BILLU BHAIYA · FREE GUIDE

Website Live se Google tak

Live ≠ Indexed ≠ Ranked — audit, fix, speed, Search Console, Bing, ranking

Reel ka full version + copy-paste code



SHURU KARNE SE PEHLE

Live, Indexed, Ranked — teeno alag

Website live hai par Google pe nahi dikhti? Pehle pata karo tum **kaunse stage** pe atke ho. **Guess nahi, measure.**

1 · LIVE

Server page khol deta hai (200 OK).

Check: browser, curl -I

2 · INDEXED

Google ne page crawl karke index mein rakha.

Check: GSC URL Inspection

3 · RANKED

Kisi query pe results mein dikhta hai.

Check: GSC Performance

site:mysite.com sirf rough idea deta hai. Sahi jawab hamesha **Search Console** mein.

Roadmap

1. **Audit** — Claude Code SEO plugin + PSI + Screaming Frog
2. **Technical fix** — robots, noindex, canonical, links, sitemap
3. **Metadata + Schema** — Next.js, JSON-LD
4. **Speed** — LCP · INP · CLS
5. **Google Search Console** — verify, sitemap, indexing
6. **Bing + IndexNow** — aur Copilot citations
7. **Ranking** — Performance report se decisions

STEP 1

Audit

Pehle problem dhundho, phir fix. Teen tools, teen nazariye.

```
# Claude Code mein (SEO plugin / skill install karke)
> /seo audit https://mysite.com

# Cross-check:
# PageSpeed Insights  → pagespeed.web.dev  (speed + real-user data)
# Screaming Frog      → poori site crawl (404, redirects, titles)
```

Audit mein kya dhundhna hai

Check	Kya problem karta hai
robots.txt	Galti se poori site block (Disallow: /)
noindex	Staging ka tag production mein reh gaya
canonical	Galat URL ko "asli" bata raha hai
Broken links	404 pages, Google ka crawl waste
sitemap.xml	Missing ya purana — naye pages nahi milte
Title / description	Missing ya har page pe same
LCP / INP / CLS	Slow ya hilta hua page

OUTPUT

Issues ki list — sabse bade (indexing block) pehle.

STEP 2

Technical Fix

Pehle git commit (rollback ke liye), phir Claude Code se fix — aur har diff khud padho.

```
// app/robots.ts  (Next.js App Router)
import type { MetadataRoute } from "next";

export default function robots(): MetadataRoute.Robots {
  return {
    rules: { userAgent: "*", allow: "/" },
    sitemap: "https://mysite.com/sitemap.xml",
  };
}
```

```
// app/sitemap.ts
export default async function sitemap(): Promise<MetadataRoute.Sitemap> {
  const posts = await getPosts();
  return [
    { url: "https://mysite.com", lastModified: new Date() },
    ...posts.map((p) => ({ url: `https://mysite.com/blog/${p.slug}`,
                           lastModified: p.updatedAt })),
  ];
}
```

- [ ] **noindex** — production pages se hatao (staging pe rehne do)
- [ ] **canonical** — har page ka ek URL: https, www ya non-www, ek hi
- [ ] **Broken links** — link theek karo ya purane URL ka 301 redirect

OUTPUT

Google ka crawler bina rukawat har zaroori page tak pahunchta hai.

STEP 3

Metadata + Schema

Har page ka **unique** title aur description. Wahi search result mein dikhta hai — wahi click laata hai.

```tsx
// app/blog/[slug]/page.tsx
import type { Metadata } from "next";

export async function generateMetadata({ params }): Promise<Metadata> {
  const post = await getPost((await params).slug);
  return {
    title: `${post.title} | Brand`,
    description: post.summary,
    alternates: { canonical: `https://mysite.com/blog/${post.slug}` },
  };
}
```

```tsx
// Schema (JSON-LD) — sirf wahi jo page pe DIKHTA hai
const jsonLd = {
  "@context": "https://schema.org", "@type": "Article",
  headline: post.title, datePublished: post.date,
  author: { "@type": "Person", name: post.author },
};
return <script type="application/ld+json"
  dangerouslySetInnerHTML={{ __html: JSON.stringify(jsonLd) }} />;
```

Rule: fake reviews, chhupe FAQ, jo page pe nahi — schema mein mat daalo. Yeh spam hai.

OUTPUT

Diff review → deploy → Search Console mein URL inspect.

STEP 4

Speed = 3 numbers

Core Web Vitals. Target: **real users ke 75th percentile** (p75) pe "good" — matlab 4 mein se 3 visits achhe.

Metric	Good	Matlab	Fix
LCP	≤ 2.5 s	Sabse bada content kitni der mein dikha	Hero image chhoti/WebP, next/image, fast hosting + CDN
INP	≤ 200 ms	Click/tap ke baad page kitna jaldi react kare	Kam JavaScript, lambe tasks todo, bhaari 3rd-party scripts hatao
CLS	≤ 0.1	Load hote waqt page kitna khiskta hai	Images/ads ko width-height do, fonts ke liye jagah rakho

Lab data

Ek test, ek device. Debug ke liye best (Lighthouse, PSI ka neeche wala hissa).

Field data

Real users (CrUX), pichhle 28 din. Google yahi dekhta hai. GSC → Core Web Vitals report.

Dhyan do: **fix ke baad field data update hone mein ~4 hafte lag sakte hain. Lab score turant dikhega.**

OUTPUT

Mobile pe teeno numbers green — PSI + Search Console dono mein.

STEP 5

Google Search Console

Google se seedhi baat ka tareeka. Free hai — launch ke din hi lagao.

1. **Verify** — Domain property + DNS TXT record
2. **Sitemap** — Sitemaps → /sitemap.xml submit
3. **URL Inspection** — URL daalo → "Test live URL"
4. **Request indexing** — sirf zaroori pages ke liye

Pages report ke status ka matlab

Status	Kya karo
Discovered – currently not indexed	Internal links badhao, page ki quality
Crawled – currently not indexed	Content behtar / duplicate check
Excluded by 'noindex' tag	**noindex hatao (agar galti se hai)**
Duplicate without user-selected canonical	Canonical set karo
Not found (404)	Link fix ya 301 redirect

Request hai, guarantee nahi. Indexing Google ka faisla hai — tum sirf raasta saaf karte ho.

STEP 6

Bing + IndexNow

Bing ka index sirf Bing nahi — **Copilot** jaise AI answers bhi wahi se aate hain.

1. **Bing WMT** — Search Console se import
2. **Sitemap** — import ke saath aa jaata hai, check karo
3. **IndexNow** — page update hote hi ping

```
# 1) https://mysite.com/<KEY>.txt — file mein sirf KEY
# 2) page add/update hote hi (deploy script ya CMS hook se):
curl -X POST https://api.indexnow.org/indexnow \
  -H "Content-Type: application/json; charset=utf-8" \
  -d '{"host": "mysite.com", "key": "KEY",
       "urlList": ["https://mysite.com/blog/new-post"]}'
```

Copilot citations — Bing Webmaster Tools ki AI Performance report mein track karo: AI answers mein tumhari site kitni baar cite hui.

Note: Google IndexNow use nahi karta — Google ke liye sitemap + Search Console hi raasta hai.

OUTPUT

Naya page minutes mein Bing tak — aur AI answers ka darwaza khula.

STEP 7

Ranking

GSC → **Performance** report: Clicks, Impressions, CTR, Position — **Queries** aur **Pages** tab mein. Data dekh ke faisla lo.

Data	Matlab	Kya karo
Impressions ↑ CTR ↓	Dikh raha, click nahi	**Title + description dobara likho — saaf fayda batao**
Position 11–20	Page 2 pe atka	**Content gehra karo, examples, internal links**
Impressions ~0	Galat keyword / intent	**User kya dhundh raha hai — topic dobara socho**
Keyword stuffing	**Spam signal**	**Helpful, people-first content**

Aur sabr.

Ek change ke baad 2–4 hafte ruko, phir same period ka data compare karo. Roz title badalna = kuch seekhoge nahi.

OUTPUT

Har mahine: top 10 pages ka CTR aur position — kya badla, kyun badla.

CHECKLIST

Launch se Google tak

Launch ke din

- [ ] robots.txt allow kar raha hai + sitemap link
- [ ] Production pe koi noindex nahi
- [ ] Har page: unique title, description, canonical
- [ ] GSC domain verify + sitemap submit
- [ ] Bing Webmaster Tools import + IndexNow key

Pehla hafta

- [ ] Top pages ka URL Inspection → live test → request indexing
- [ ] PSI mobile: LCP, INP, CLS green?
- [ ] Screaming Frog crawl: 0 broken links

Har mahine

- [ ] Pages report: naye "not indexed" kaaran
- [ ] Performance: CTR kam wale titles, position 11–20 wale pages
- [ ] Core Web Vitals report (field data)
- [ ] Bing AI Performance: Copilot citations

EK LAST BAAT

Deploy aasaan hai.

Search mein discoverable banana — wahi asli engineering hai.

Next episode

Google ke baad — **ChatGPT, Perplexity, Copilot** mein kaise dikhein: **AEO** aur **GEO**.

Tumhari site kaunse stage pe atki hai — Live, Indexed ya Ranked? Reel pe comment karo 👇

Code examples starting point hain — apne project ke hisaab se adjust karo. Google aur Bing ke tools/features badalte rehte hain; official docs check karo.

