

How to Submit & Index Your Page on SearchGPT? (An Experiment & Results)

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In the new world of SEO(with AI engines), getting content indexed quickly is crucial for driving organic traffic and staying ahead. SearchGPT, the emerging AI-driven search engine, promises a unique approach to indexing and discovery.

In this post, I'll walk you through my experiment of submitting pages for two domains to SearchGPT, exploring [IndexNow^{\[1\]}](#) protocol, and comparing indexing results with traditional methods like [Bing Webmaster Tools^{\[2\]}](#) and [Google Search Console^{\[3\]}](#).

Exploring Bing's Relation with SearchGPT

To start, I researched the potential connections between [SearchGPT^{\[4\]}](#) and Bing, especially considering Bing's recent enhancements in AI capabilities and integration with OpenAI. It seemed plausible that Bing might influence or even support SearchGPT's indexing mechanisms, given their shared focus on AI-driven search. (We already know that.)

Building an AI Tool to Submit URLs via IndexNow

IndexNow, a protocol supported by search engines like Bing and Yandex, simplifies URL submission by notifying search engines of content changes for faster indexing. I built a tool leveraging AI to submit a large volume of URLs via IndexNow. Here's a brief overview of how IndexNow works:

- **What It Does:** [IndexNow^{\[1\]}](#) pings search engines, prompting them to crawl and index it sooner.
- **Supported By:** Primarily Bing and Yandex, with increasing adoption across the SEO landscape. (And what about SearchGPT???)

After submitting multiple URLs, I observed results in just minutes on Bing—an impressive speed compared to traditional submission method as sending via Bing Webmaster Tool)

Comparing Bing Webmaster Tools with Google Search Console

In addition to IndexNow, I tried Bing Webmaster Tools to submit URLs directly. The process was simple and yielded very fast results(it took around 2 mins) for already indexed websites in Bing.

In comparison, Google Search Console's "Request Indexing" feature can often be slower, with no guarantee of immediate results. From my experience, Bing Webmaster Tools combined with IndexNow offers a more effective

and efficient solution for rapid indexing, especially when timeliness is critical.

Testing SearchGPT's Request & Indexing Process

Next, I created a new WordPress site(metehan.ai) and pasted the link directly to SearchGPT, asking, "What's the title of this page?"

Figure

The response and logs were interesting on my server: SearchGPT used **GPTBot** as indicated in my server logs, rather than the expected **OAIBot**.

Let's try something else. I will use IndexNow this time. I will check this submission(metehan.ai) on Bing, for every hour.

Let's try my web app that is built for IndexNow. (Built with Replit Agent)

Figure

Let's search for it on Bing again.

Figure

An important tip for Bing(new websites): You must have a proper title, meta description, and basic H tags (start with H1) to get the index result as soon as possible.

IndexNow didn't work for metehan.ai instantly, worked for an other domain appsamurai.com(already indexed on Bing, also SearchGPT) Still no results after 76 hours for metehan.ai It's obvious Bing have taken some decisions for new websites to index or not.

Observing SearchGPT's Indexing Results

I continued monitoring SearchGPT's indexing status, tested with an exact search for my page title three hours later. Unfortunately, there were no results for metehan.ai, and my page remained unindexed on SearchGPT & Bing after three days.

But here is another golden moment.

I tried indexing a new page for SearchGPT on appsamurai.com. Started with asking the title of the page(Server log points to GPTBot, again)

I wanted to test a "no competition" query. There is no wording/verb or product online for "**Rewarded OEM Playback SDK**" I just brought some random keywords and tried to index a newly created page instantly on SearchGPT. It's indexed after 48 hours, there is only one single citation result that points to a correct URL. Bing index records for this page on appsamurai.com, only took around 2 minutes.

I only used IndexNow for this page.

Figure

2 mins for Bing (Indexing time) 48 hours for SearchGPT (Indexing time)

We don't know anything specific about if GPTBot is connected with OAIBot but results are promising for an already indexed website.

Results - Key Takeaways

While SearchGPT shows promise with its unique AI-driven approach, it lags behind Bing regarding rapid indexing. Bing's combination of IndexNow and Bing Webmaster Tools proved to be highly effective, delivering indexing results in minutes to hours(for existing websites).

SearchGPT, on the other hand, may require further advancements in its indexing protocols to compete with more established search engines. We need website verification and a basic SearchGPT Search Console.

As the SEO landscape extends, tools like IndexNow and Bing Webmaster Tools stand out for their speed and reliability. If SearchGPT aims to become a serious competitor, it may need to adopt or refine similar protocols.

*Another note: When you change your language(in Settings) on ChatGPT, your search results change, too.
There is no 100% change but partial.*

This was a funny experiment for me. Thanks for reading.

REFERENCES & SOURCES

- [1] IndexNow — <https://indexnow.org>
- [2] Bing Webmaster Tools — <https://bing.com/webmasters>
- [3] Google Search Console — <https://search.google.com/search-console?hl=en>
- [4] SearchGPT — <https://chat.openai.com>