



dms4all

Digital Marketing Skills4All

Search Console

Quick recap

How did you find your **Analytics** session yesterday?

Give me one thing you took from yesterday's session



Today's to-do list

Today we are going to look at **Google Search Console**

We are going to look at how people search for us, and the tools we can use to help our SEO.



Learning objectives

By the end of this session you will be able to:

- Connect your website to Google Search Console
- Submit site maps
- Understand the tools you can use to test pages



Show of hands

Show of hands, who has used **Search Console**?

And who has heard of **SEO**???



What is Google Search Console

Search Console is an essential tool provided by Google to help website owners monitor, maintain and optimise their websites for search engines.

We know SEO is crucial for driving organic traffic and achieving higher visibility in search engines.

more visitors = more traffic = more conversion



About Search Console

Search Console offers tools and reports for the following actions:

- Confirm that Google can find and crawl your site.
- Fix indexing problems and request re-indexing of new or updated content.
- View Google Search traffic data for your site: how often your site appears in Google Search, which search queries show your site, how often searchers click through for those queries, and more.
- Receive alerts when Google encounters indexing, spam, or other issues on your site.
- Show you which sites link to your website.

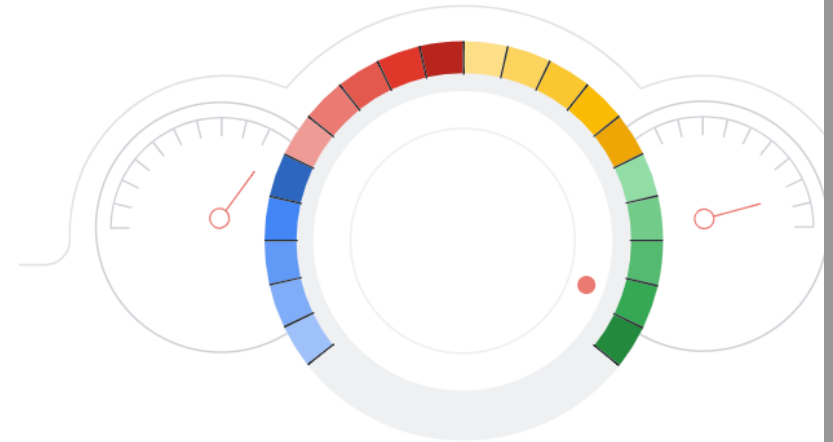
Getting Started

Google Search Console

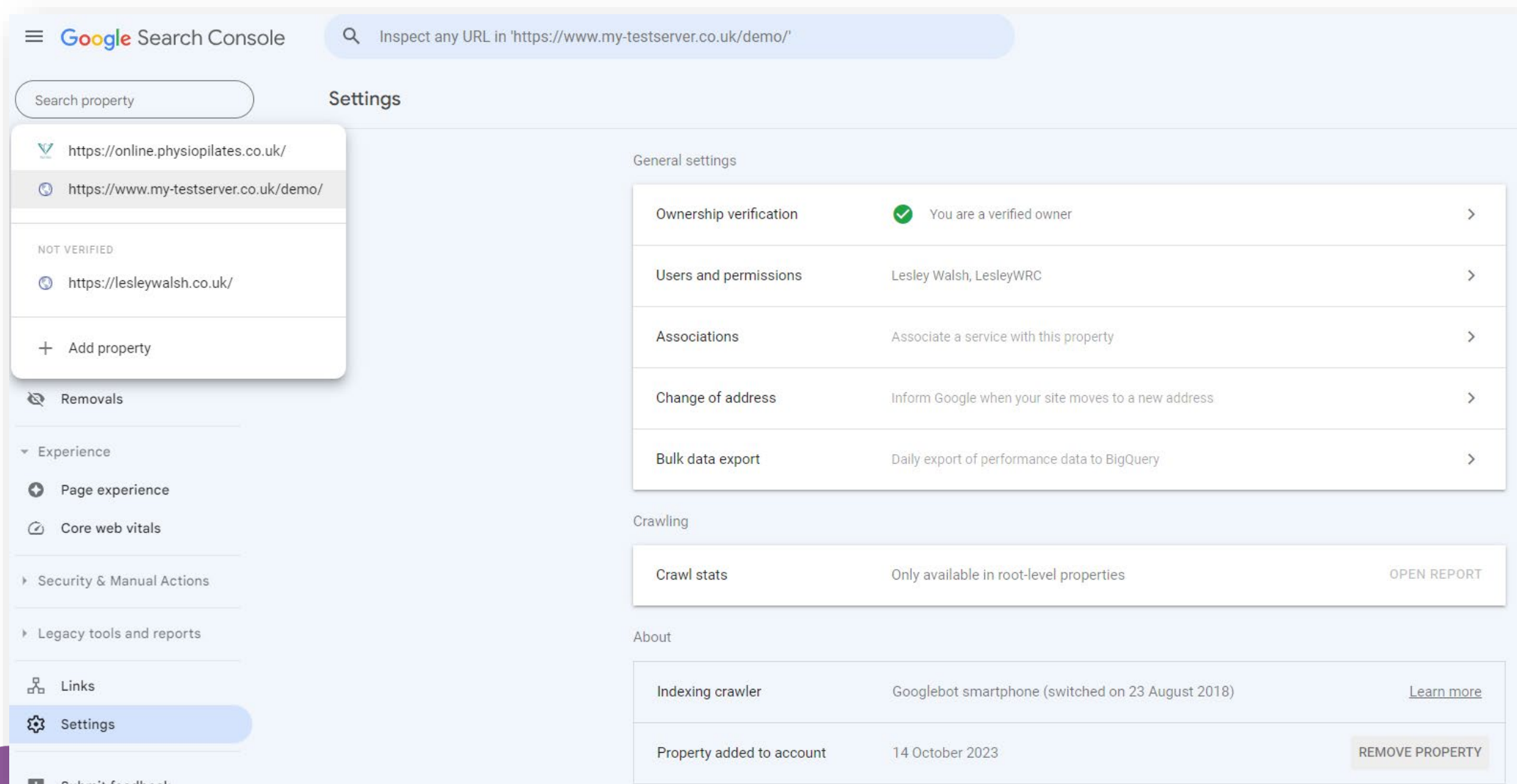
Improve your performance on Google Search

Search Console tools and reports help you measure your site's Search traffic and performance, fix issues, and make your site shine in Google Search results

[Start now](#)



Adding your Property



The screenshot shows the Google Search Console interface. At the top, there is a search bar with the text "Inspect any URL in 'https://www.my-testserver.co.uk/demo/'". Below this is a "Search property" input field. A dropdown menu is open, showing a list of properties. The first two are verified: "https://online.physioPilates.co.uk/" and "https://www.my-testserver.co.uk/demo/". Below these are "NOT VERIFIED" properties, including "https://lesleywalsh.co.uk/". There is also an "Add property" button. The left sidebar contains navigation options: "Removals", "Experience" (with sub-items "Page experience" and "Core web vitals"), "Security & Manual Actions", "Legacy tools and reports", "Links", and "Settings" (which is highlighted). The main content area is titled "Settings" and is divided into three sections: "General settings", "Crawling", and "About".

Google Search Console

Inspect any URL in 'https://www.my-testserver.co.uk/demo/'

Search property

Settings

https://online.physioPilates.co.uk/

https://www.my-testserver.co.uk/demo/

NOT VERIFIED

https://lesleywalsh.co.uk/

+ Add property

Removals

Experience

- Page experience
- Core web vitals

Security & Manual Actions

Legacy tools and reports

Links

Settings

Submit feedback

General settings

Ownership verification	<input checked="" type="checkbox"/> You are a verified owner	>
Users and permissions	Lesley Walsh, LesleyWRC	>
Associations	Associate a service with this property	>
Change of address	Inform Google when your site moves to a new address	>
Bulk data export	Daily export of performance data to BigQuery	>

Crawling

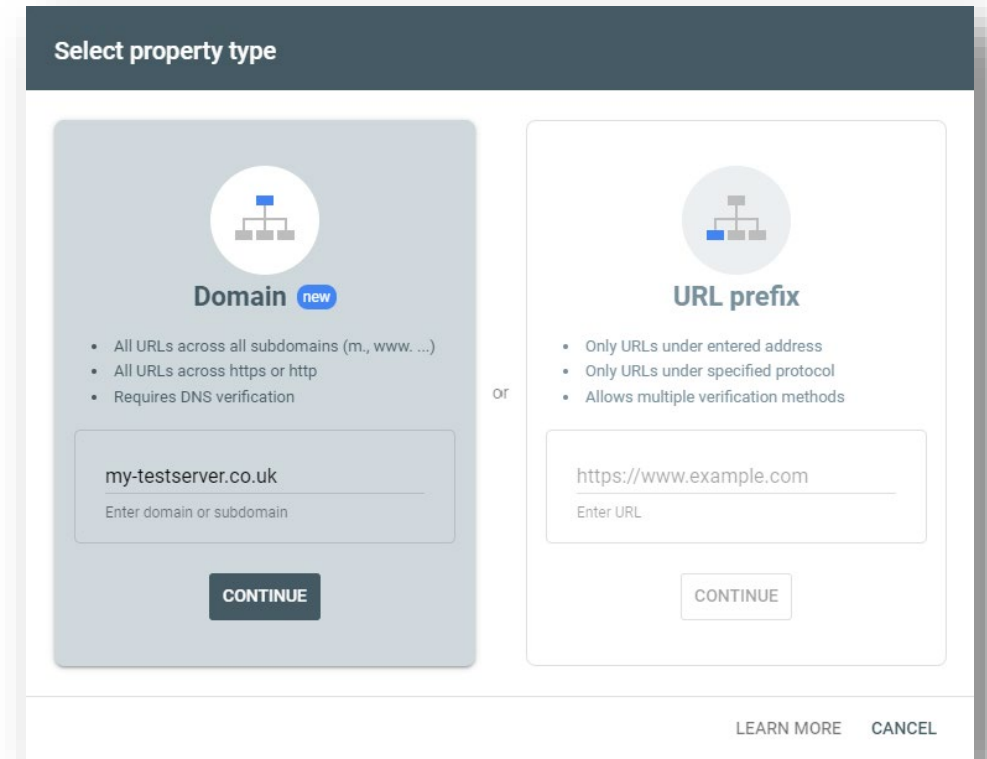
Crawl stats	Only available in root-level properties	OPEN REPORT
-------------	---	-------------

About

Indexing crawler	Googlebot smartphone (switched on 23 August 2018)	Learn more
Property added to account	14 October 2023	REMOVE PROPERTY

Adding your Property

Using **Domain** to add your property is the best option, but you can't use a path, which we are using in our test servers, so we need to add **URL Prefix**



Select property type

Domain new

- All URLs across all subdomains (m., www. ...)
- All URLs across https or http
- Requires DNS verification

my-testserver.co.uk
Enter domain or subdomain

CONTINUE

or

URL prefix

- Only URLs under entered address
- Only URLs under specified protocol
- Allows multiple verification methods

https://www.example.com
Enter URL

CONTINUE

LEARN MORE CANCEL

Adding your Property

A Domain property covers all URLs and Subdomains.

- example.website.com

URL Prefix only covers the exact URL so we might need to add all these

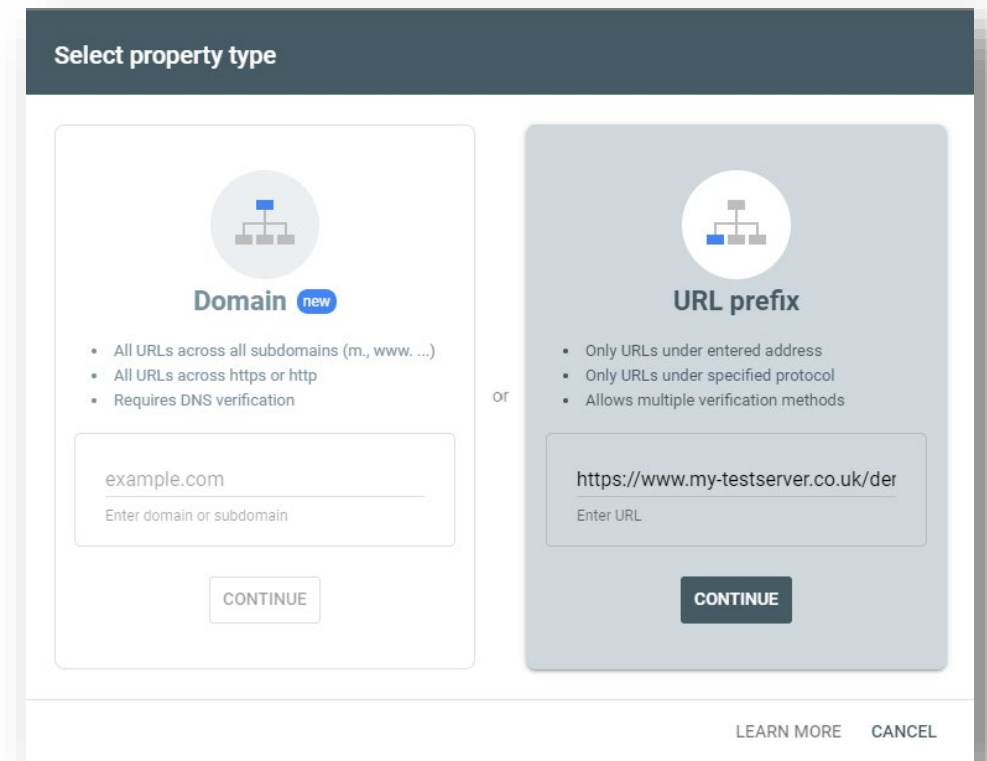
- https://www.examplewebsite.com
- http://www.examplewebsite.com
- http://examplewebsite.com
- https://examplewebsite.com



Verify website ownership

So for this example we will use the URL Prefix option

`https://www.my-testserver.co.uk/name/`



Select property type

Domain new

- All URLs across all subdomains (m., www. ...)
- All URLs across https or http
- Requires DNS verification

example.com
Enter domain or subdomain

CONTINUE

or

URL prefix

- Only URLs under entered address
- Only URLs under specified protocol
- Allows multiple verification methods

https://www.my-testserver.co.uk/der
Enter URL

CONTINUE

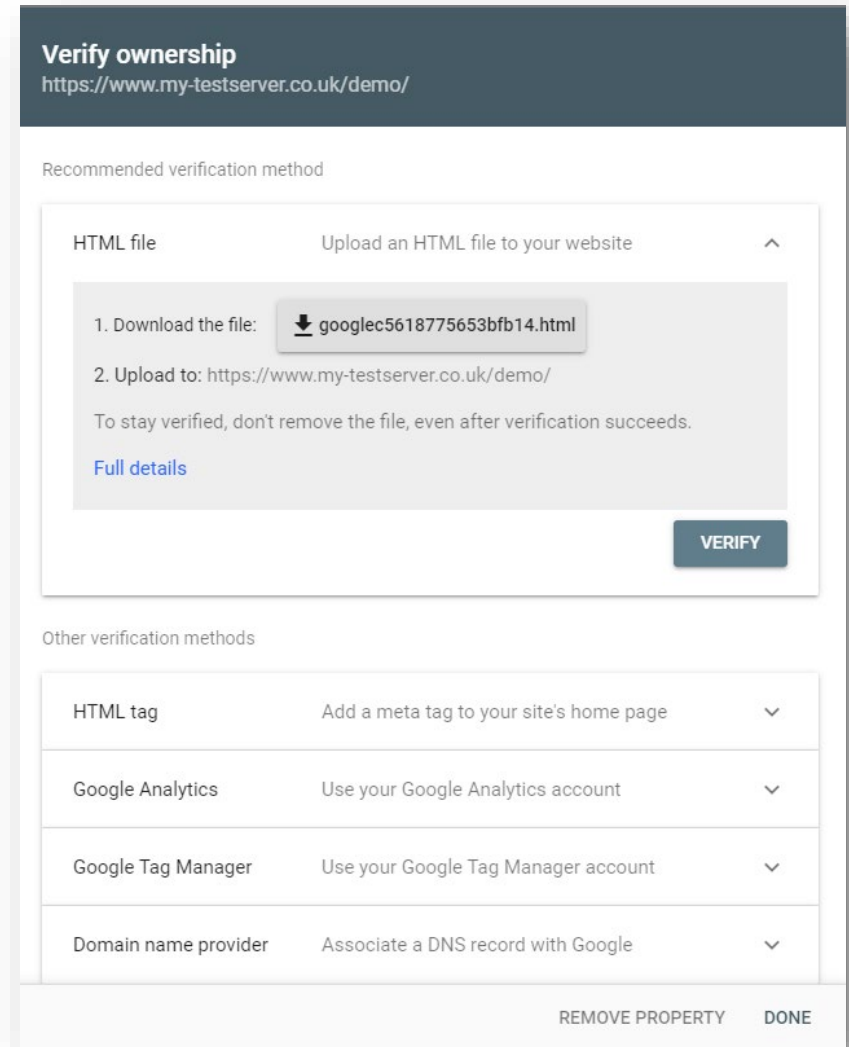
LEARN MORE CANCEL

Verify website ownership

Option 1:
Download the html file and
upload it to your home
directory:

<https://www.my-testserver.co.uk/name/>

✘ We don't have access to this

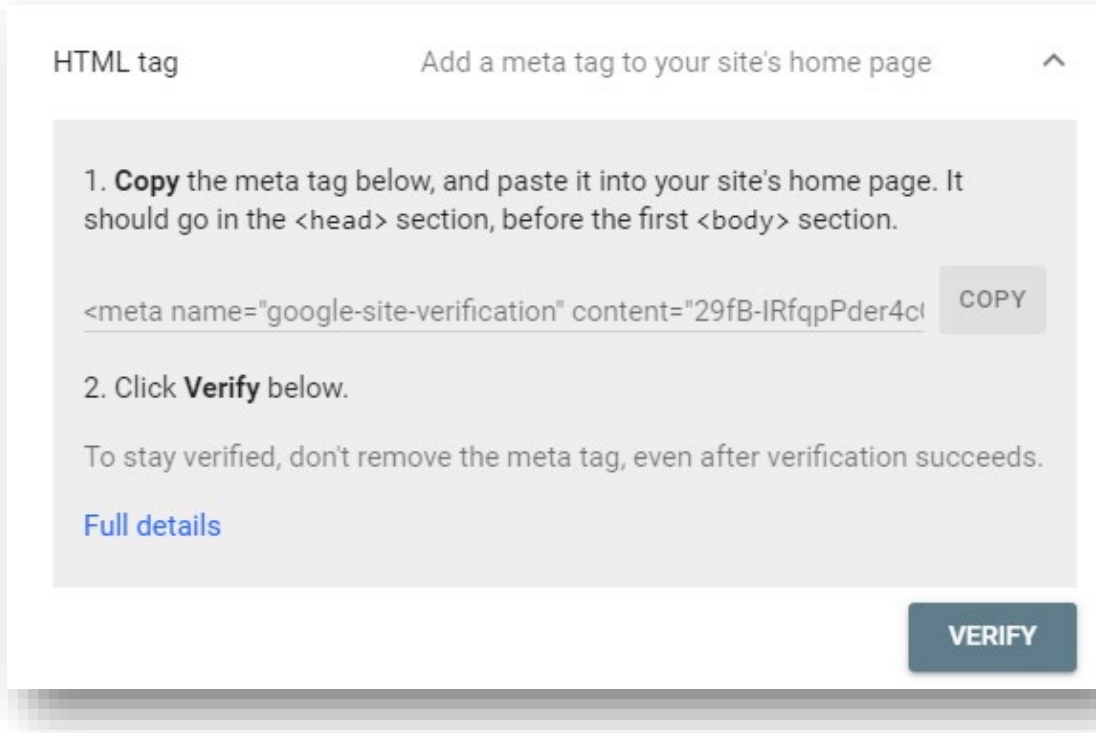


The screenshot shows the 'Verify ownership' page in Google Search Console. The URL being verified is <https://www.my-testserver.co.uk/demo/>. The 'Recommended verification method' is 'HTML file', which involves uploading an HTML file to the website. The steps listed are: 1. Download the file: [googlec5618775653bfb14.html](#) (with a download icon), and 2. Upload to: <https://www.my-testserver.co.uk/demo/>. A note states: 'To stay verified, don't remove the file, even after verification succeeds.' There is a 'Full details' link and a 'VERIFY' button. Below this, 'Other verification methods' are listed: 'HTML tag' (Add a meta tag to your site's home page), 'Google Analytics' (Use your Google Analytics account), 'Google Tag Manager' (Use your Google Tag Manager account), and 'Domain name provider' (Associate a DNS record with Google). At the bottom right, there are 'REMOVE PROPERTY' and 'DONE' buttons.

Verify website ownership

Option 2:
Copy the `<meta>` tag given
and add it to the home page

Add a Header Code plugin



HTML tag Add a meta tag to your site's home page ^

1. **Copy** the meta tag below, and paste it into your site's home page. It should go in the `<head>` section, before the first `<body>` section.

```
<meta name="google-site-verification" content="29fB-IRfqpPder4ct"
```

COPY

2. Click **Verify** below.

To stay verified, don't remove the meta tag, even after verification succeeds.

[Full details](#)

VERIFY

 This will work for us

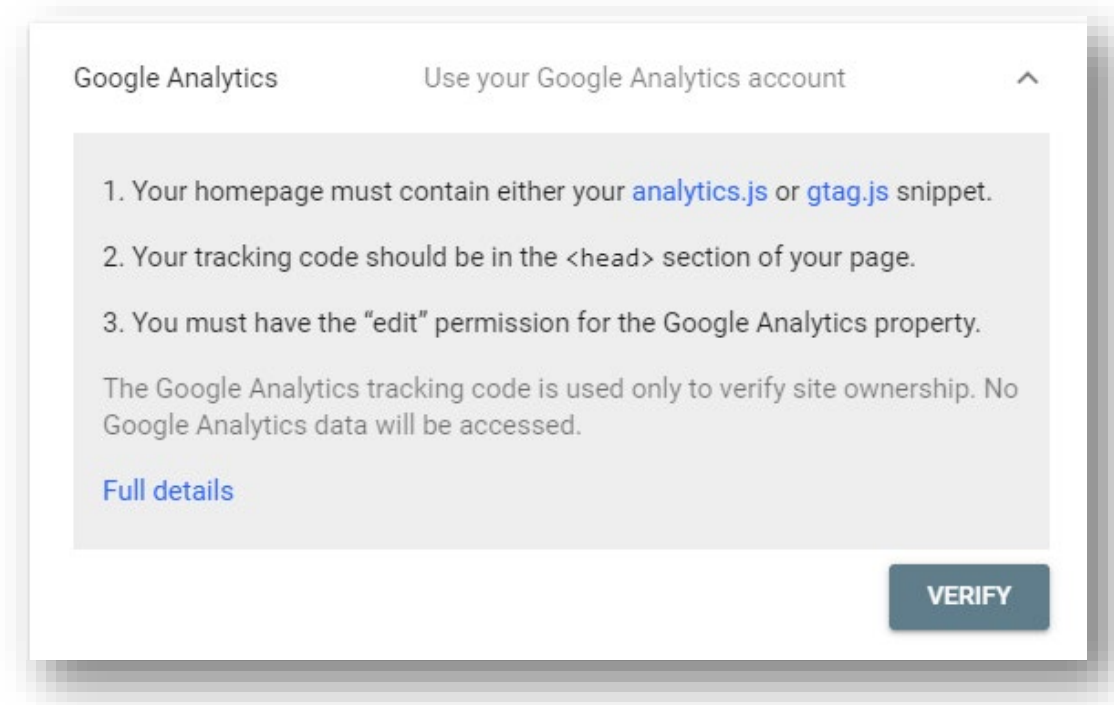


Verify website ownership

Option 3:
Verify using your Analytics
account

We did that yesterday

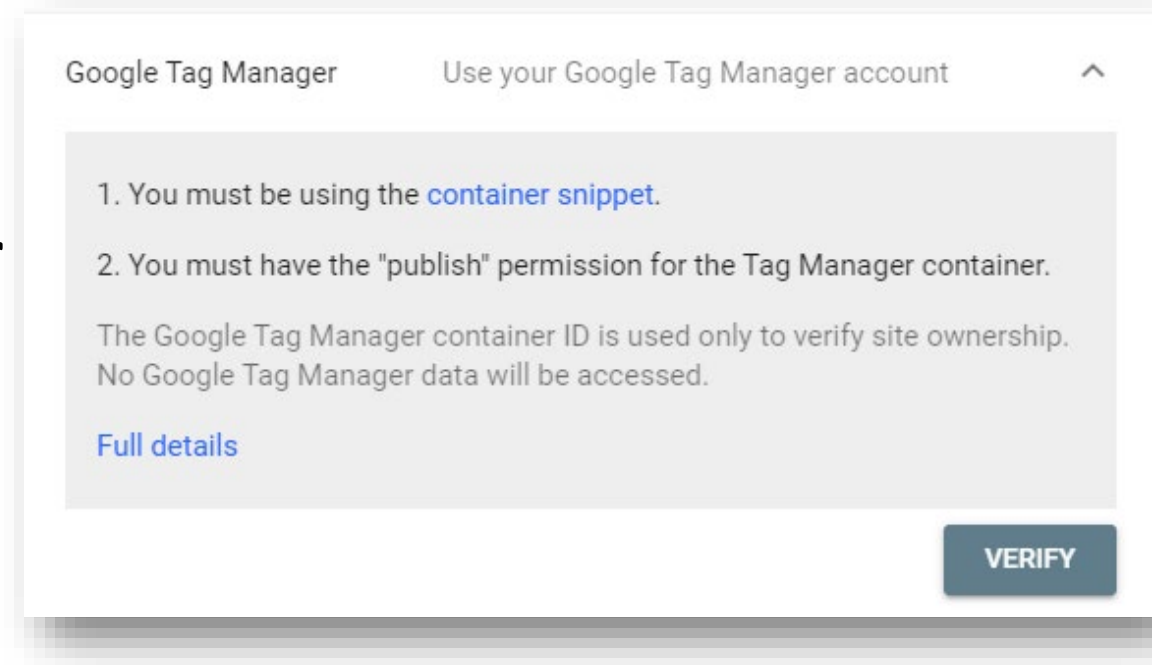
 This will work for us



Verify website ownership

Option 4:
Setup Tag Manager

Check Google Tag Manager



 This will work for us

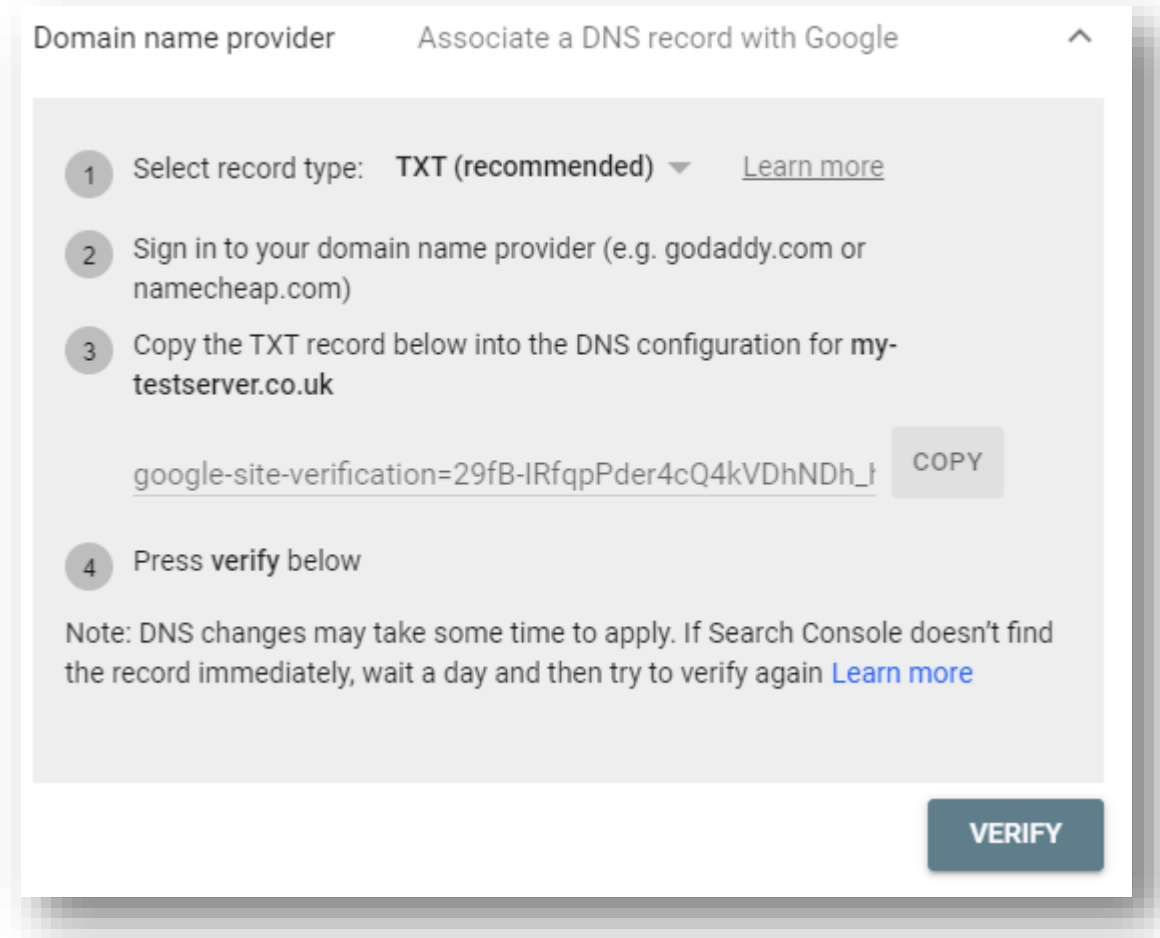


Verify website ownership

Option 5:
Edit DNS record

We don't have access

✘ This won't work for us



Domain name provider Associate a DNS record with Google

- 1 Select record type: **TXT (recommended)** [Learn more](#)
- 2 Sign in to your domain name provider (e.g. godaddy.com or namecheap.com)
- 3 Copy the TXT record below into the DNS configuration for my-testserver.co.uk
`google-site-verification=29fB-IRfqPder4cQ4kVDhNDh_1` **COPY**
- 4 Press **verify** below

Note: DNS changes may take some time to apply. If Search Console doesn't find the record immediately, wait a day and then try to verify again [Learn more](#)

VERIFY

Workbooks out!

Log into Search Console and check to see if your property is there. If not, add it.

If it is there, add another property and just play. You won't be able to verify a made up address, but you can add them.

Time for this activity: **15 mins**



Quick Quiz



What method is the verify website ownership

- A** *URL Prefix*
- B** *Domain*
- C** *Both the same*



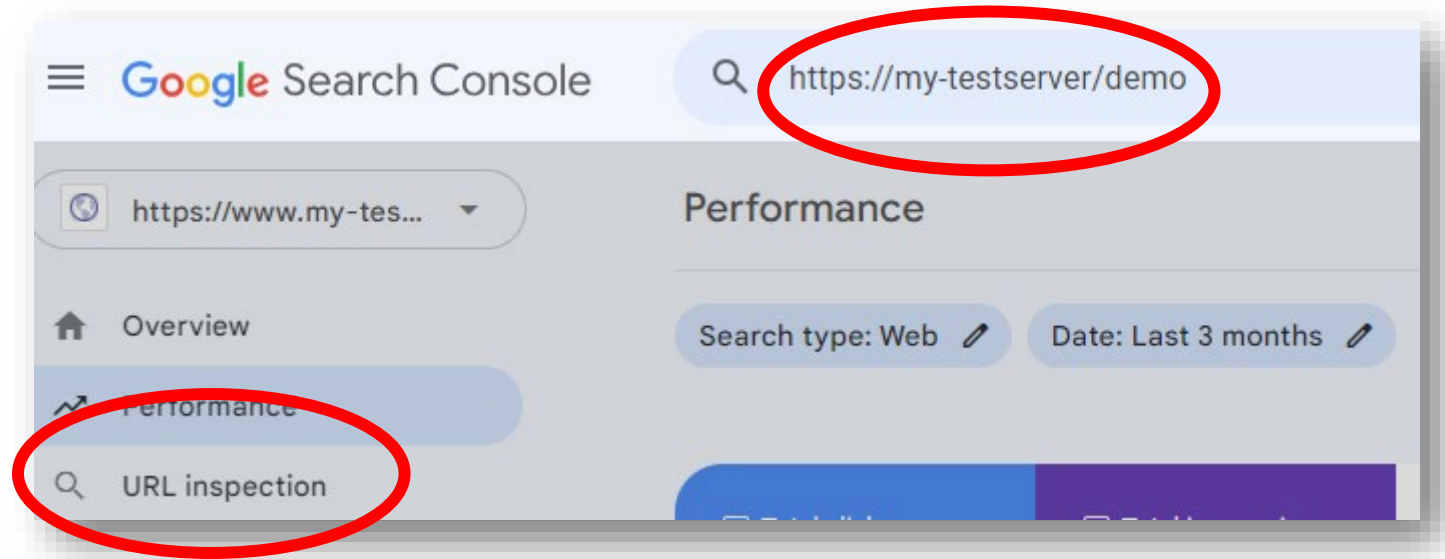


Any Questions?



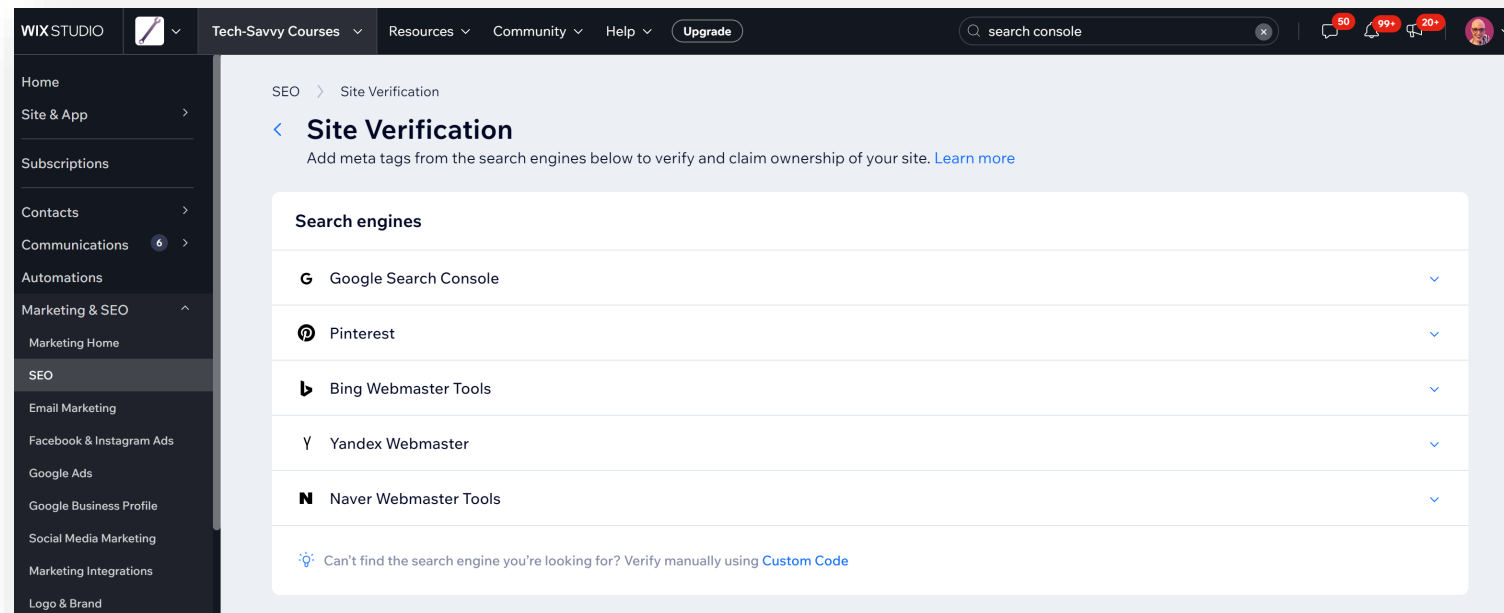
Indexing

We can request Google to Index, or Crawl our website. Click on  **URL Inspection** and in the bar type the URL.



Connect in Wix

In our Wix dashboard, under SEO we can verify our site




Connect in Wix

Just connect your Google Search Console account

SEO > Get Found on Google


Step 1: Get the homepage ready for Google Search
Help get this site found online by completing these essential tasks. 6/7

 Connect this site to [Google Search Console](#)


Why it's important to connect

- Get listed with Google Search so potential customers can find this site in online results
- Verify this site with Google Search Console so you can monitor and troubleshoot the site's appearance in search results
- Submit the sitemap and homepage for **fast indexing**
- Already indexed? Connect to get helpful SEO insights




[G Connect Now](#) [Learn Why It's Important](#)



Wix SEO wants to access your Google Account

 hello@lesleywalsh.co.uk

This will allow **Wix SEO** to:

- Submit data to Google for indexing 
- View and manage Search Console data for your verified sites 
- Manage the list of sites and domains that you control 

Make sure that you trust Wix SEO

You may be sharing sensitive info with this site or app. You can always see or remove access in your [Google Account](#).

Learn how Google helps you [share data safely](#).

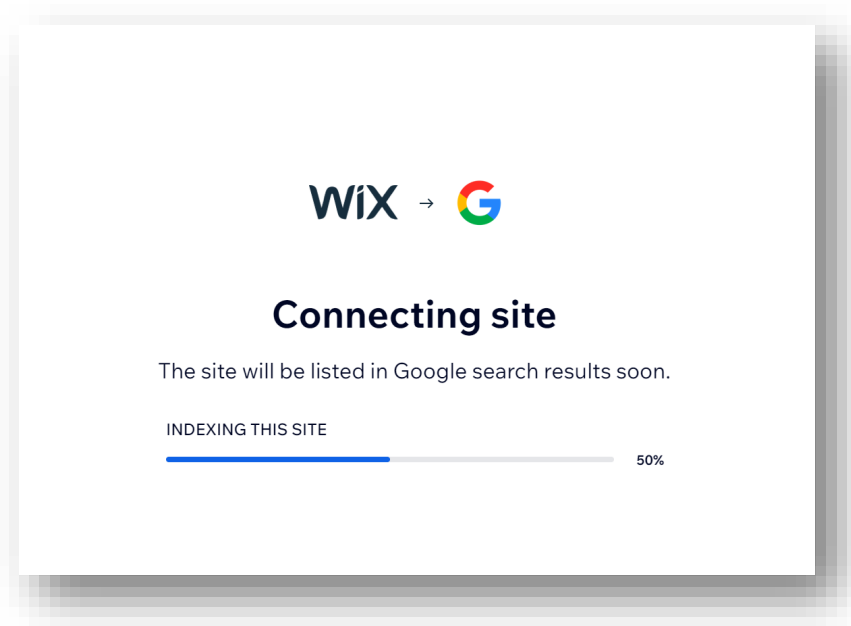
See Wix SEO's [privacy policy](#) and Terms of Service.

[Cancel](#) [Allow](#)



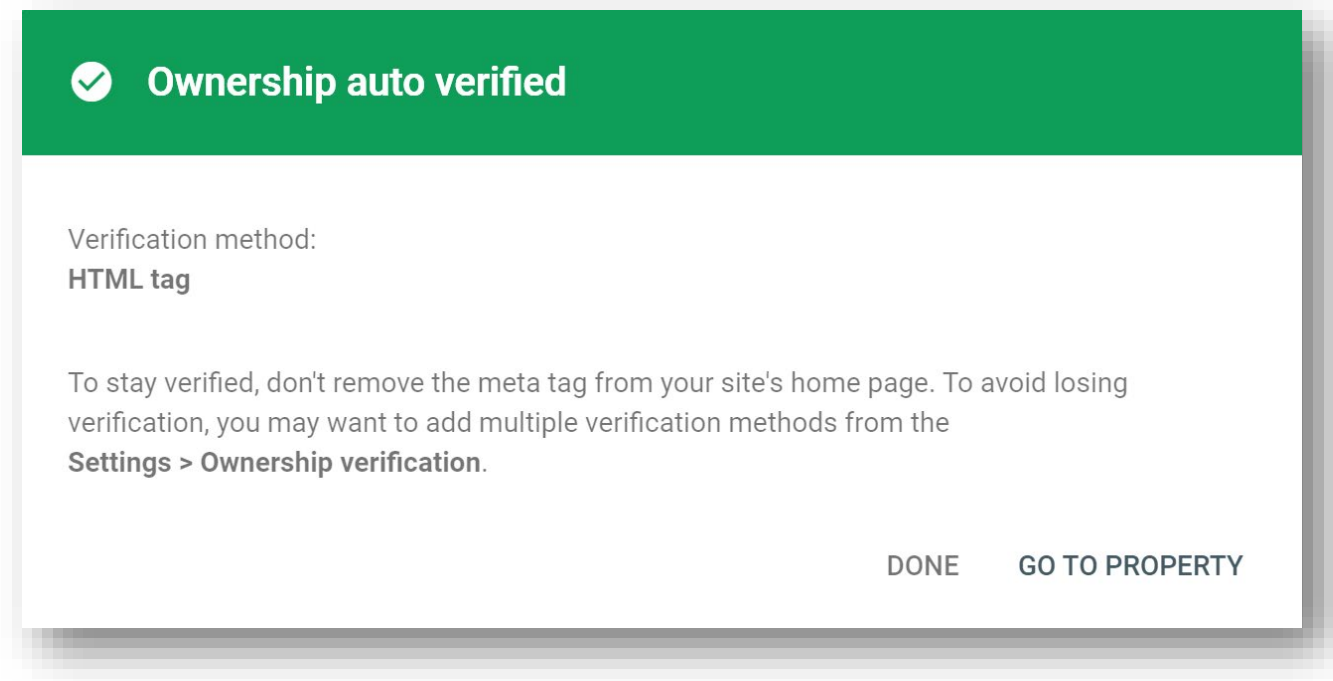
Connect in Wix

Wix then does the indexing for you!



Connect in Wix

So when we go back to Search Console, our property is now visible



What is a Sitemap?

A sitemap is a file where you provide information about all the pages, videos and files on your site, and the relationship between them.

HTML or XML

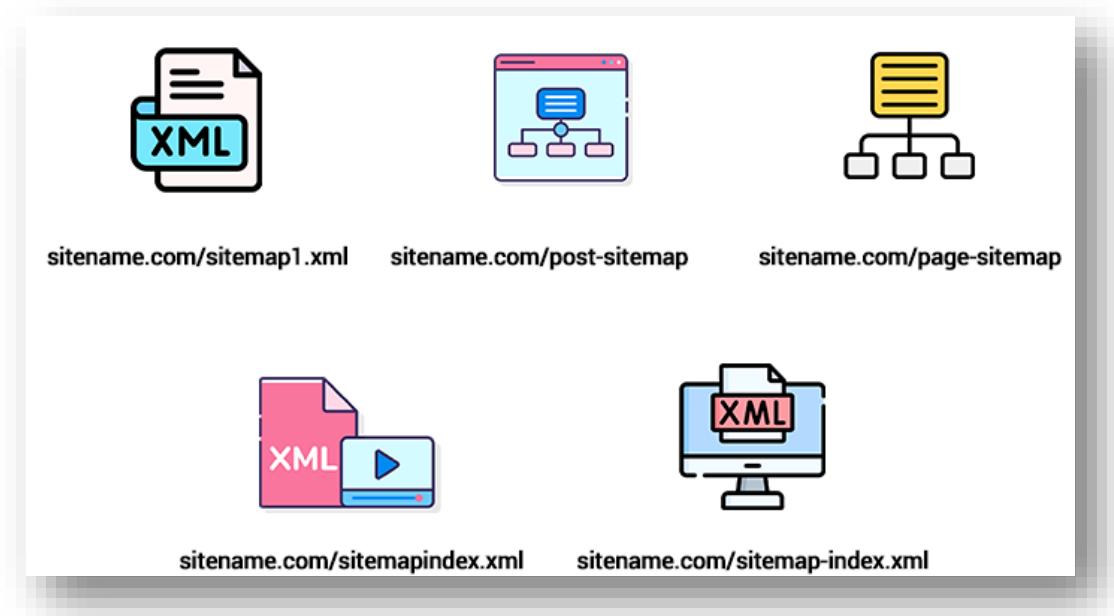
Google uses this file to crawl your site efficiently.



Where is my sitemap?

Have a look:

- sitename.com/sitemap.xml
- sitename.com/sitemap_index.xml
- sitename.com/sitemap/

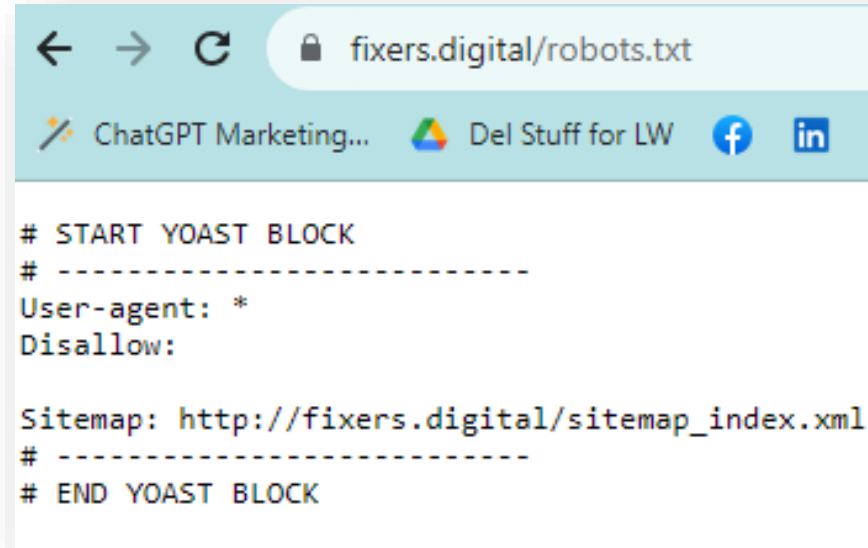


These are the most common locations. When you use Yoast, RankMath & others, this is the location used.



Where is my sitemap?

Find [robots.txt](#) and it should be listed in there



```
← → ↻ 🔒 fixers.digital/robots.txt
ChatGPT Marketing... Del Stuff for LW f in f
# START YOAST BLOCK
# -----
User-agent: *
Disallow:

Sitemap: http://fixers.digital/sitemap_index.xml
# -----
# END YOAST BLOCK
```



Where is my sitemap?

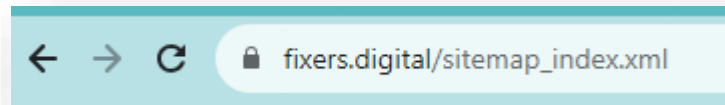
Check Google Search Console to see if it was added

Use <https://seositecheckup.com/tools/sitemap-test>



Sitemap Index files

A sitemap can be 50mb or 50,000 URLs but, we really don't want to let them get that big. Yoast creates a sitemap, that lists the other sitemaps...



XML Sitemap

Generated by **Yoast SEO**, this is an XML Sitemap, meant for consumption by search engines.

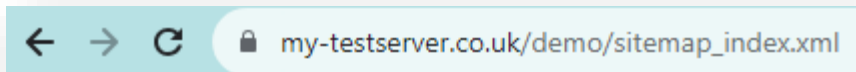
You can find more information about XML sitemaps on sitemaps.org.

This XML Sitemap Index file contains 6 sitemaps.

Sitemap	Last Modified
http://fixers.digital/post-sitemap.xml	2023-05-11 18:51 +00:00
http://fixers.digital/page-sitemap.xml	2023-09-26 15:08 +00:00
http://fixers.digital/web-story-sitemap.xml	2021-10-02 17:58 +00:00
http://fixers.digital/category-sitemap.xml	2023-05-11 18:51 +00:00
http://fixers.digital/post_tag-sitemap.xml	2021-01-31 15:24 +00:00
http://fixers.digital/author-sitemap.xml	2021-06-14 18:32 +00:00

Sitemap Index files

But a simple one can just be one file



XML Sitemap

Generated by **Yoast SEO**, this is an XML Sitemap, meant for consumption by search engines.

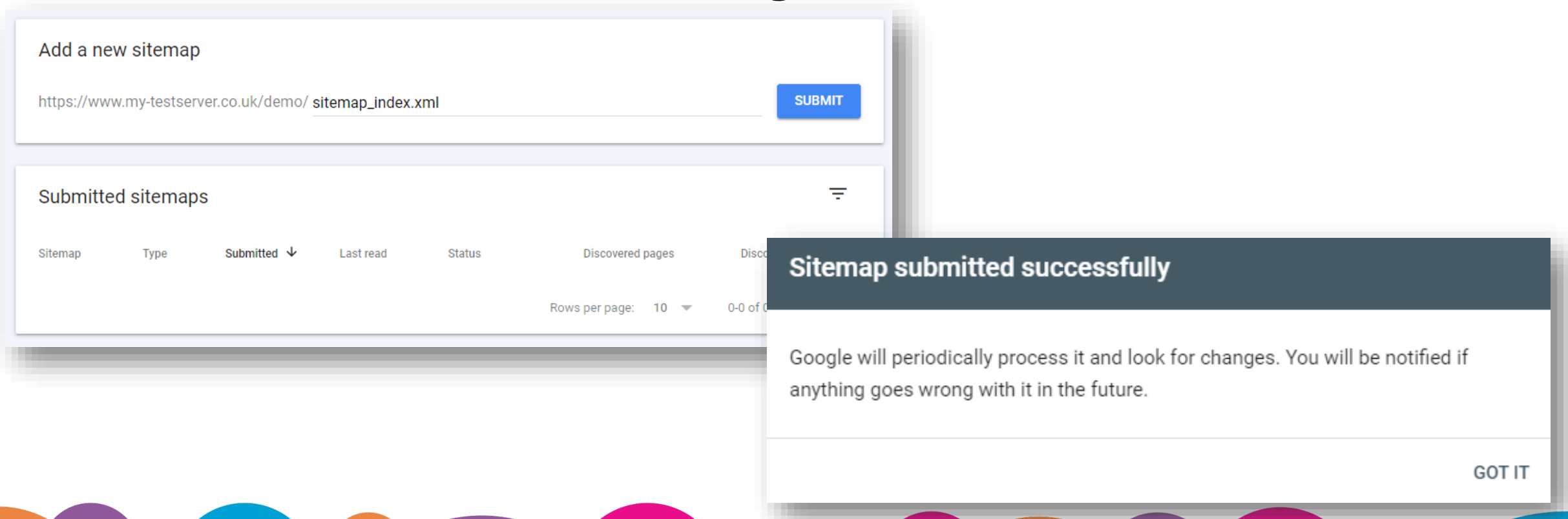
You can find more information about XML sitemaps on sitemaps.org.

This XML Sitemap Index file contains 7 sitemaps.

Sitemap	Last Modified
http://www.my-testserver.co.uk/demo/post-sitemap.xml	2023-10-12 10:51 +00:00
http://www.my-testserver.co.uk/demo/page-sitemap.xml	2023-10-04 15:22 +00:00
http://www.my-testserver.co.uk/demo/product-sitemap.xml	2023-10-04 15:15 +00:00
http://www.my-testserver.co.uk/demo/wp_templates-sitemap.xml	2023-10-04 15:11 +00:00
http://www.my-testserver.co.uk/demo/category-sitemap.xml	2023-10-12 10:51 +00:00
http://www.my-testserver.co.uk/demo/product_cat-sitemap.xml	2023-10-04 15:15 +00:00
http://www.my-testserver.co.uk/demo/author-sitemap.xml	2023-10-04 15:15 +00:00

Submitting a Sitemap

Now we have found the file (sitemap_index.xml) we can submit it for crawling:



Add a new sitemap

https://www.my-testserver.co.uk/demo/sitemap_index.xml **SUBMIT**

Submitted sitemaps

Sitemap	Type	Submitted ↓	Last read	Status	Discovered pages	Disc
---------	------	-------------	-----------	--------	------------------	------

Rows per page: 10 0-0 of 0

Sitemap submitted successfully

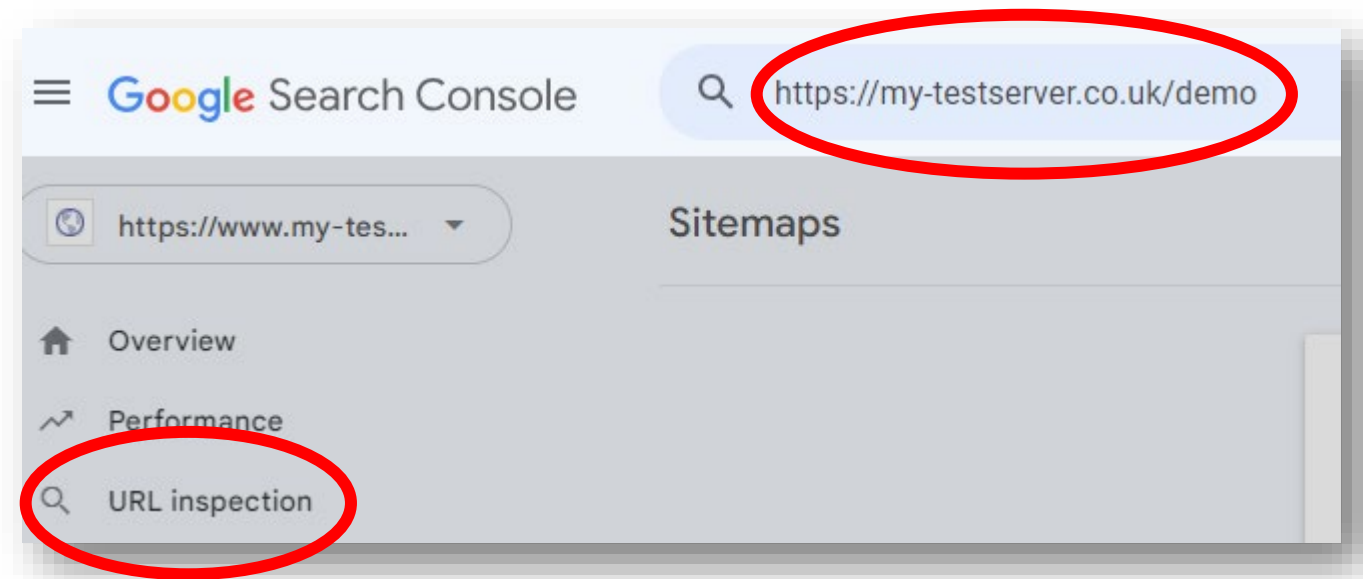
Google will periodically process it and look for changes. You will be notified if anything goes wrong with it in the future.

GOT IT



URL Inspection

Once the sitemap has been submitted we can do the URL Inspection (Crawl)



Dashboard Demo

Demo the following:

- Indexing
 - Pages
 - Removals



Dashboard Demo

Demo a live active site!

- Pages Experience
- Core Web Vitals
- Mobile usability



Dashboard Demo

Demo a live active site!

Shopping

Enhancements

Security & Manual Actions

Web Tools



Dashboard Demo

Links (use site with data)

The links show all the links to your website

External links

Internal links

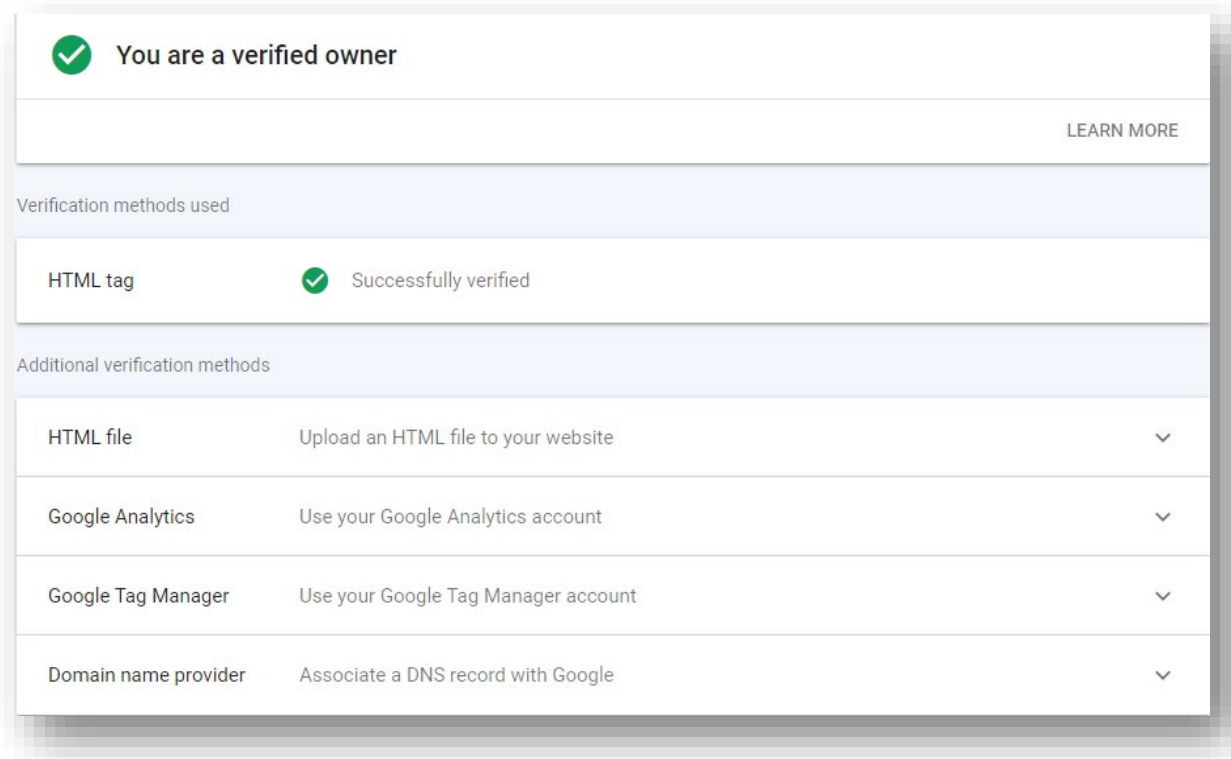
Top linking sites

Top linking text



Settings

Ownership Verification shows the verification method used



The screenshot shows a settings page for ownership verification. At the top, there is a green checkmark icon followed by the text "You are a verified owner". To the right of this text is a "LEARN MORE" link. Below this is a section titled "Verification methods used" which contains a single entry: "HTML tag" with a green checkmark and the text "Successfully verified". Below this is a section titled "Additional verification methods" which contains four entries, each with a dropdown arrow on the right:

Additional verification methods		
HTML file	Upload an HTML file to your website	▼
Google Analytics	Use your Google Analytics account	▼
Google Tag Manager	Use your Google Tag Manager account	▼
Domain name provider	Associate a DNS record with Google	▼








Settings




Users and permissions shows everyone with access to the site data

Users and permissions
Manage who has access to this property and their permissions. [Learn more](#)

[+ ADD USER](#) OWNERSHIP HISTORY LEFTOVER OWNERSHIP TOKENS (0)


Users (2) 

Name ↑	Email	Permission	
Lesley Walsh (you)	hello@lesleywalsh.co.uk	Owner Verified 	
LesleyWRC	LesleyWRC@gmail.com	Owner Verified 	

Rows per page: 10  1-2 of 2  

Add user

Email address
team@fixers.digitak

Permission
Full 

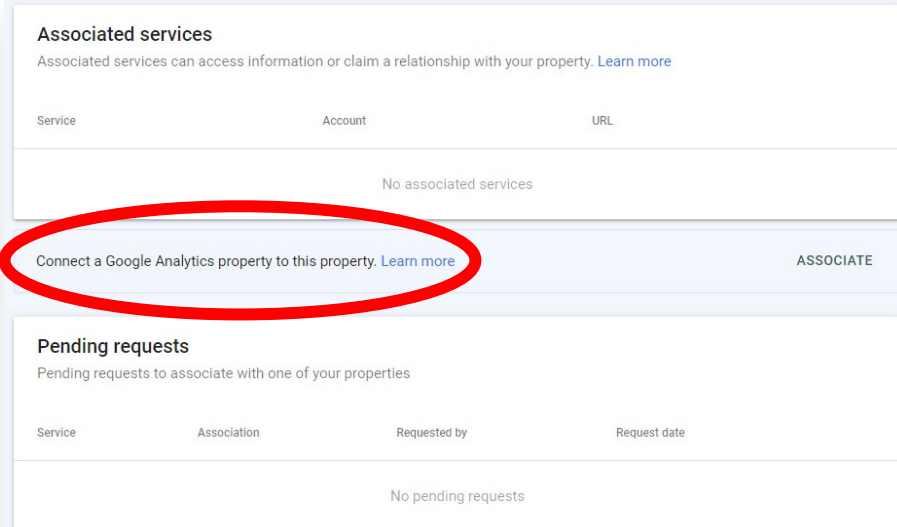
[CANCEL](#) [ADD](#)



Settings

In associations we can connect these services:

- Google Analytics property
- Chrome Web Store account
- Android Play Store app
- Play Console Developer account
- Google Ads account
- Google Assistant Actions Console project
- Google Merchant Centre account



Associated services
Associated services can access information or claim a relationship with your property. [Learn more](#)

Service	Account	URL	
No associated services			
Connect a Google Analytics property to this property. Learn more			ASSOCIATE

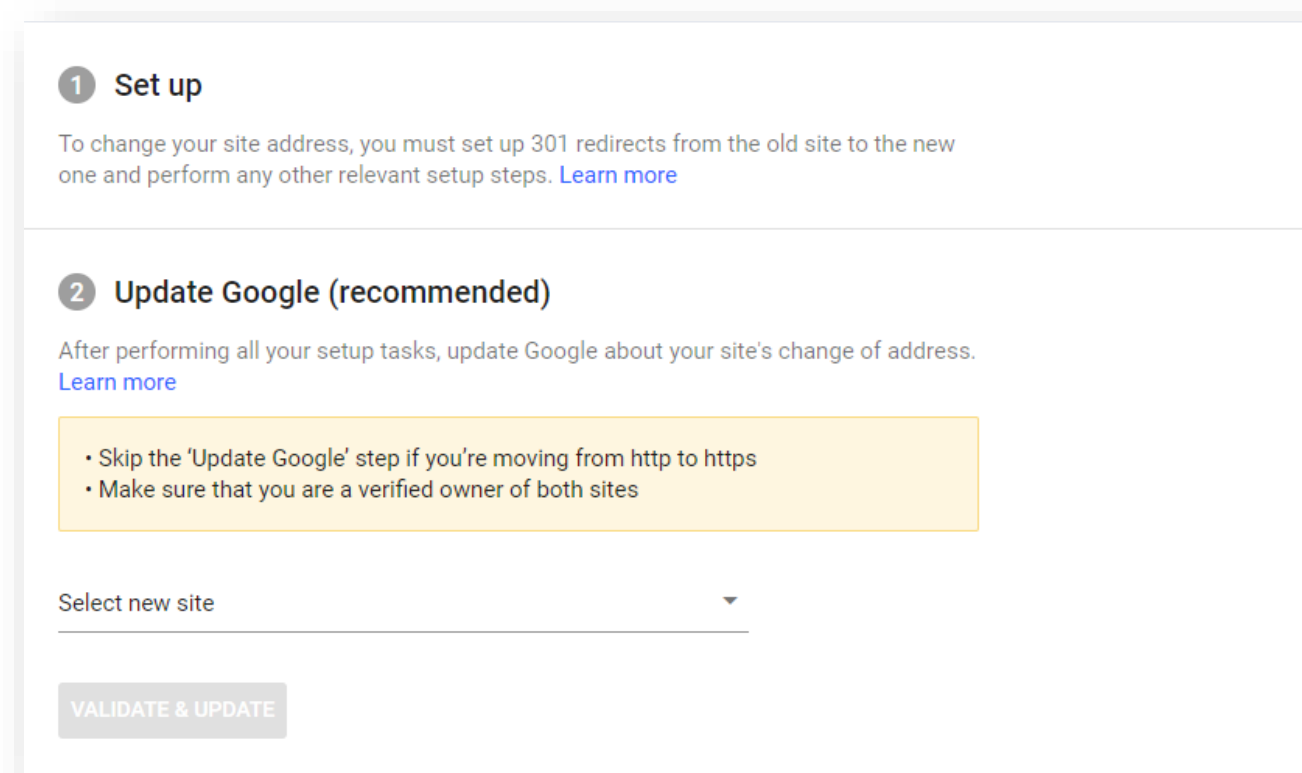
Pending requests
Pending requests to associate with one of your properties

Service	Association	Requested by	Request date
No pending requests			



Settings

If we have to change domain we can do this in Change of address



1 Set up

To change your site address, you must set up 301 redirects from the old site to the new one and perform any other relevant setup steps. [Learn more](#)

2 Update Google (recommended)

After performing all your setup tasks, update Google about your site's change of address. [Learn more](#)

- Skip the 'Update Google' step if you're moving from http to https
- Make sure that you are a verified owner of both sites

Select new site

VALIDATE & UPDATE



Settings

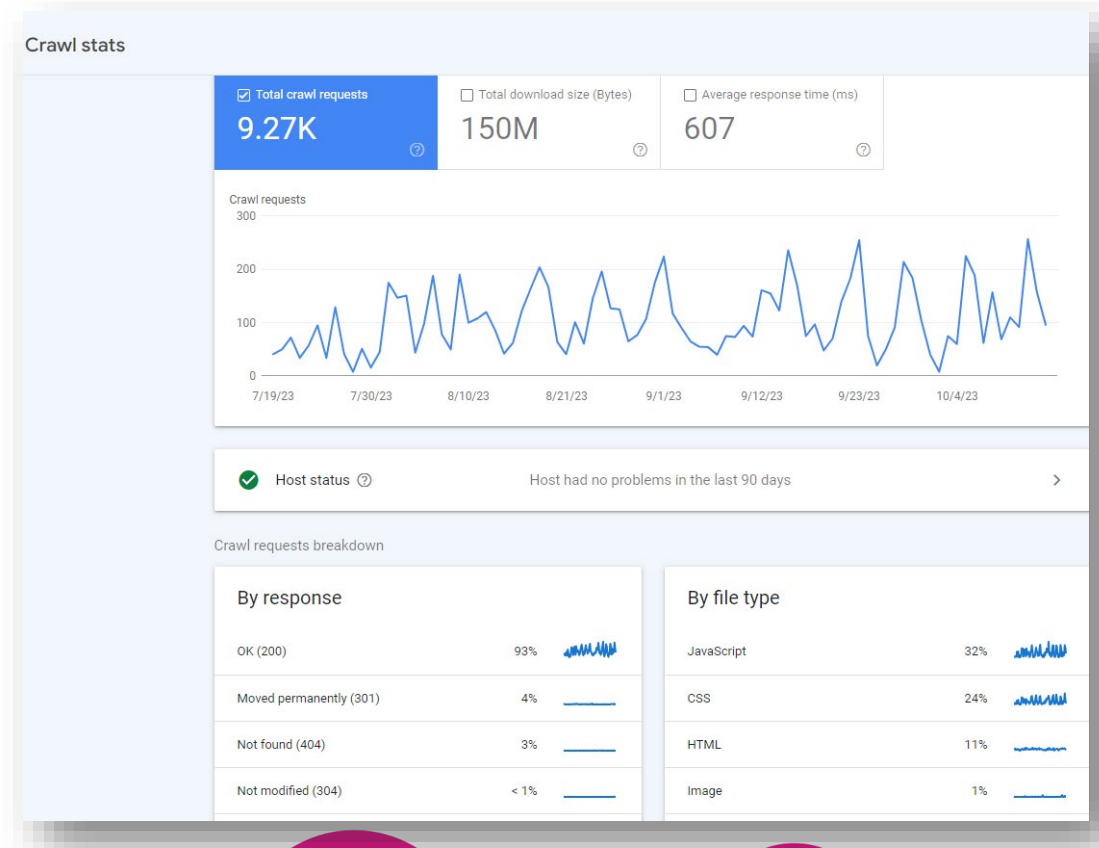
Bulk data export automatically exports your data to BigQuery, daily.

BigQuery is a fully managed enterprise data warehouse that helps you manage and analyse your data with built-in features like machine learning, geospatial analysis, and business intelligence. BigQuery's serverless architecture lets you use SQL queries to answer your organization's biggest questions with zero infrastructure management. BigQuery's scalable, distributed analysis engine lets you query terabytes in seconds and petabytes in minutes.



Settings

Crawl stats is only available in root level websites



Workbooks out!

Find and submit your sitemap

Submit your URL for inspection

Time for this activity: **20 mins**



Quick Quiz



Why do we submit sitemaps

- A** *So websites can find each other*
- B** *To confuse the hackers*
- C** *So Google knows what pages we have*

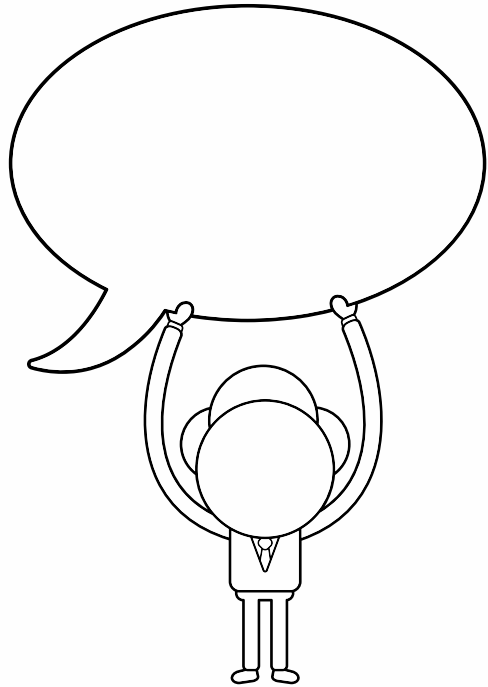




Any Questions?



Show and tell



Does anyone want to share their ideas with us?



Best Practice

- 1 Regularly check for errors
- 2 *Fix problems*
- 3 *Submit URL inspections*
- 4 *Get all your free tools connected*





Any Questions?



Quiz



No quiz today



Coming up soon to extend these skills

Tomorrow we are looking at more data and what we can do with it.



Final thoughts

Any comments on today?

What one thing do you feel you have taken from or improved upon from today?



Don't forget

Make sure you **submit your workbooks or email your screen shots.**

That email will have the links to download today's slides and notes.



Extra help

If you need any help with anything from today's session feel free to message me in the WhatsApp group.

If you have any other issues or problems related to the course or the tools speak to Andrew and Irfana, they are here to help you.



Up next...

See you tomorrow for **Research & Practical**

