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Articles

What do Search Engines Know About my Website?

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Is my site indexed?

A search engine "indexes" a website when it visits the site and builds a list of its pages. The process is often known as "crawling" or "spidering". Check if your site is indexed by entering "site:" in the search box, followed by your website address.

Search: the web pages from the UK

The results summary tells you how many pages of your site are known to the search engine:

Results **1 - 10** of about **95** from **iceberginternet.co.uk**.

How well has my site been indexed?

Now look through the details of each indexed page. The title (main link in blue) and the summary reveal what the search engine knows about your site. Ideally, these details should be descriptive and highlight succinctly what your business offers:

[Website Health Check, Web Site Audit Report](#)

Website health check from Iceberg Internet, providers of website health checks and website audit reports for business owners dissatisfied with the ...

www.iceberginternet.co.uk/website_health_check.php - 11k - [Cached](#) - [Similar pages](#)

If your company name is repeated in every title, or you see "Untitled Document" for some titles, or the summary is largely uninformative, your site is suffering from a weak search engine presence.

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