

candour

Crawl budget



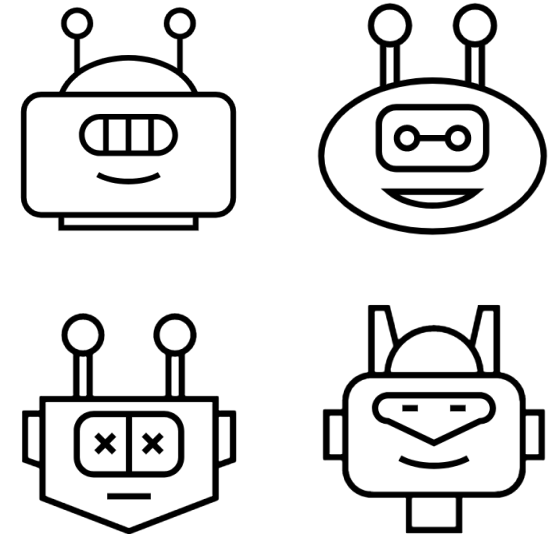
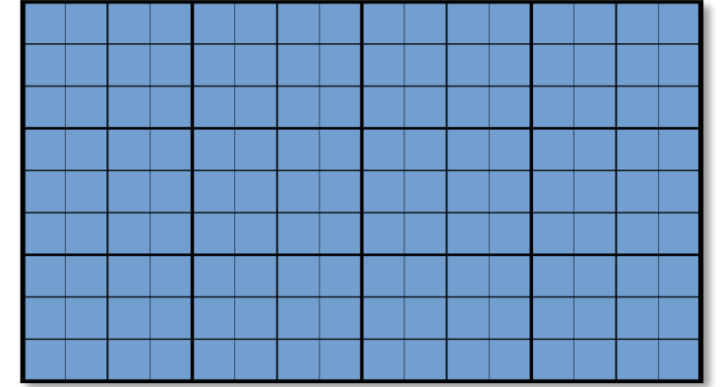
Trainer:

Mark Williams-Cook
Candour



What is it?

Crawl budget is the number of pages Google will crawl on your site on any given day.



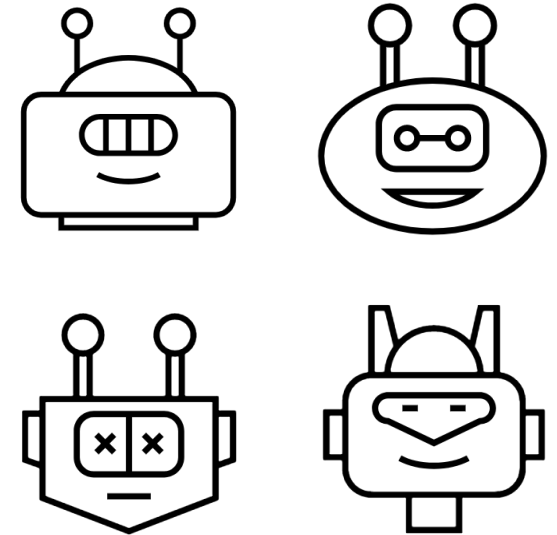
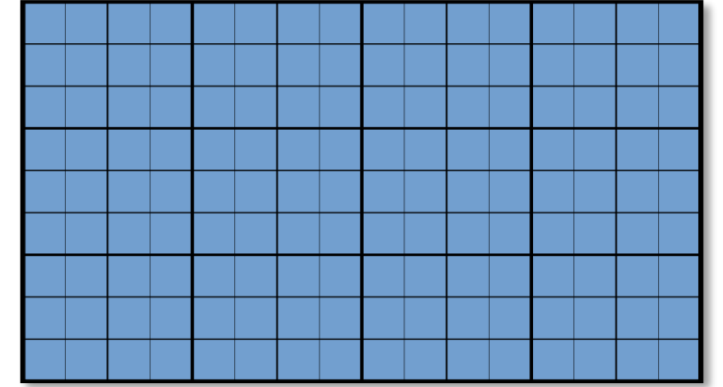
It's not an issue for small sites

For sites with:

< 1,000 pages it is not an issue.

~10,000s it is worth considering

>100,000 it is something you must consider

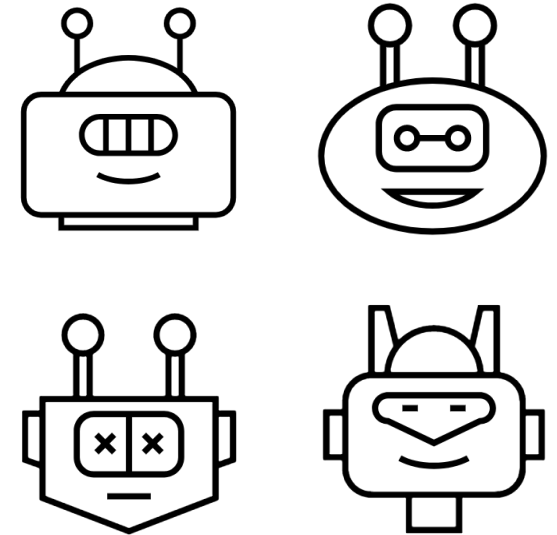
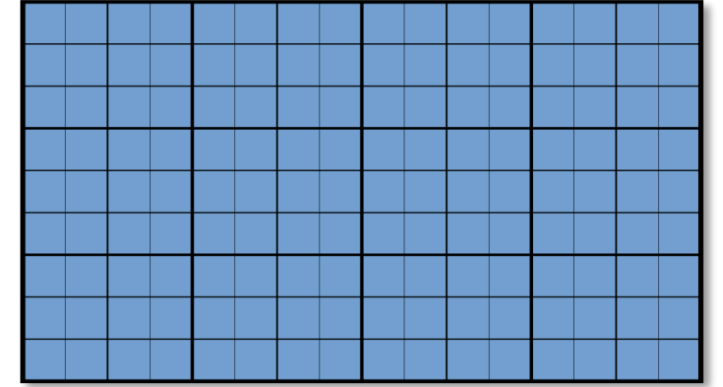


Why can it be a problem?

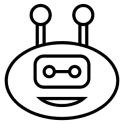
Let's say your site has 250,000 pages and Google crawls 2,500 per day

Google will crawl some pages (like the homepage) more often than others.

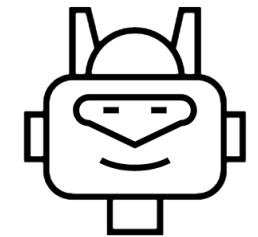
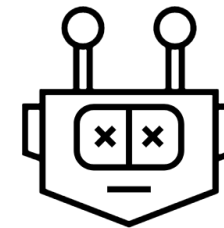
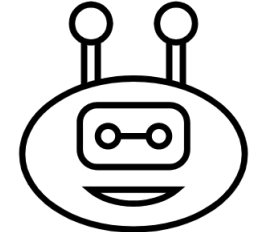
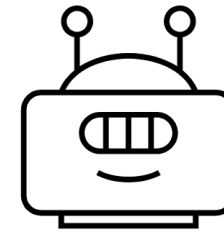
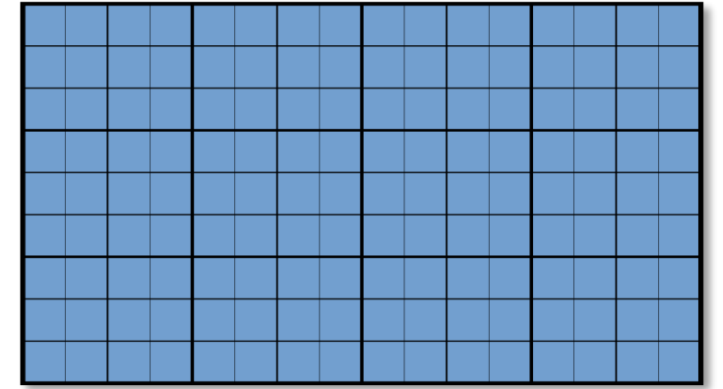
It could take months before Google notices changes on other pages.



Bots have limited 'fuel'

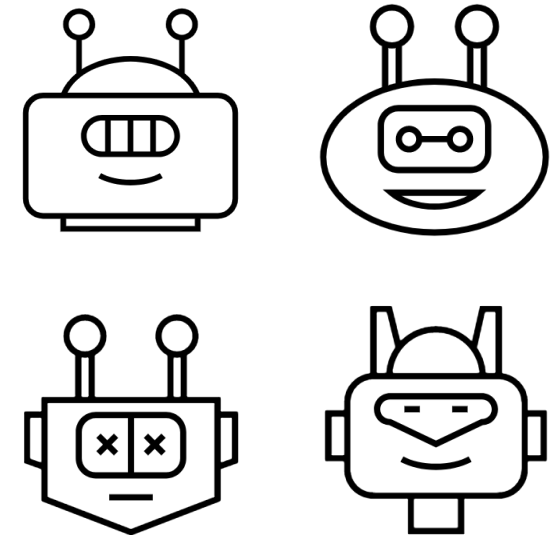
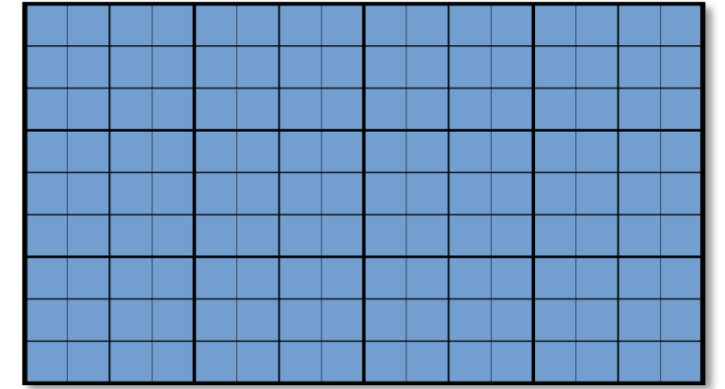
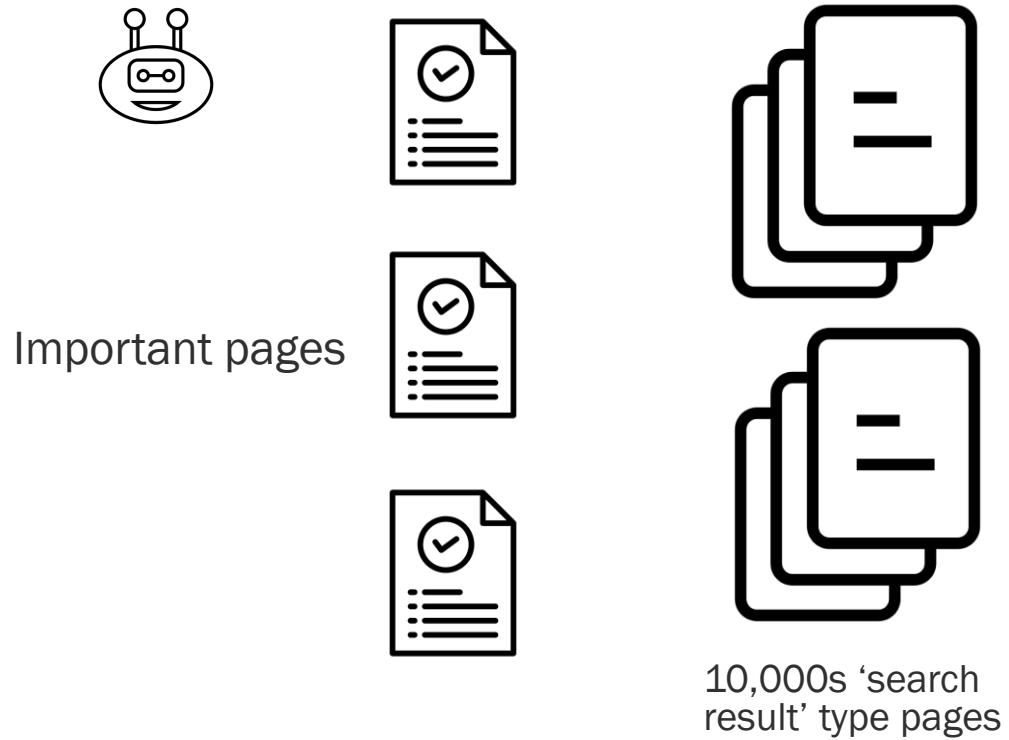


Important pages



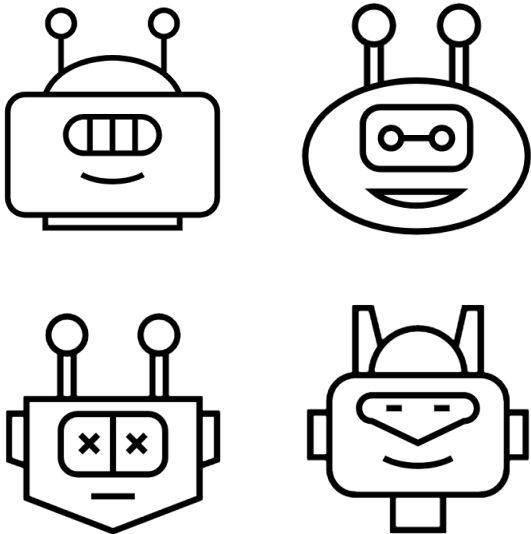
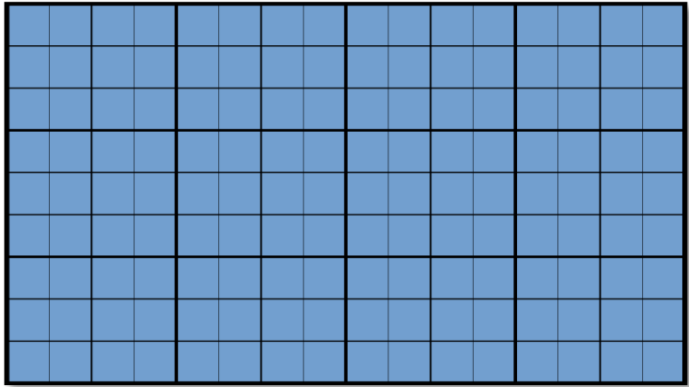
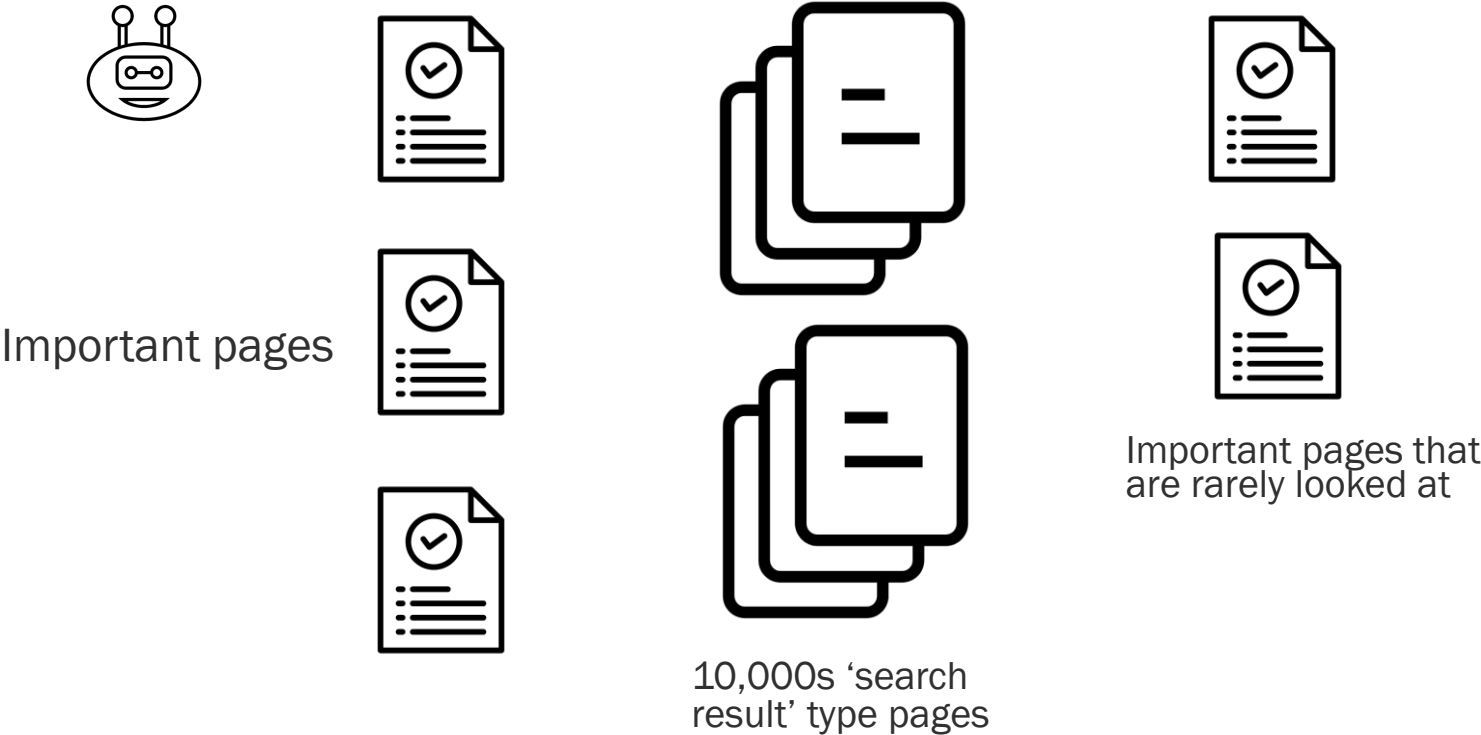
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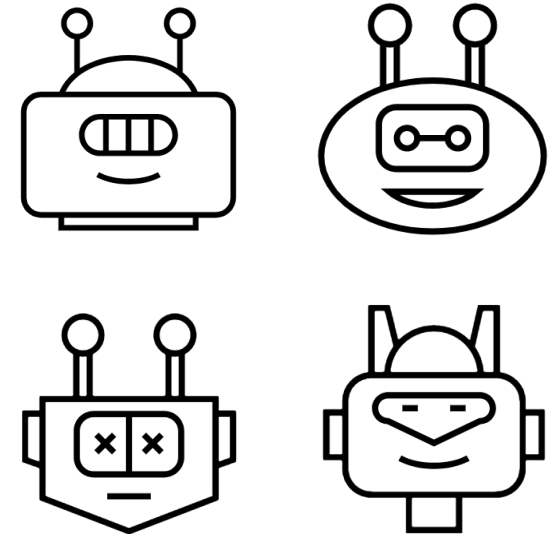
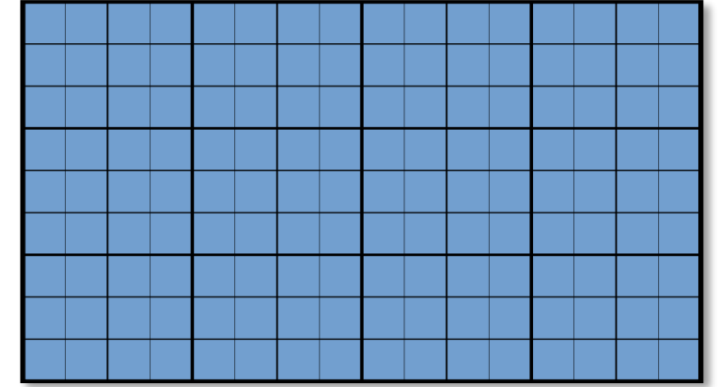
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How is crawl budget set?

- Primarily, the quality of your backlinks
- How your site responds (errors, etc)
- Other hints such as sitemaps



Key concept

Google has finite resources, so on larger sites it can be beneficial to understand and actively manage where bots are crawling

