

Shopify Not-Indexed Triage Sheet

Which Search Console rows matter, and which to ignore. Built by Kaspian Fuad, Shopify developer.

Step 1: count the right thing

Indexing > Pages > All submitted pages

Switch from All known pages. Now you only see sitemap URLs.

Excluded sitemap URLs / total sitemap URLs

Over ~10% for 30+ days = real problem. Under = spot-check top sellers.

Ignore: these SHOULD be excluded

/collections/<c>/products/<handle>

Collection-scoped path. Canonical points to /products/<handle>.

/products/<handle>?variant=123

Variant parameter. Same canonical.

/collections/<c>?filter.v.color=x

Single filter. Not blocked by default robots.txt, so it gets crawled.

Blocked by default robots.txt

/collections/*+* /collections/*sort_by*

Tag combos and sorting.

*/collections/*filter*&*filter*

Two or more stacked filters only.

/search /policies/ /cart /account

Never meant to rank.

Fix: these MUST be indexed

/products/<handle>

Canonical product, listed in sitemap.

/collections/<handle>

Canonical collection, listed in sitemap.

/pages/<p> /blogs//<article>

Trust pages and posts that earn clicks.

Crawled, currently not indexed

Google read it and said no

Do not spam Request Indexing. Google says no need to resubmit.

Fix = make it distinct

Rewrite maker copy, merge near-identical products into variants, add collection copy.

Discovered, currently not indexed

Google knows it, has not fetched it

On a small Shopify store, read this as a priority signal.

Fix = link to it

Main menu, parent collection, related blog post. Sitemap-only pages wait.

Canonical check (URL Inspection)

User-declared vs Google-selected canonical

Must match. A mismatch is a template problem, not content.

{{ product.url | within: collection }}

Card links to collection paths. Point cards at product.url instead.

Real audit 1: jewelry store

679 sitemap URLs, all 200 OK

476 products, 191 collections, 10 pages, 2 articles.

25,285 collection-scoped product links

About 37 duplicate-path links per real URL. Canonicals correct.

Real audit 2: blinds store

232 crawled, not indexed pages

Canonical pages that should rank: thin, similar, weakly linked.

348 dead URLs + 2 noindexed collections

Indexing was one of five causes of a 70% traffic drop.

Verify the fix

URL Inspection > Test Live URL

Confirm canonical + indexable, then request indexing once.

Pages report > Validate Fix

Google: typically up to about two weeks.

Re-count submitted pages after 30 days

The excluded sitemap count should fall.

Other statuses on the same report

Alternate page with proper canonical tag

Google: nothing you need to do.

Duplicate, Google chose different canonical

Google overrode yours. Check the template and internal links.

Page with redirect

Fine if the target is indexed. Check old app and theme paths.

Excluded by noindex

Fine on filters. Fatal on a collection that earns impressions.

Self-inflicted causes I see most

Noindex used to 'consolidate' pages

Noindex drops the page. Redirect or canonicalize instead.

Bare collections with zero copy

Add a real intro and internal links to the top products.

Copied manufacturer descriptions

Google sees the same text on dozens of other sites.

Removed app left dead paths

Redirect them; Shopify redirects only fire on 404 URLs.

When to hire help

Only filter/variant/collection paths excluded

No hire needed. Stop reading the total.

Canonical URLs excluded, cause unclear

~4-10 senior hours. \$200-\$500 at \$50/h. kaspianfuad.com/contact