

Your Site Isn't Invisible. It's Just Talking to the Wrong Cache.

01 WHAT TO ACTUALLY CHECK

- ☐ **Purge your CDN cache globally, not just for your region.**
If you're on Cloudflare: Caching → Configuration → Purge Everything. A regional purge fixes what you see and leaves everyone else looking at the old version.
- ☐ **Purge any caching plugin separately.**
WP Rocket, LiteSpeed Cache, WP Super Cache — these sit on top of your CDN, not inside it. Clearing one doesn't clear the other.
- ☐ **Use Google Search Console's "Test Live URL" tool.**
This is the only way to see, with certainty, what Googlebot itself is currently pulling — not what you assume it's pulling.
- ☐ **Check incognito, from a different network than your usual one.**
If your regular browser and your incognito window show two different sites, you've confirmed it's a caching issue, not a "my eyes are lying to me" issue.

02 GET IT SEEN FASTER

Fixing the cache gets you back to zero. These get you ahead:

- ☐ **IndexNow.**
A free plugin that pings Bing and its partner engines (Yandex included) the moment you publish or update a page, instead of waiting for them to wander back on their own schedule. It does not cover Google — Google runs its own separate system.
- ☐ **Google Search Console's URL Inspection tool.**
After you publish, manually request indexing for that specific URL. It's not instant, but it's faster than waiting for a crawl you didn't ask for.
- ☐ **An updated XML sitemap, submitted in Search Console, that actually reflects your current pages**
— not the sitemap from whatever theme setup you started with.
- ☐ **robots.txt, checked by eye, not assumed.**
Visit `yourdomain.com/robots.txt` yourself. Confirm nothing is quietly blocking the crawlers you're trying to attract.