

Indexing frustrations

Moving is hell, on land and in cyberspace. Moving your site from one URL to another — and especially from one domain to another — presents a vexing indexing problem. There's a good chance that Google will continue to list your old site after you move, and even after it begins to list your new site. The Google spider is not dense. It trusts incoming links, many of which probably still point to your old location. From Google's perspective, you haven't really moved until you update your entire network of incoming links (which, if you take Chapter 3 seriously, you worked hard to establish), pointing them to your new location. Your PageRank will drop considerably, too, until you get those backlinks up to speed. Moving is a serious

consideration for any site that depends on stature in Google, and it shouldn't be undertaken lightly or without planning.

Partial listings can also spark frustration, for example, when Google's spider locates your site and files the address but does not crawl all of its content. Because Google's descriptions are quoted from the pages, your listing on any search page is bereft of a description. This situation bodes ill, for descriptions often provide the motivation to click on search results. Your only recourse is to build up your PageRank to the level at which Google sniffs out all your content and provides descriptions of your pages. See Chapter 3.

Figure 2-4: Search for your page or site address to see whether you're in the Google index.

