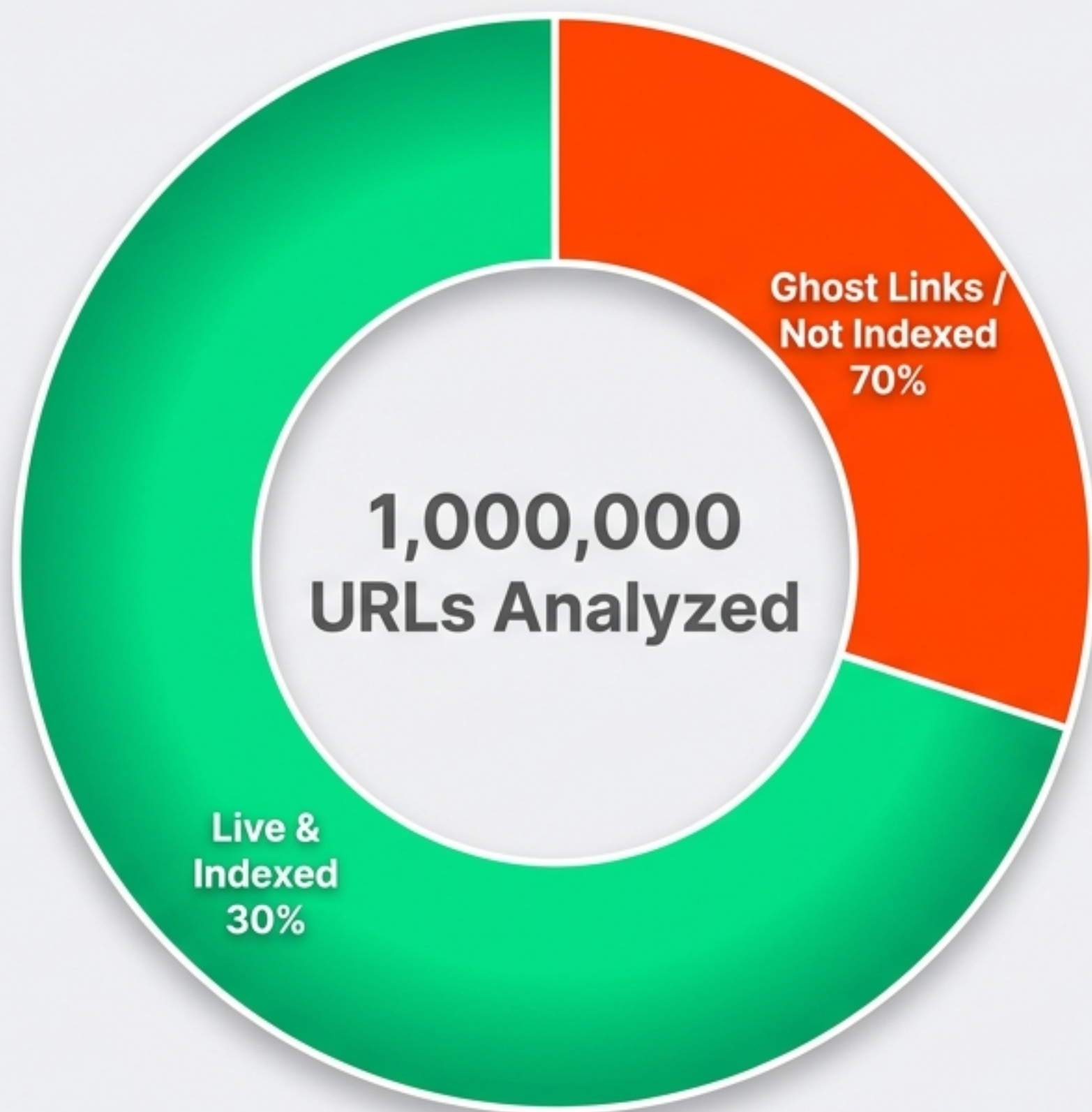


The Ghost Link Audit

A Technical FAQ on Backlink Indexation



What share of backlinks is typically not indexed?

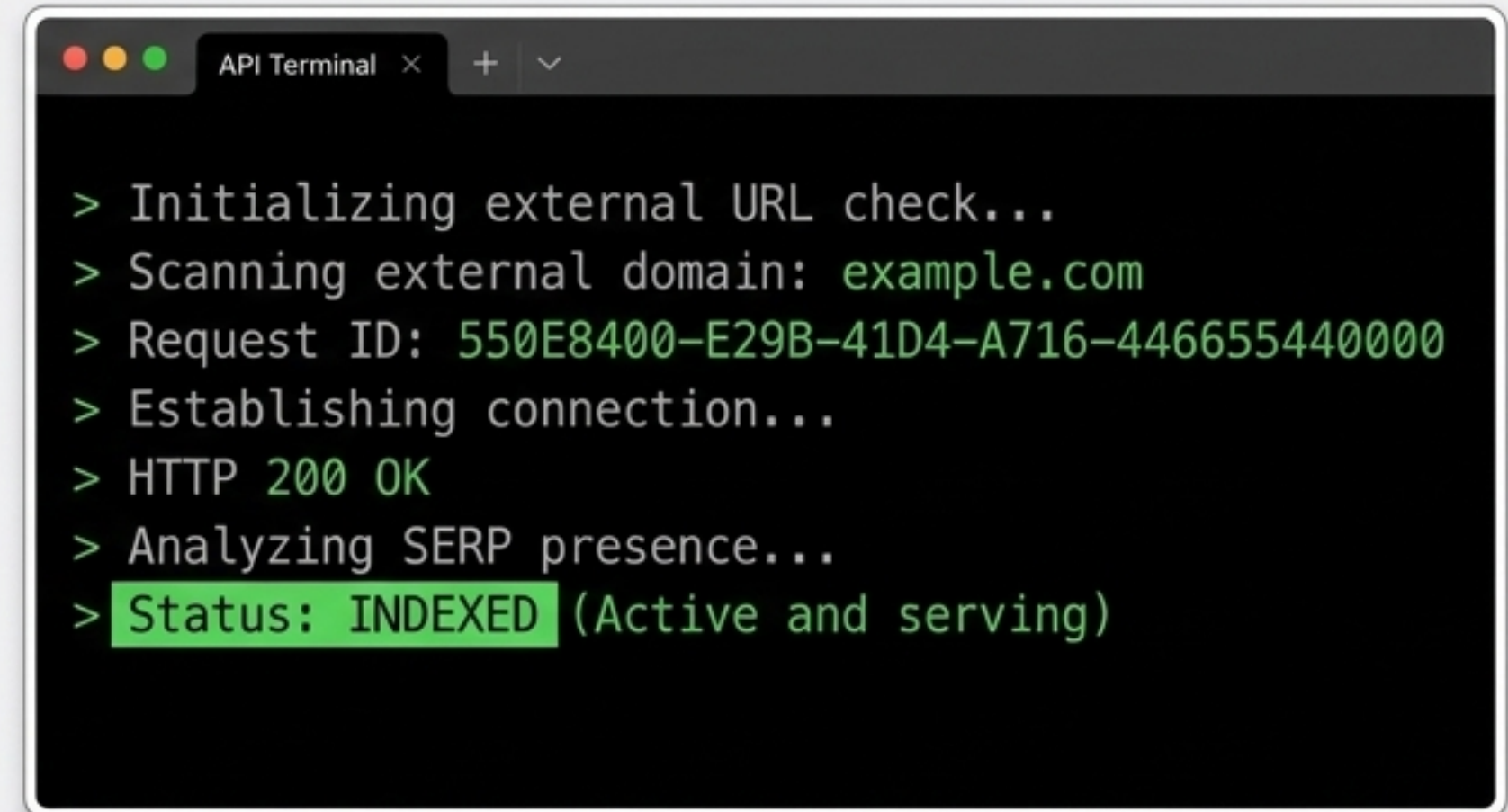
A 2025 benchmark study analyzing 1,000,000 **URLs** revealed a staggering **drop-off** in indexation rates across the web. Search engines are aggressively tightening their crawl budgets in response to the **Helpful Content Update** and AI-generated spam.

Consequently, a massive percentage of newly acquired backlinks become **Ghost Links** that are completely ignored by Google.

If a backlink is not indexed, it **exists outside the link graph** and passes zero ranking equity to your domain [SpeedyIndex, 2025 Benchmark].

How do you check if a URL is indexed without Search Console?

Google Search Console physically restricts URL inspection to properties where you have verified ownership, making it impossible to audit external backlinks or competitor assets. To verify third-party links, you must query the live Search Engine Results Page directly to see if the URL is actively serving. Dedicated bulk checkers bypass the ownership wall by emulating real browser queries across thousands of external URLs simultaneously. This provides a definitive status without relying on delayed internal Google data [SpeedyIndex, Google Index Checker].

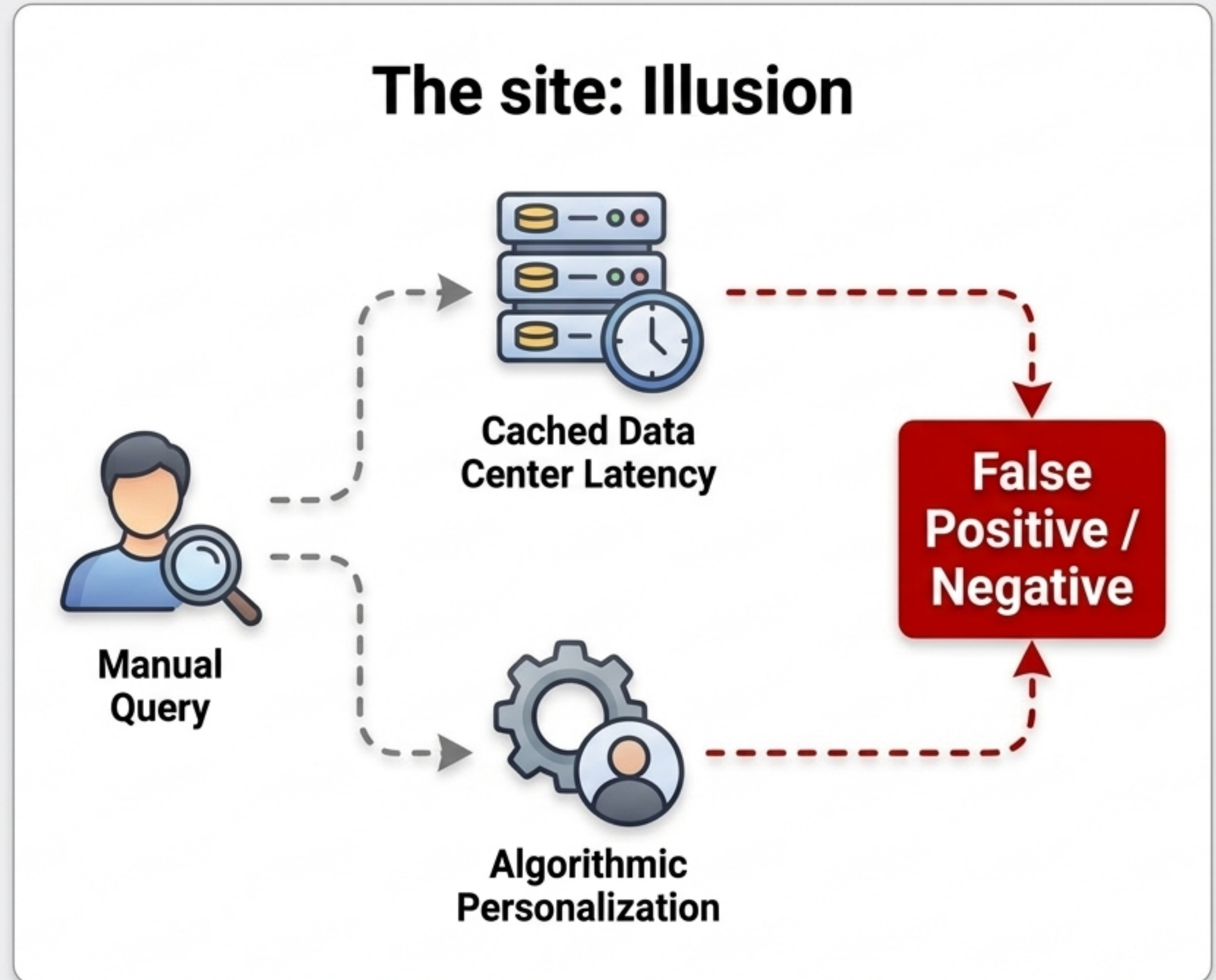


For a hands-on check without GSC, use: <https://en.speedyindex.com/google-index-checker/>

Why are manual site: results unreliable?

Performing a manual site:URL query is not only physically impossible to scale for thousands of backlinks, but it is also highly prone to false positives and negatives. Manual queries often pull from outdated, cached data centers or get distorted by search personalization algorithms based on your browsing history.

Automated verification tools resolve this by using **multiple raw queries** via **headless browsers** to ensure **99.9% accuracy**. They query the live SERP anonymously to reveal **exactly what Google's true index** contains [SpeedyIndex, Backlink Audit Guide].



How many URLs can be checked at once?

Modern indexing APIs and bulk upload systems are engineered to process **up to 100,000 URLs in a single text file upload** or REST API request. This massive scalability allows SEO agencies to **instantly validate massive Tier-2 campaigns, audit historical guest posts**, or perform **sitewide migration** checks without quota limits. Instead of burning hours on manual spot-checks, **automated systems** parse these massive batches at a **rate of 1,000 links per minute**. You can **immediately separate active link equity from wasted budget** across an entire enterprise catalog [SpeedyIndex, API Documentation].



Manual Limit: ~50 URLs



API / File Upload: 100,000 URLs

To test a bulk list right now, visit: <https://en.speedyindex.com/google-index-checker/>

How often should you re-check backlink indexation?



Weekly

Active Campaigns



Quarterly

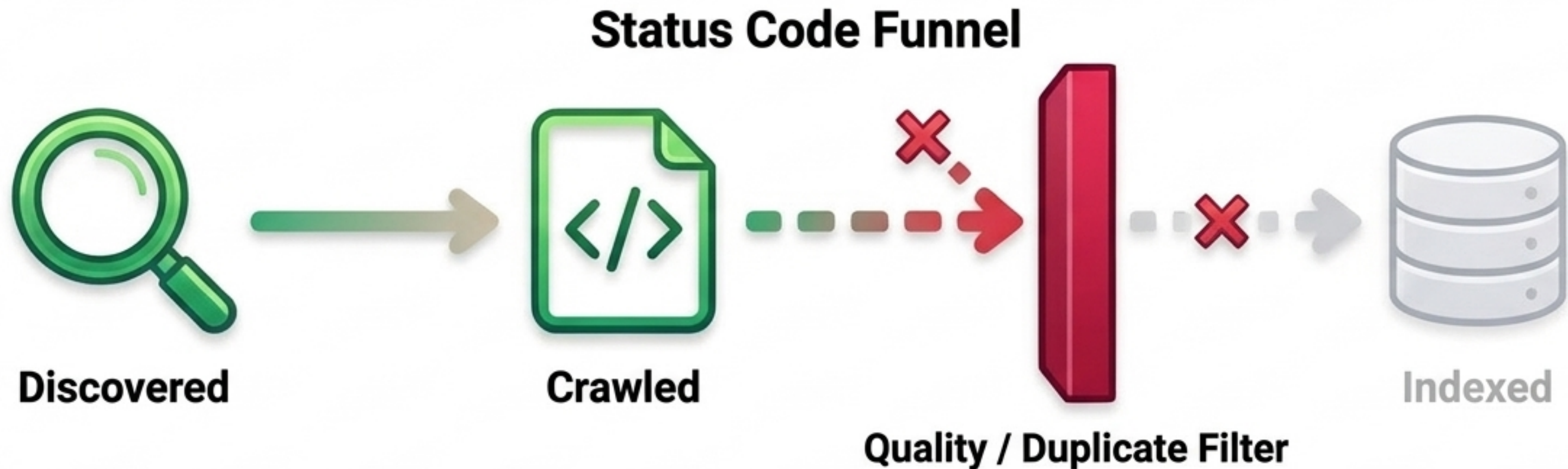
Established Profiles / Link Rot Detection

Active link building campaigns require a strict **weekly audit** to catch **immediate indexing failures** and ensure vendors are delivering live assets. If a newly acquired link remains unindexed after a **week**, it requires **rapid intervention** or **replacement** before the campaign budget is wasted.

Conversely, **established backlink profiles should be audited quarterly** to identify **link rot** where previously indexed pages drop out of the SERP over time. Consistent monitoring guarantees that your calculated domain authority accurately reflects your true, live link graph [SpeedyIndex, How to Check Backlink Indexation].

What does crawled — currently not indexed mean for a backlink?

This status confirms that Googlebot successfully fetched the donor page but actively **rejected** it from the final index database. This rejection is typically triggered by Google's quality filters detecting **thin content, excessive duplication, or poor domain authority on the donor site**. If your backlink resides on a page with this status, it passes **zero link equity** and is **effectively dead**. Recovering these links requires either injecting unique content into the donor page or routing the URL through a forced priority indexing service [SpeedyIndex, Fix Crawled Not Indexed].

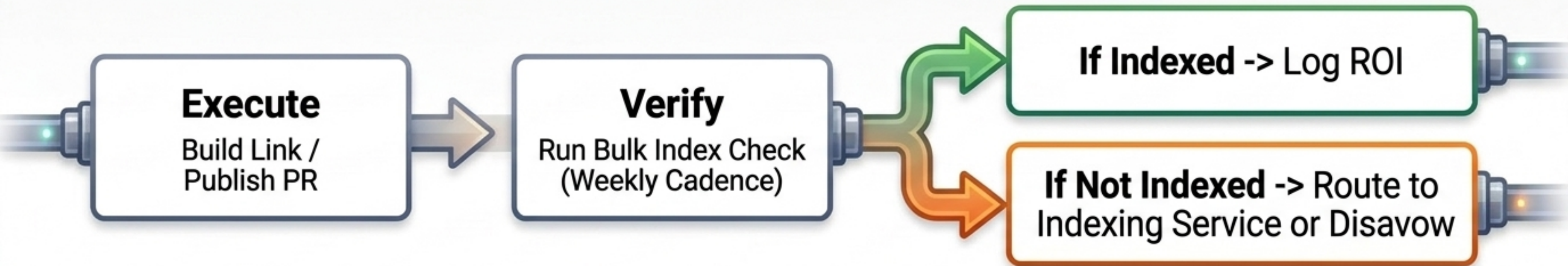


Verification Method Matrix

Feature	GSC URL Inspection	Manual site: Operator	Bulk Index Checker API
Ownership Requirement	 Yes (Owned Only)	 No	 No (Any URL)
Check Volume	Max ~2,000/day	~50 before captchas	100,000+ per task
Data Source	Internal Cached (3-day lag)	Cached / Personalized	Live Anonymous SERP
Actionable Reporting	 Internal UI Only	 None	 .xlsx / JSON Exports

The Indexation Mandate: Post-Campaign Protocol

Acquiring a backlink is only fifty percent of the job; forcing Google to acknowledge it is the other fifty percent. By integrating live SERP bulk checks into your weekly workflow, you **eliminate the guesswork of link building and stop bleeding budget on invisible ghost links**. This scalable methodology **ensures that every dollar spent on off-page SEO** directly contributes to your domain's **true ranking power**.



Initiate your post-campaign indexation protocol here:
<https://en.speedyindex.com/google-index-checker/>