

THE TECHNICAL SEO AUDIT THAT INCREASED INDEXED PAGES BY 130%



(619) 752-1955



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Overview

Our ecommerce client hosts a site with a consistently growing inventory, however, their site wasn't being indexed properly by Google. By April 2024, 80% of category pages were missing from search results. A small technical fix led to a 130% increase in indexed pages in four months.

Challenge/Opportunity

Our client's site had over 700,000 pages and relied on multiple XML sitemaps, each of which were maxed out at 50,000 URLs, Google's limit. Large sitemaps can overwhelm search engines, and without proper indexing, our client's expansive inventory was practically invisible.



Strategy & Tactics

We split large XML sitemaps into smaller files of 25,000 URLs and submitted them individually to Google Search Console and Bing. High-value pages were prioritized in the sitemap structure to ensure faster indexing.

10,000
Pages Indexed
in 1st Week

154k
Pages Indexed
by 2nd Month

Results

In one week, indexed pages jumped from 99K on April 26 to 110K by May 3. By June 28, the count surged to 154K, reaching 225K by September 20—a 130% increase in four months. This boosted visibility in Google's ecommerce filters and drove more qualified traffic.

+130%
Pages Indexed
in 4 Months

Work With Ignite Visibility

Let us help you unlock massive gains in search visibility and traffic with smart SEO strategies like thoughtful sitemap management. Whether you're struggling with indexing or need a boost in qualified traffic, our expert team can help.