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How to remove a page from Google results: noindex, removal tool or password

SEO & Marketing

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How to remove a page from Google results: noindex, removal tool or password

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It depends on what you want. For **the page to stop existing**, delete it and make it return 404 (or 410). For **the page to stay but be out of Google**, use the `noindex` tag. To **hide something right now, urgently**, use Search Console's removals tool, but only as a temporary measure. And for **something truly private**, use a password. The robots.txt file is *not* for this.

Which one to pick

Your situation	What to do
The page no longer makes sense	Delete it. The server then returns 404; over time Google drops it. If it has links, redirect to the closest match (see **301 redirects**).
The page stays, but you do not want it to show (thank-you, drafts, test pages)	Set `noindex`. On WordPress, the SEO plugin has the option on every page. See **SEO plugins**.
The whole site should not be on Google yet	In Settings, Reading, tick the option asking search engines not to index. And remember to untick it when you open.
A page with data that should not have been public	Take it off the site first (or put a password on it), and only then ask for removal. If you do not remove it at the source, it returns.
Private content (customers, files)	A password or a sign-in area. In cPanel, the directory privacy option protects a folder.

Setting noindex, step by step

1. **Add the tag** in the page's `<head>`: `<meta name="robots" content="noindex">`. In a plugin, it is a box per page; on a hand-made site, you write it.

2 **Let the robot visit the page.** If robots.txt forbids it, Google never gets to read the tag, and the page may keep appearing. This is the commonest confusion. See **robots.txt and sitemap.xml**.

3 **Take the page out of the sitemap**, so you do not send opposite signals.

4 **Wait for Google's next visit.** You can request a new crawl in URL Inspection. The page leaves when Google reads it again and sees the tag.

5 **Check** by searching `site:asuaempresa.ao/page-address` on Google.

If it is urgent: the removals tool

In Search Console, under Removals, you can ask for an address to stop appearing. It is a **temporary** measure: it hides, it does not delete. It must be followed by the lasting fix (404, noindex or password), or the page comes back. For something that changed but Google still shows the old version, the same section has the "outdated content" request.

robots.txt does not take pages out of Google.
It asks the robot not to visit them, but if other pages link to it, the address can stay in the results, with no description. And the file is public: a list of "forbidden" folders is a map for the curious. For secrets, a password.

Even after it leaves, copies may remain elsewhere
(archives, third-party copies, the memory of whoever shared it). If the problem is exposed personal data, see **personal data protection**. If Google shows an unsafe warning, that is a different case: **the red Google warning**.

NEED A HAND?

Need to protect a folder with a password, or a rule that returns 404 or 410? Tell us the address and what you want to achieve.

Open a support ticket →

SEE ALSO

- robots.txt and sitemap.xml →
- 301 redirects →

Personal data protection →

Why your site does not show on Google →

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