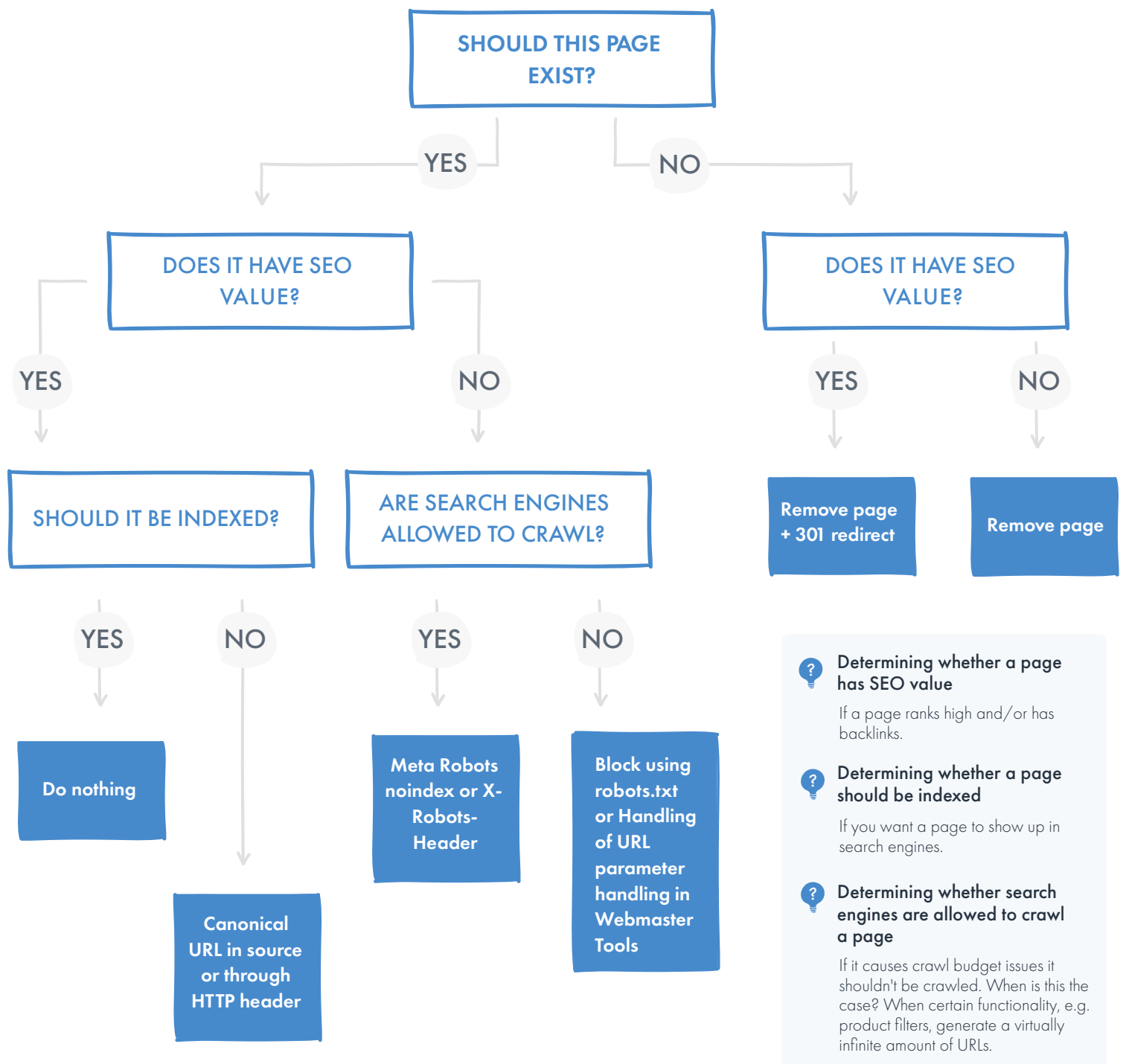


# Crawlability & Indexability cheatsheet

There are lots of ways to control the crawling- and indexing process, but when to you use which? Just pull up this cheatsheet everytime you ask yourself that question and choose the right method quickly. We've left out hreflang, rel prev/next, rel alternate mobile and HTTP authentication because their application is well documented.



- Determining whether a page has SEO value**  
If a page ranks high and/or has backlinks.
- Determining whether a page should be indexed**  
If you want a page to show up in search engines.
- Determining whether search engines are allowed to crawl a page**  
If it causes crawl budget issues it shouldn't be crawled. When is this the case? When certain functionality, e.g. product filters, generate a virtually infinite amount of URLs.

# Crawlability & Indexability cheatsheet

	Crawlable	Indexable	Prevents duplicate content	Consolidates signals
Robots.txt	✗	✗	✓	✗
Robots directives (Meta and HTTP header)	✓	✗	✓	✗
Canonical (Link and HTTP header)	✓	✗	✓	✓
Hreflang	✓	✓	✗	✗
Rel prev/next	✓	✓	✓	✓
Rel alternate mobile	✓	✓	✓	✗
Webmaster tools	✗	✗	✓	✓
HTTP authentication	✗	✗	✓	✗

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