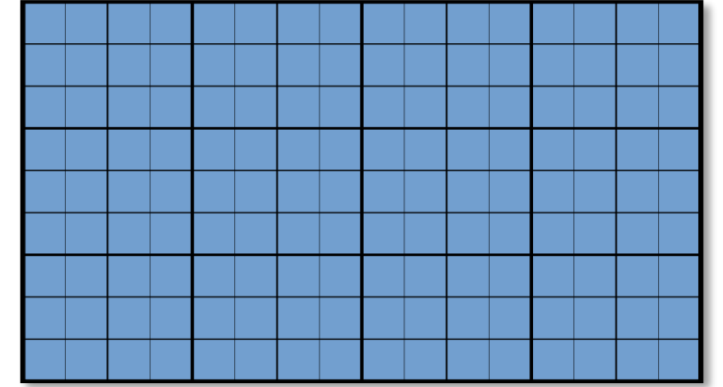
Noindex tag



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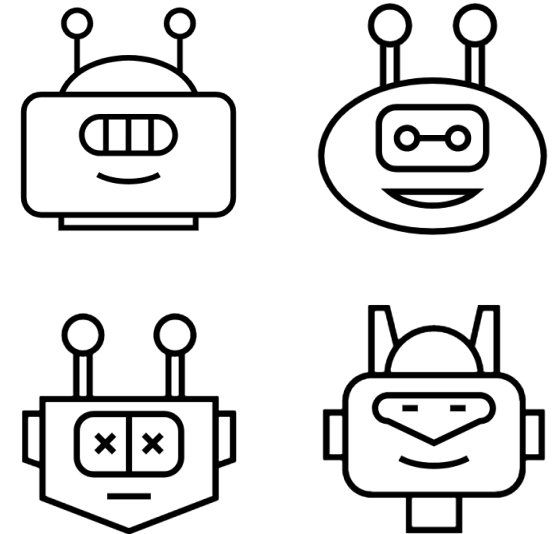
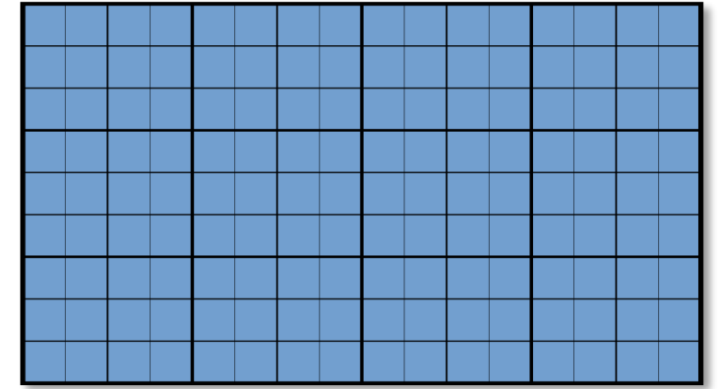
The Noindex tag is a way for you to block specific pages from appearing in search engines results.



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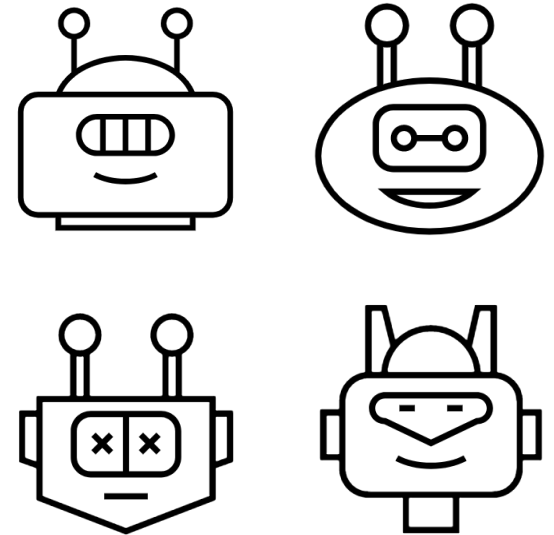
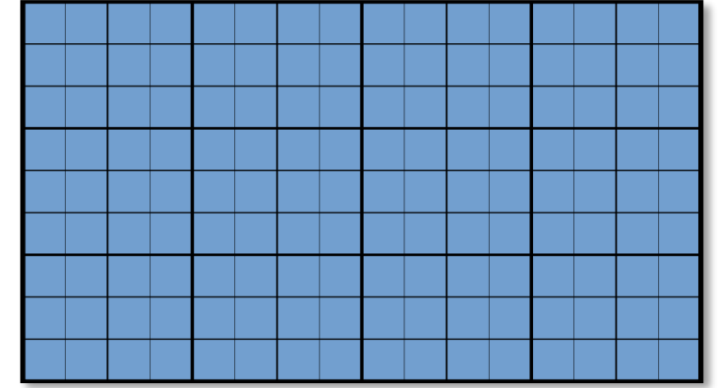
When Google crawls a page and finds the “noindex” tag, it will drop that page entirely from Google Search results, regardless of whether a site links to it or not.



Warning!

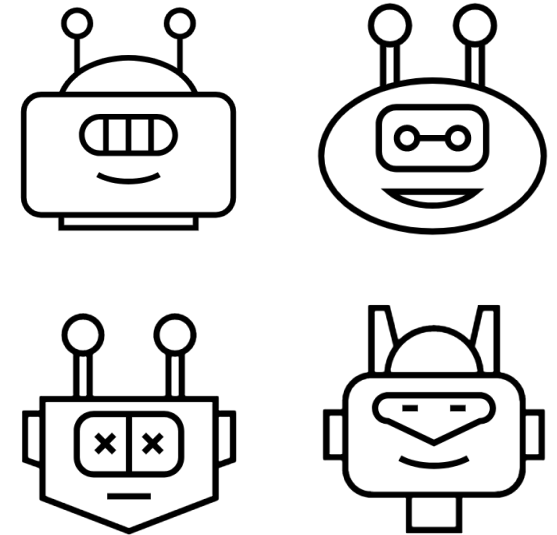
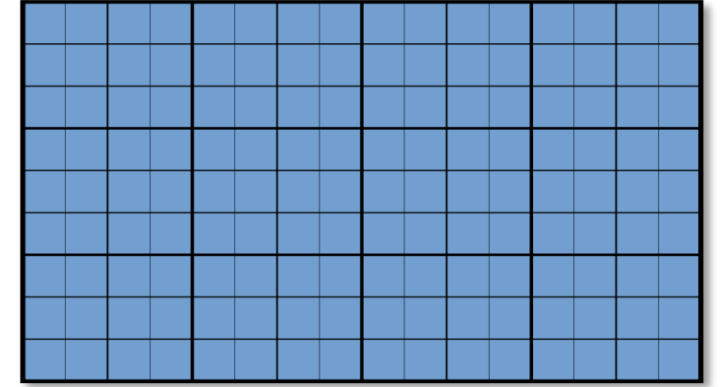
Do not confuse **crawling** with **indexing**.

Reminder: The Robots.txt stops a page being crawled, but does not block it from appearing in the index!



Noindex tag

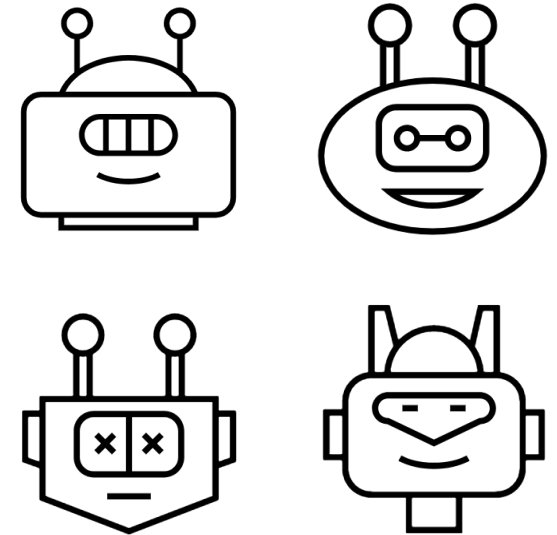
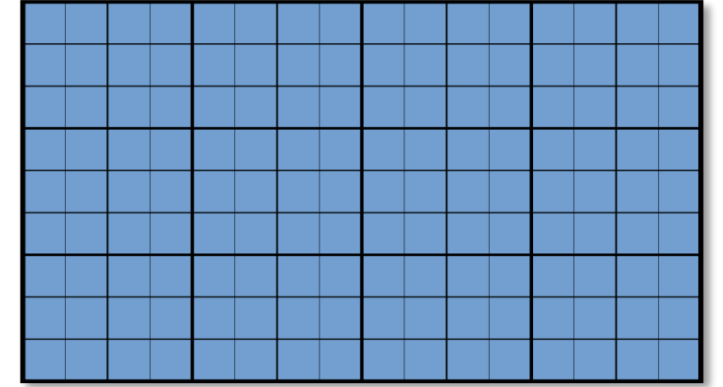
How to we apply Noindex?



Noindex tag

How to we apply Noindex?

The most simple way is a tag within the `<head>` of your html.

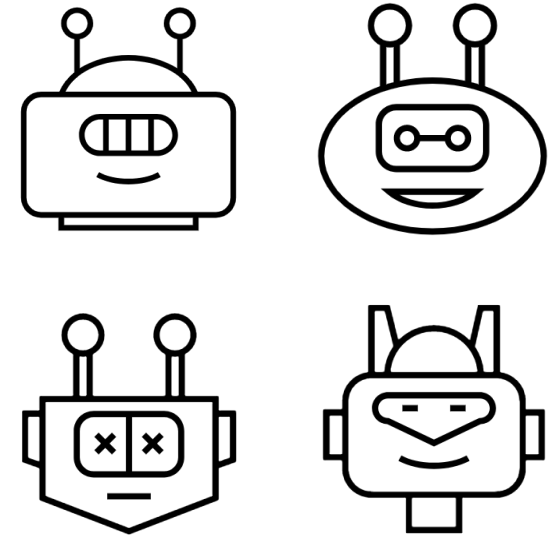
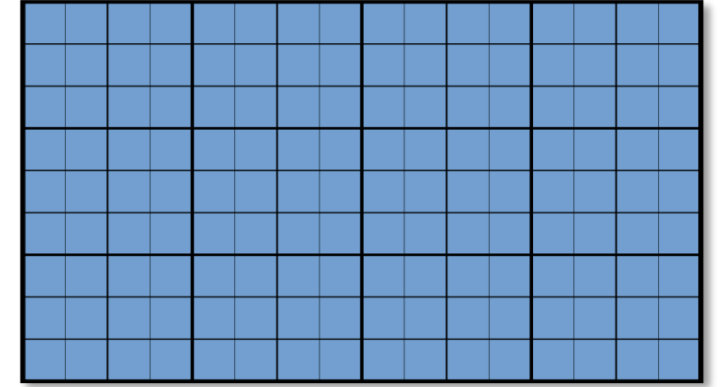


Noindex tag

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The most simple way is a tag within the `<head>` of your html.

`<html>`



Noindex tag

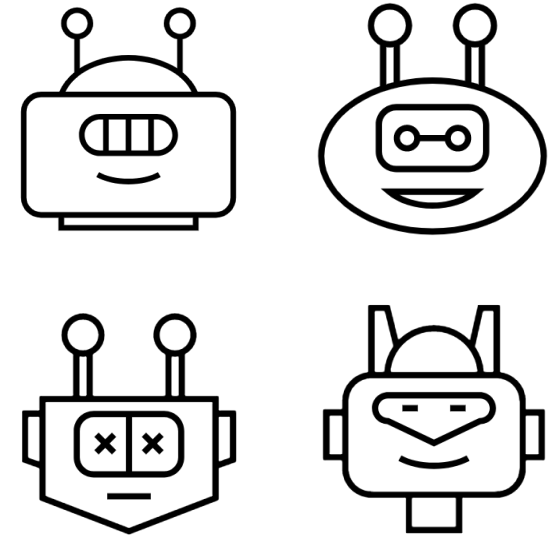
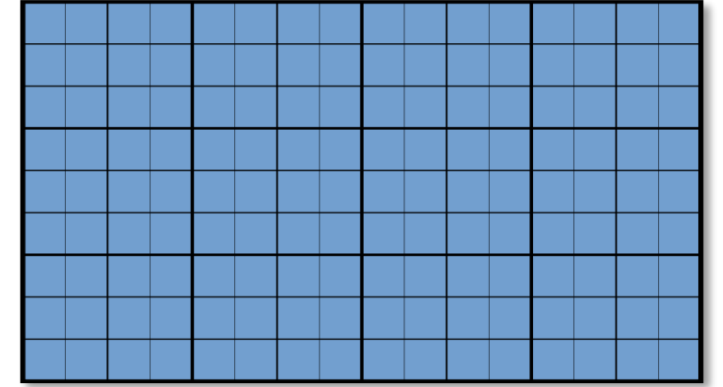
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`<html>`

`<head>`

`</head>`



Noindex tag

How to we apply Noindex?

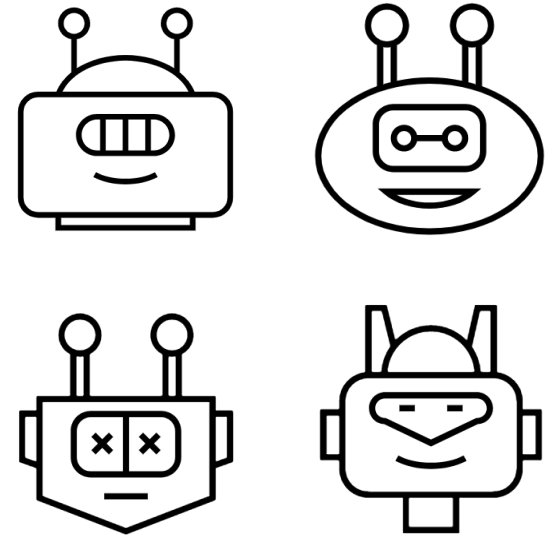
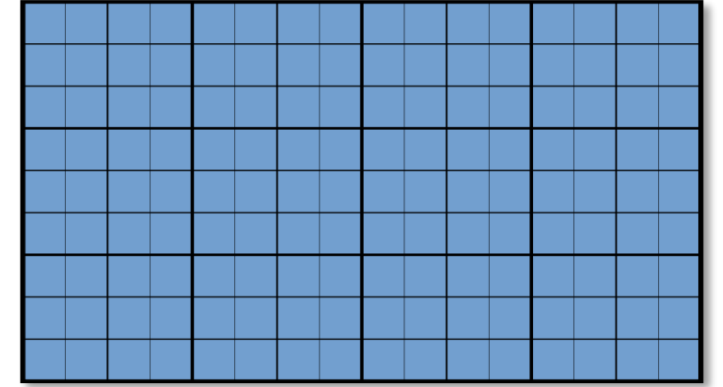
The most simple way is a tag within the `<head>` of your html.

```
<html>
```

```
<head>
```

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

```
</head>
```



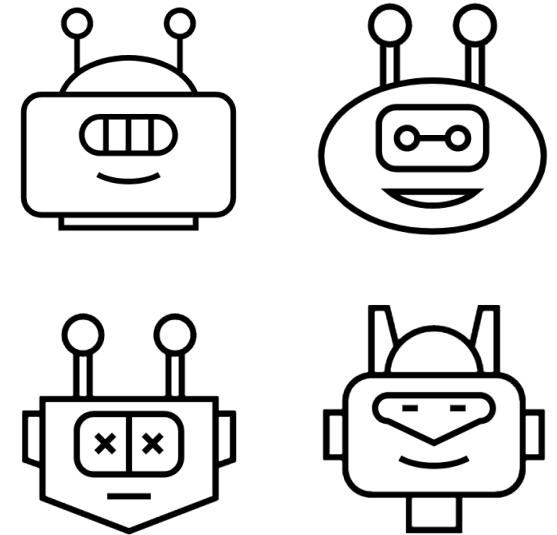
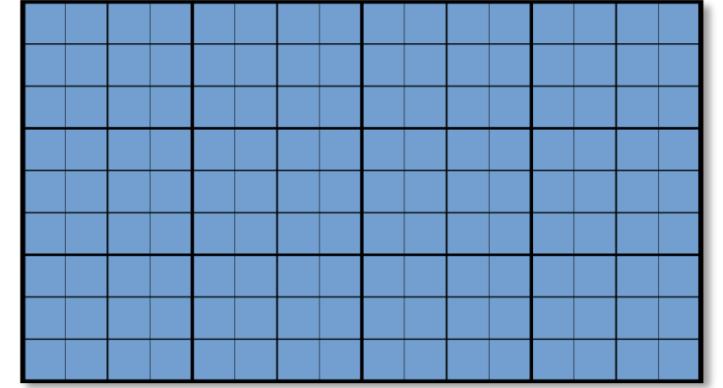
Noindex tag

How to we apply Noindex?

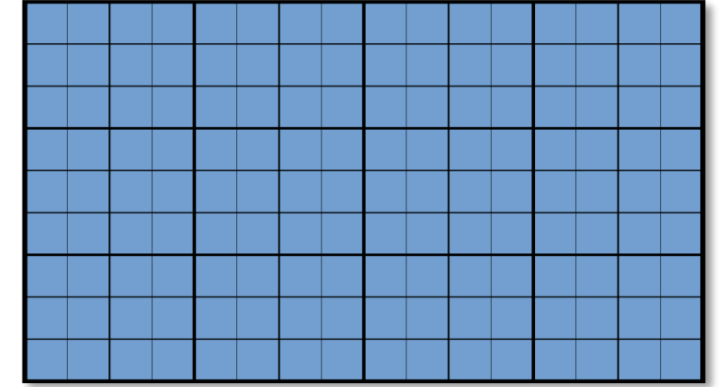
It is also possible to return a “X-Robots-Tag” header, which will achieve the same thing.

It means the tag won’t be visible in the source.

Check the lecture resources for how to implement this.



Key concept



If you block a page with robots.txt Google and other search engines will not be able to read the “Noindex” tag, so the page will remain indexed.



Challenge

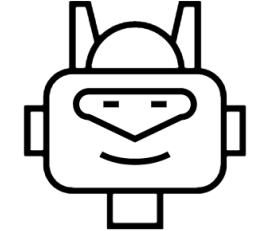
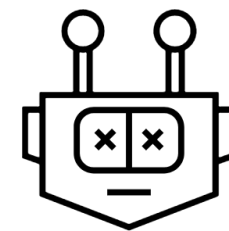
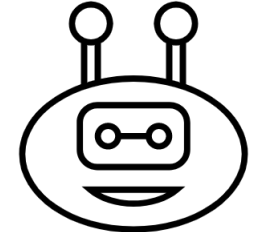
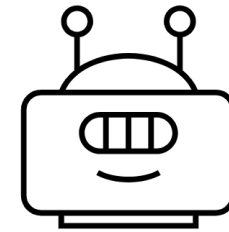
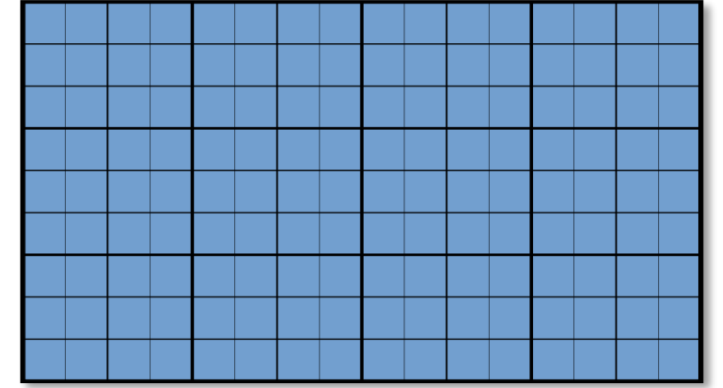


What do you think would happen if a “Noindex” tag was added to the page with Javascript? This would mean that Googlebot would not be able to “see” the tag when it first discovers the page.

Adding Noindex with Javascript



Raw HTML

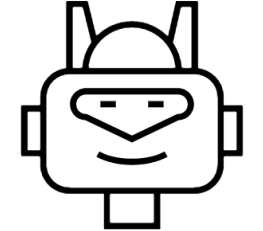
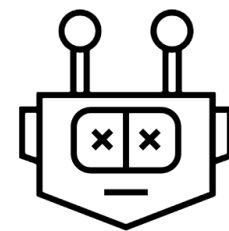
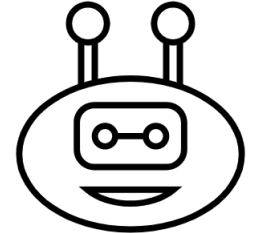
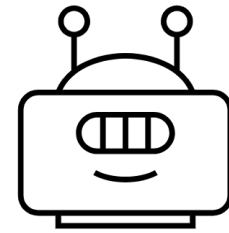
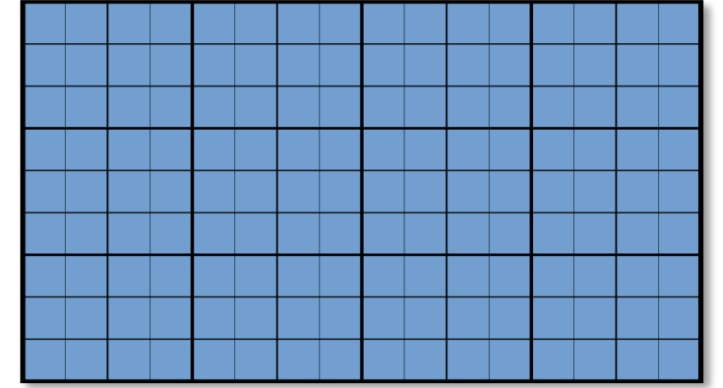
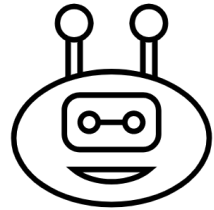


Noindex tag

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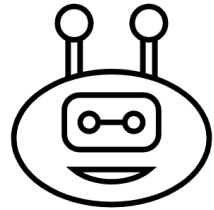


Noindex tag

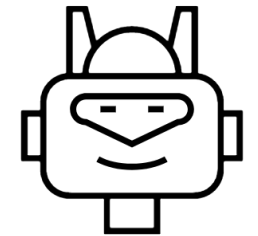
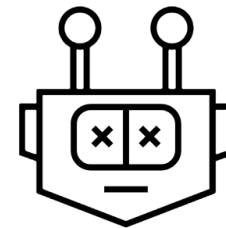
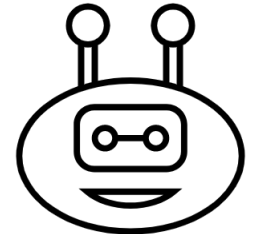
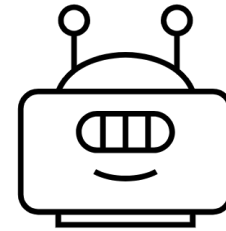
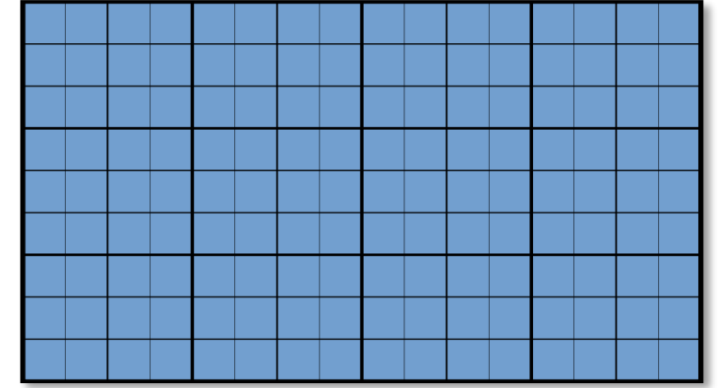
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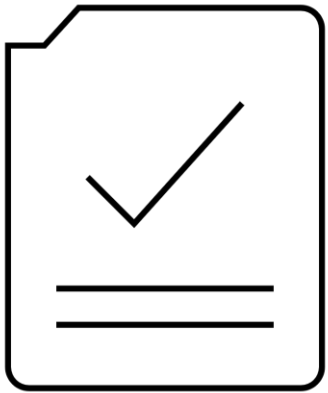


I am sending
these to be
indexed!



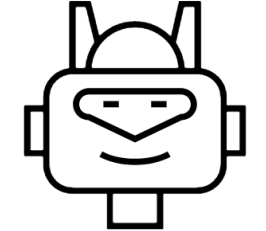
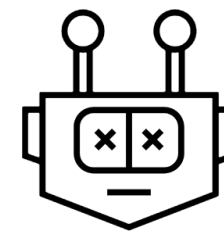
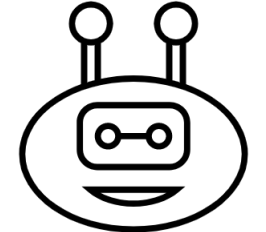
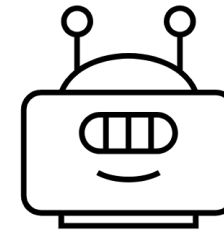
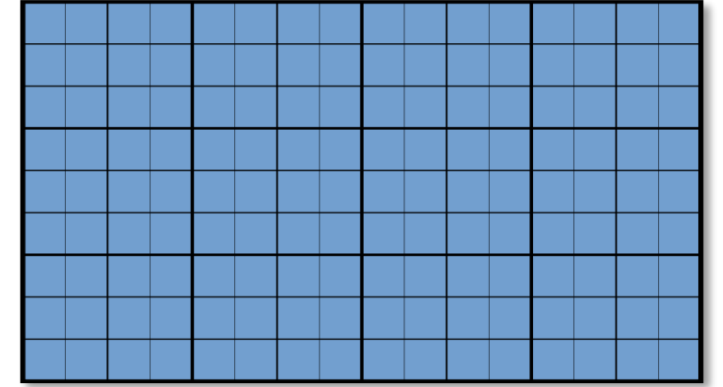
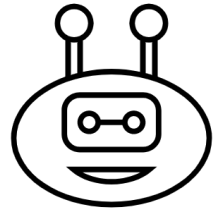
Noindex tag

Adding Noindex with Javascript



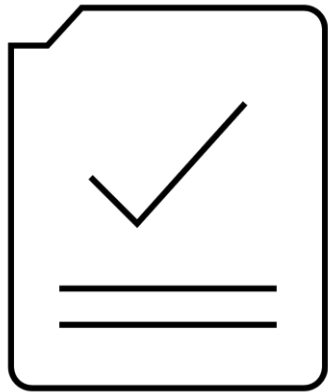
Noindex

Rendered DOM



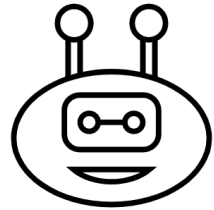
Noindex tag

Adding Noindex with Javascript

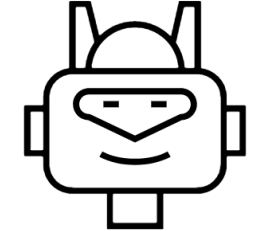
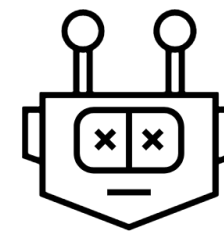
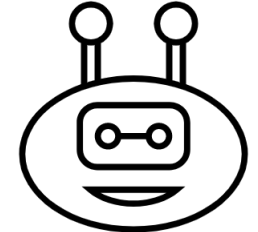
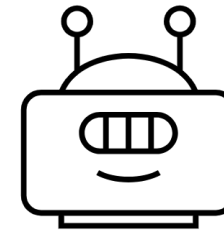
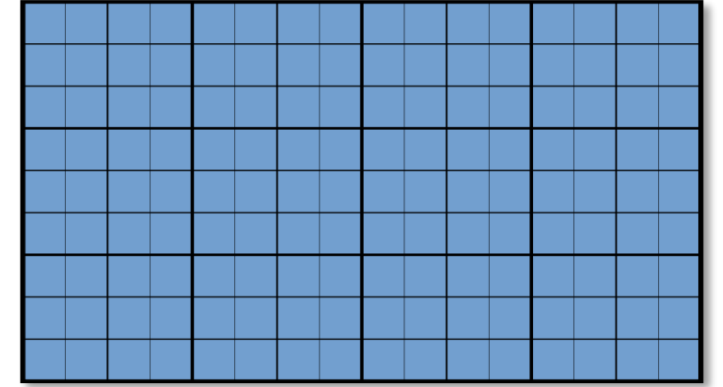


Noindex

Rendered DOM

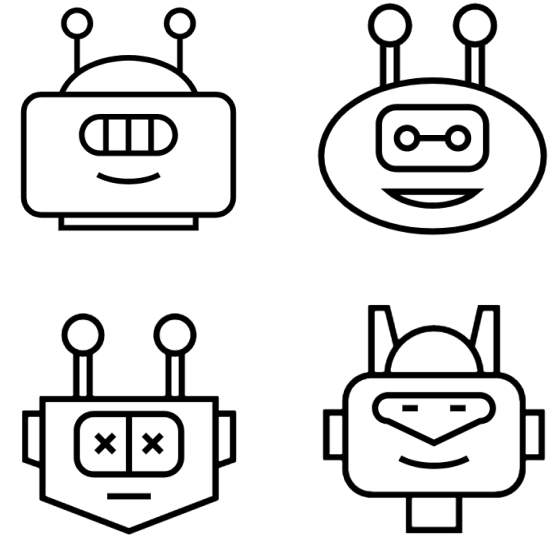
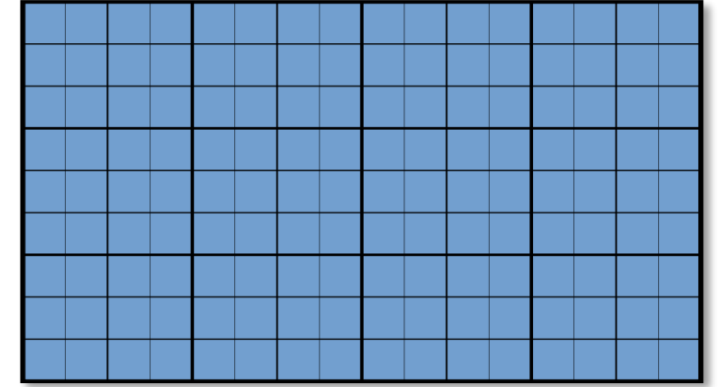


Okay, I will
remove these
from the index!



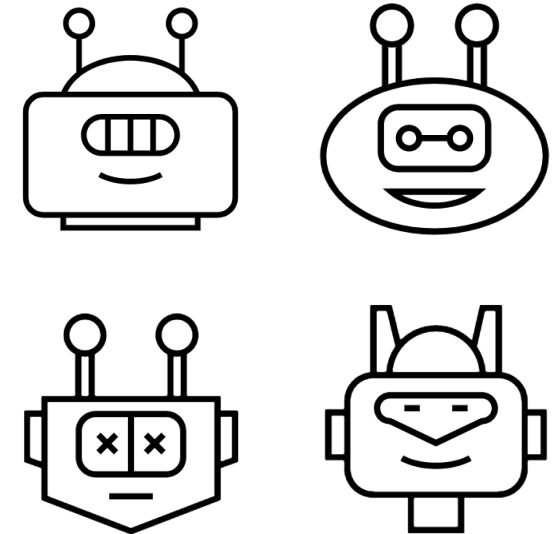
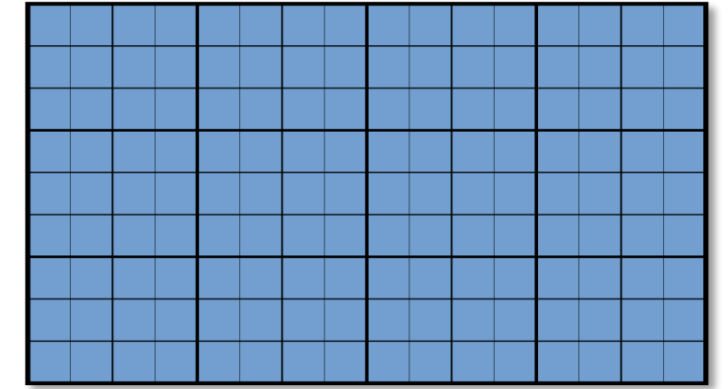
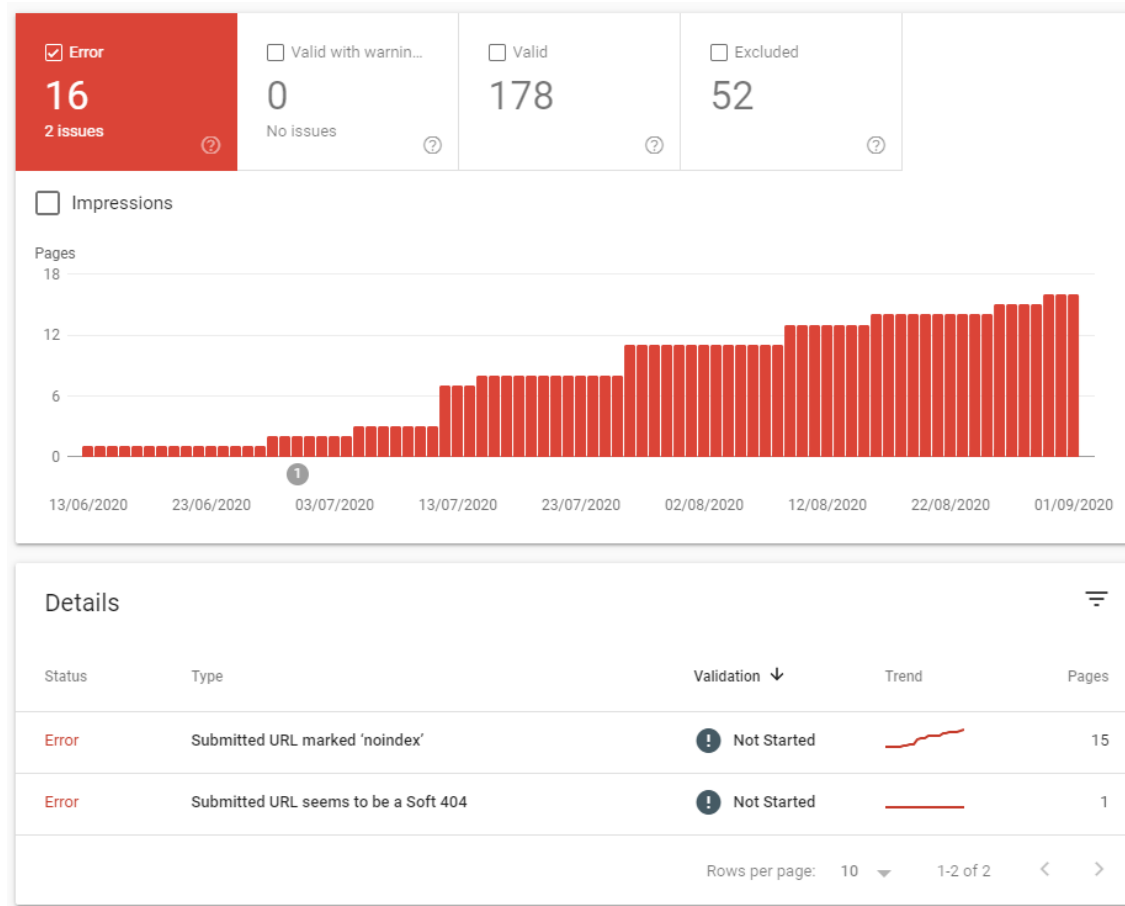
Noindex tag

Discovering Noindex pages



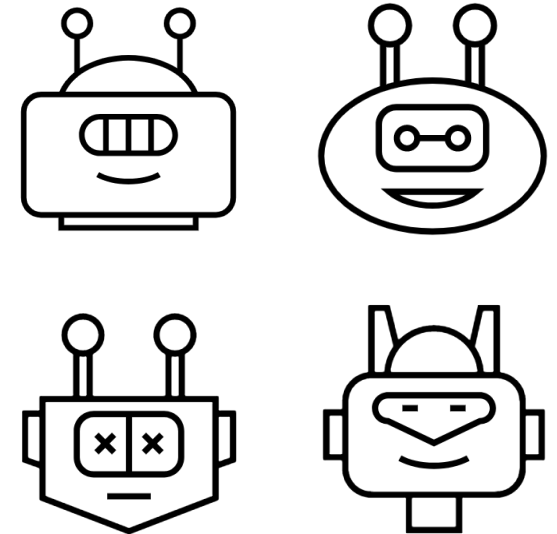
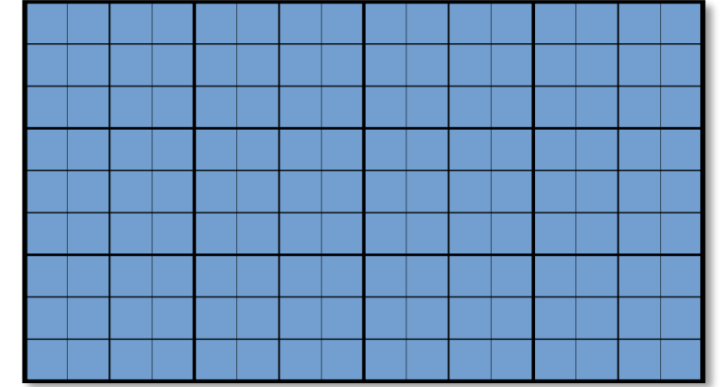
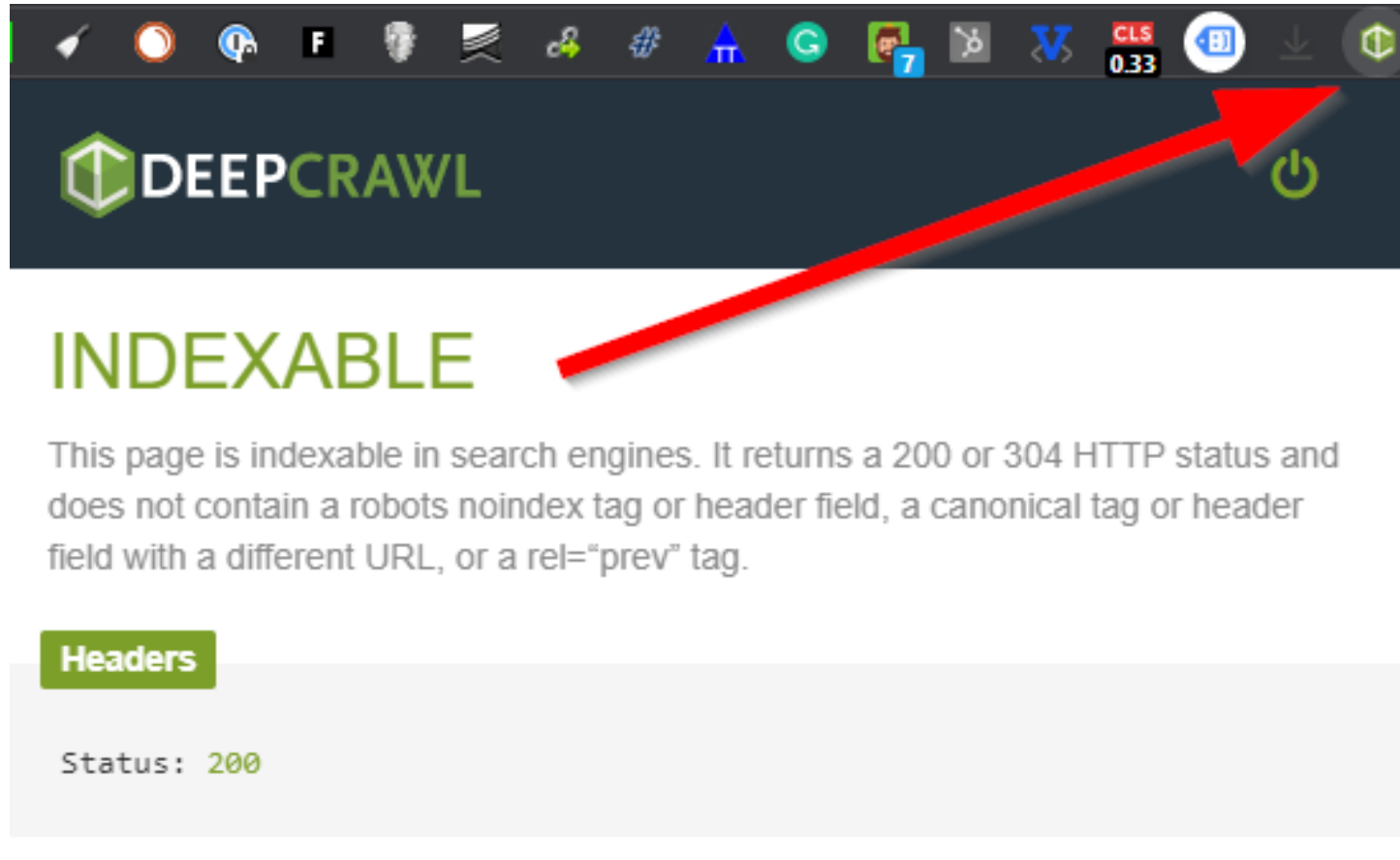
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Discovering Noindex pages



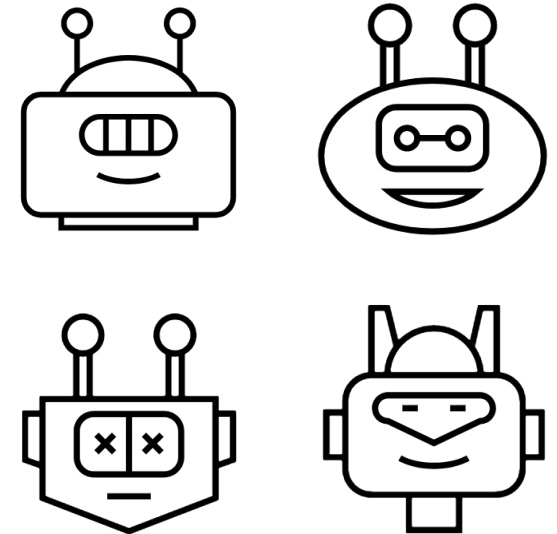
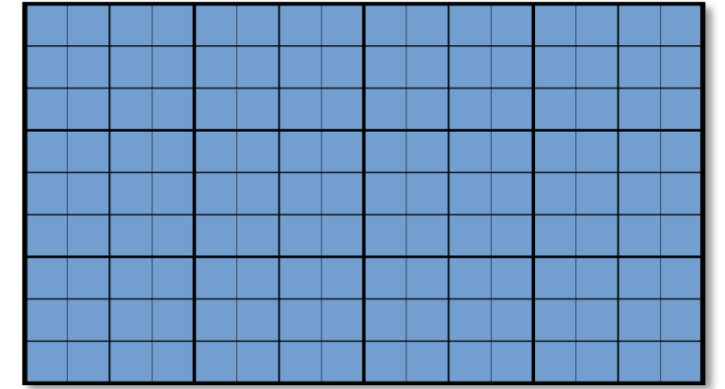
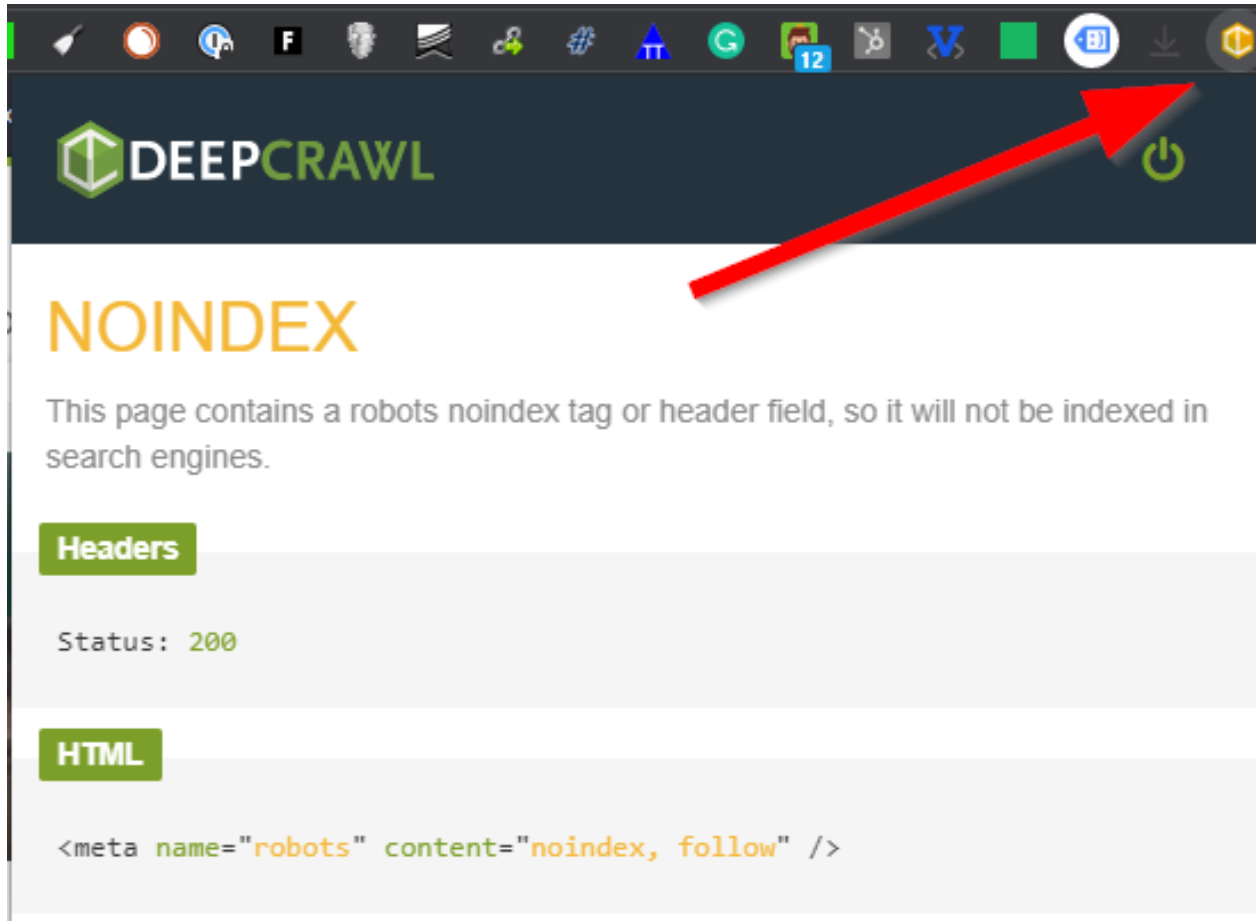
Noindex tag

SEO indexability extension



Noindex tag

SEO indexability extension



Noindex tag

Challenge



Follow the lecture resources link and install the “SEO Indexability Check” Chrome extension. You can then check your own web page and practise seeing if pages are noindexed.