SMALL BUSINESS Websites & Search

WR008 · TODAY'S HEADLINE

# "Not indexed" doesn't always mean broken.

You open Google Search Console, or someone sends you a report from it, and a page says "Crawled - currently not indexed." In plain words, Google looked at the page and left it out of its search index. It sounds like something is broken. Google just changed what it tells you about that message.

**What Google's help page said on Oct 26** [2]

> "It may or may not be indexed in the future; no need to resubmit this URL for crawling."

**What it says now** [1]

> "Google doesn't index all pages across the web, so this is a common message for many sites and doesn't necessarily indicate an issue that needs attention."

## How to read the message, following Google's new wording [1]

| | | | |
|---|---|---|---|
| 1 | **Is it a page that matters to your business?** | No → | Likely fine. Google says not to expect every page to be indexed. |
| 2 | **If it matters, is something blocking Google?** | Yes → | Fix that. The URL Inspection tool in Search Console is where Google says to look. |
| 3 | **Is your whole site missing, and you checked everything?** | Yes → | Google has a form to report an indexing issue. That is what it is for. |

## What this means for you

I am being real with you. This is a change of words on a help page. The page does not say why, and nothing on it says search itself works any differently. It does tell you, in Google's own words, that this one message is not proof of a problem. [1][3]

It leaves one question open: an important page, nothing blocking it, the rest of your site doing well. Google's text does not say what to do there. [1]

## Three things that matter

1. **Check the pages that bring you work.** Google says the goal is the main version of "every important page," and that you should not expect all your URLs to be indexed. [1]
2. **Don't pay for a fix on this message alone.** That is my read, not Google's. Ask what is actually wrong with the page first.
3. **Look closer if only your home page is left.** Google's John Mueller was asked about a hacked and cleaned-up site in that spot. He said it is "impossible to say without more information," but that it "sounds like a general quality issue." [4]

Go check your own pages. If you think I have this wrong, text me.

**WatchLocal score: 76 out of 100.** This is how I rate this story: how solid the proof is (45), how much it touches getting found (30), and how much it changes what an owner should do (25).

## Sources

[1] Google, "Page indexing report," Search Console Help, read Nov 4, 2026 support.google.com/webmasters/answer/7440203

[2] Internet Archive, copy of that page saved Oct 26, 2026 web.archive.org

[3] Search Engine Roundtable, "Google Updates Crawled - Currently Not Indexed Details," Nov 3, 2026 seroundtable.com

[4] Search Engine Roundtable, "Only Home Page Indexed? Might Be A Google Search Quality Issue," Nov 3, 2026 seroundtable.com



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**No client is named here, ever.**
My read of the evidence, not a promise of any result.