Prevent search engines from indexing your site and content

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Private sites cannot be indexed by search engines. But if your knowledge base is public, you may want to prevent Google and other search engines from indexing either:

- **Your entire site**
- **Individual pages**

Below, we walk through instructions for each approach.

Block entire site from search indexing

To ensure that your entire public knowledge base isn't indexed for search:

1. Go to **Settings > Style.**

2. Below the preview pane, be sure **Custom <Head>** is selected.

3. Copy the code below and paste it into that pane:

   ```
   <meta name="robots" content="noindex">
   ```

4. Be sure to **Save** your changes.

Block individual pages from search indexing

If, on the other hand, you only want to block individual pages (like articles or categories) from search engines' indexing:

1. Go to **Library > Snippets**.

2. Click the **+ Create New Snippet** button to begin **creating a new snippet**.

3. Use any **Snippet Name** you'd like. Here, we use "Block Search Engines."

4. *Optional:* Add a **Snippet Description**. Here, we use "Add this snippet to the top of articles or into the category description to block search engines from indexing it."

5. In the **Snippet Content** dropdown, select **Code Editor**. (It usually defaults to WYSIWYG Editor.)

6. **Copy the code below and paste it into the Code Editor.**

```
<meta name="robots" content="noindex">
```

7. **Your snippet should look something like this:**

Snippet Name

| Block Search Engines |

Merge Code Name

| blockSearchEngines |

Limited to alphanumeric characters, dashes, and underscores

Merge Code Value

| {{snippet.blockSearchEngines}} |

Snippet Description

Add this snippet to the top of articles or into the category description to block search engines from indexing it.

Snippet Content Code Editor ▾

```
<meta name="robots" content="noindex">
```

Sample snippet format

8. **Once you're done, be sure to click the Create button to finish creating your snippet.**

With your snippet created, you can add it into the start of articles or custom content categories above all other text using the **Insert Snippet** control in the editor. See **Using snippets** for more information.

To add the snippet to any other category type:

1. **Open the snippet from Library > Snippets.**

2. **Copy the Merge Code Value.**

3. **Paste that into the Description of the category you want hidden from search.**

4. **Save the category.**

5. **If the category contains articles, you'll want to add the snippet into each article in the category, too.**