

IndexNow + Google Search Console: The 2026 SaaS Indexing Playbook

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Most SaaS teams discover indexing problems three months after a launch. Here's the playbook AI Pinnacle runs on every deploy.

The #1 Silent Killer: robots.txt Over-Blocking

Keep robots.txt minimal. Block only true admin routes. Never block query strings.

The Deploy-Time Indexing Pipeline

1. Regenerate sitemap.xml from current routes and CMS data.
2. Ping IndexNow (Bing, Yandex, Seznam).
3. GSC Indexing API call for JobPosting / BroadcastEvent pages.
4. Internal link audit — every new page reachable in ≤ 2 clicks.

AI Engine Optimization (AEO) Layer

- /llms.txt with structured facts
- JSON-LD on every page
- Plain-text fallbacks for JS-rendered content
- Permissive crawler directives for GPTBot, ClaudeBot, PerplexityBot, Google-Extended

Median time-to-index across our last 11 deploys: 38 hours. Median time-to-cite in Perplexity: 9 days.