Track & Trace

Quick recap

How did you find your **e-commerce** sessions last week?

Give me one thing you took from your last session

Today's to-do list

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

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:

- Setup Analytics on our website

- Understand how to access and use the reports

- 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 **Google Analytics?** Who has used **Search Console?**

And who has a **Google Business account?**

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.
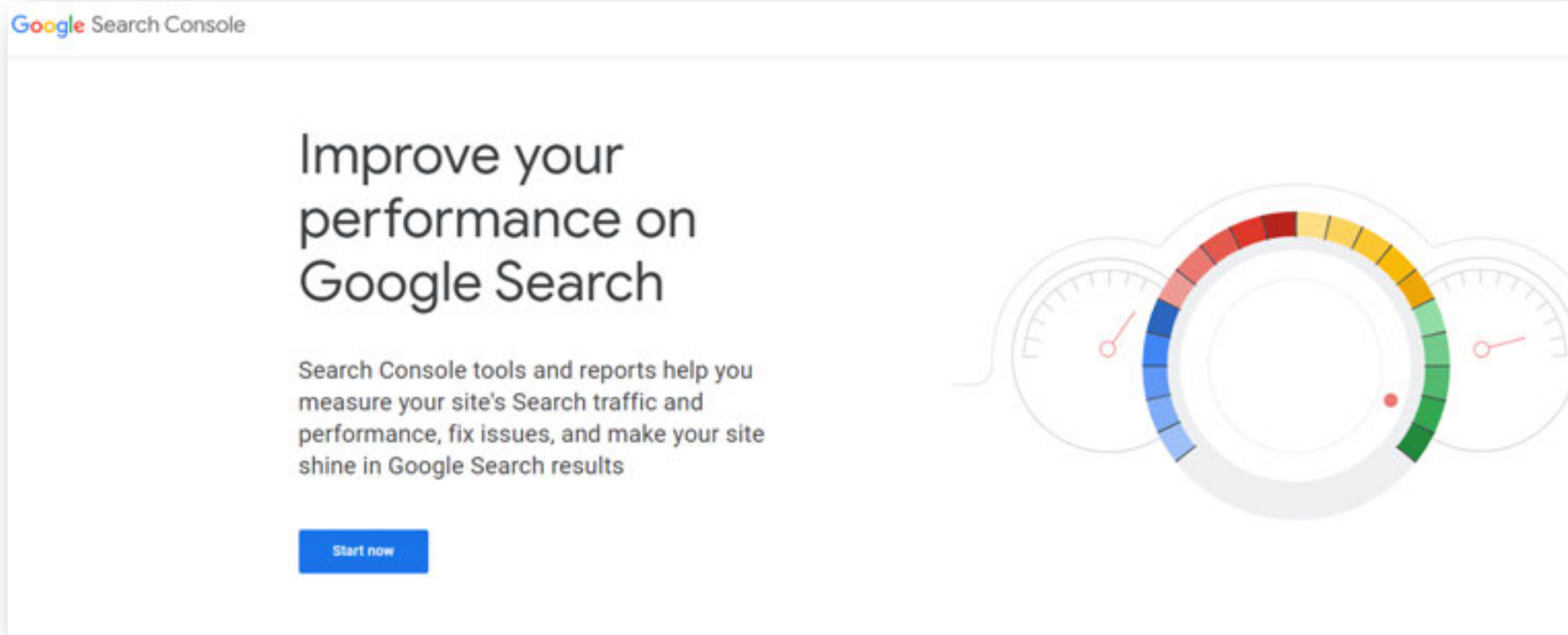
more visitors = more traffic = more conversion

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

Adding your 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**

Adding your Property

A Domain property covers all URLs and Subdomains.

- example.website.com

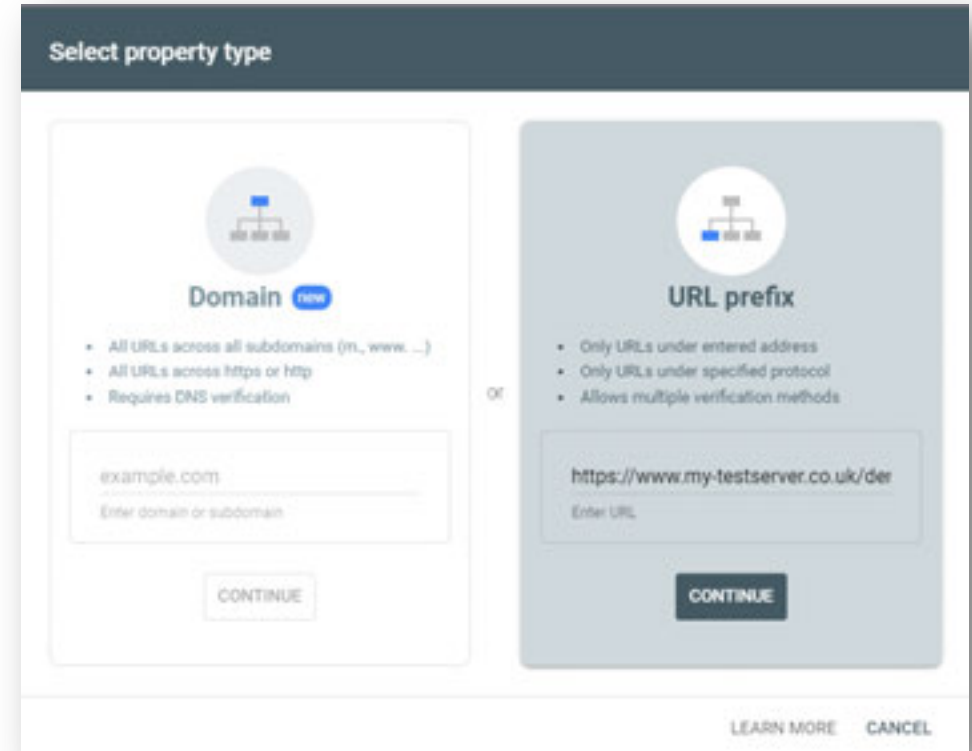URL Prefix only covers the exact URL so we might need to add all these

- 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*/
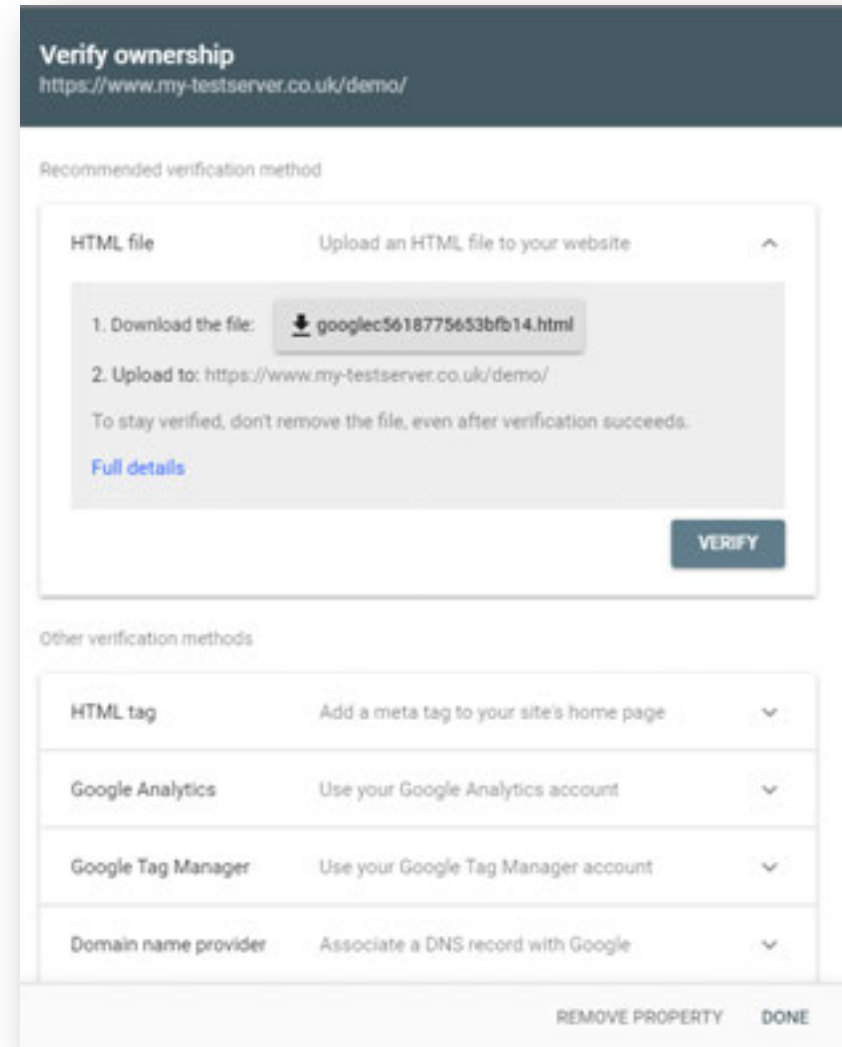
Verify website ownership

Option 1:
Download the html file and upload it to your home directory:
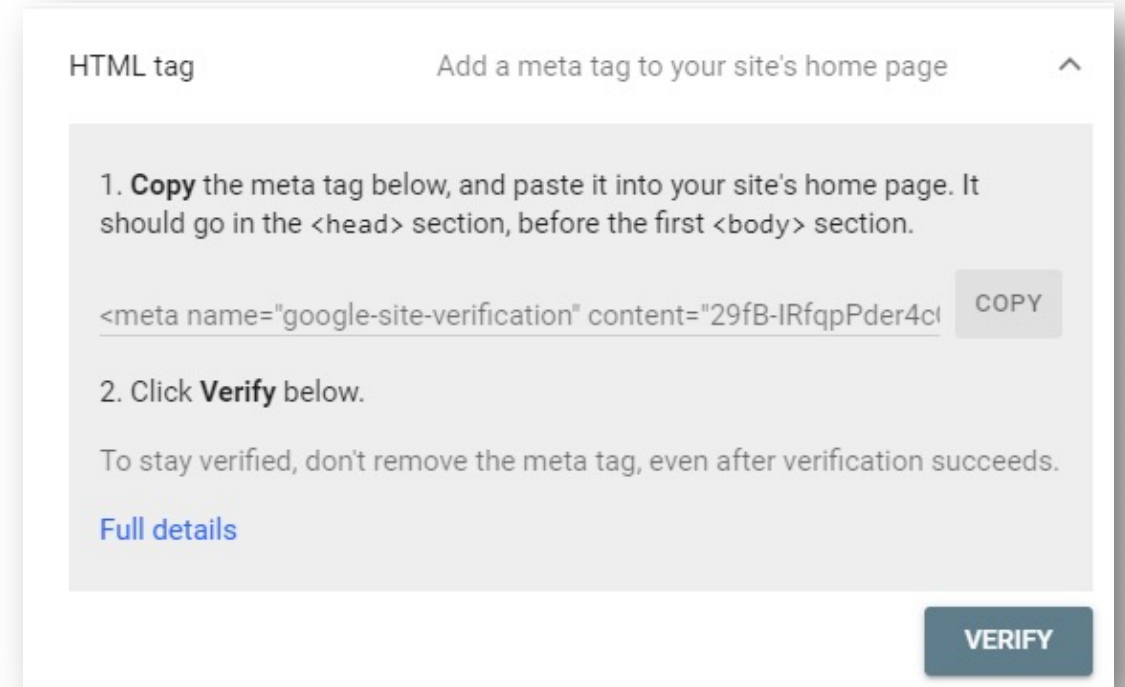
https://www.my-testserver.co.uk/*name*/

❌ We don't have access to this

Verify website ownership

dms4all
Digital Marketing Skills4All

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-IRfqpPder4c| COPY

2. Click **Verify** below.

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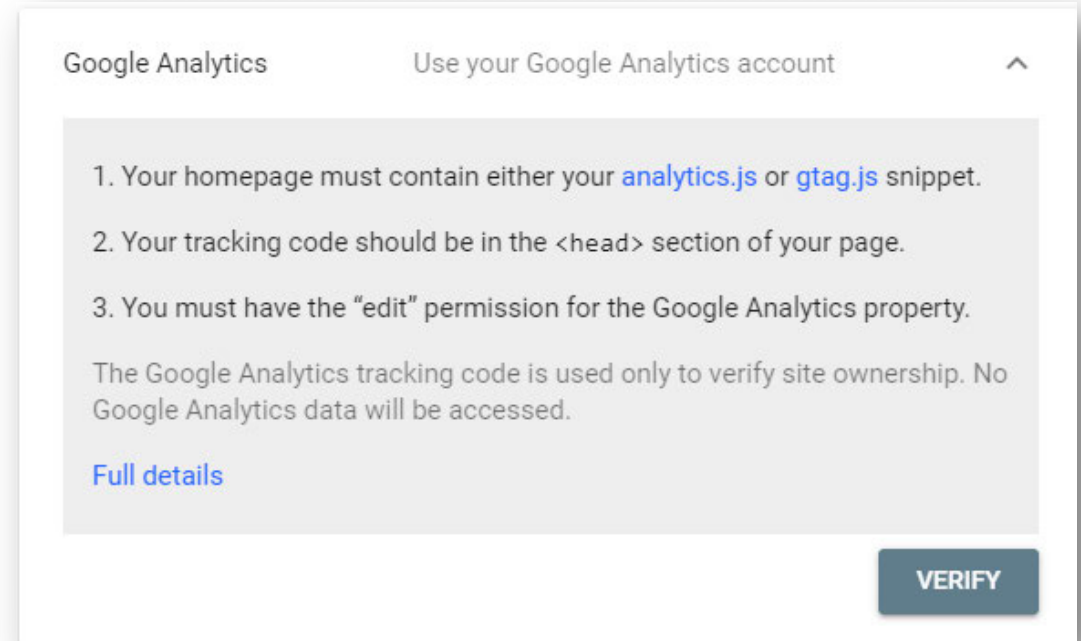
Full details

VERIFY

💚 This will work for us

Verify website ownership

dms4all
Digital Marketing Skills4All

Option 3:
Verify using your Analytics account

We did that yesterday

💚 This will work for us

Google Analytics — Use your Google Analytics account

1. Your homepage must contain either your analytics.js or gtag.js snippet.

2. Your tracking code should be in the <head> section of your page.

3. You must have the "edit" permission for the Google Analytics property.

The Google Analytics tracking code is used only to verify site ownership. No Google Analytics data will be accessed.

Full details

VERIFY

Verify website ownership

Option 4:
Setup Tag Manager

Check Google Tag Manager

Google Tag Manager — Use your Google Tag Manager account

1. You must be using the container snippet.

2. You must have the "publish" permission for the Tag Manager container.

The Google Tag Manager container ID is used only to verify site ownership. No Google Tag Manager data will be accessed.

Full details
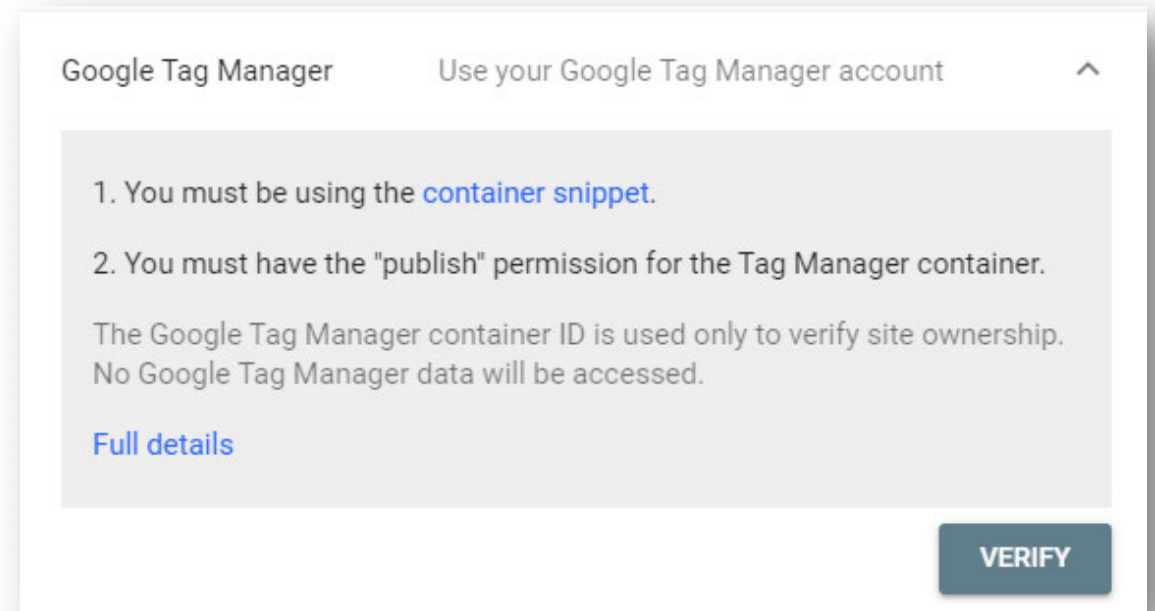
VERIFY

💚 This will work for us
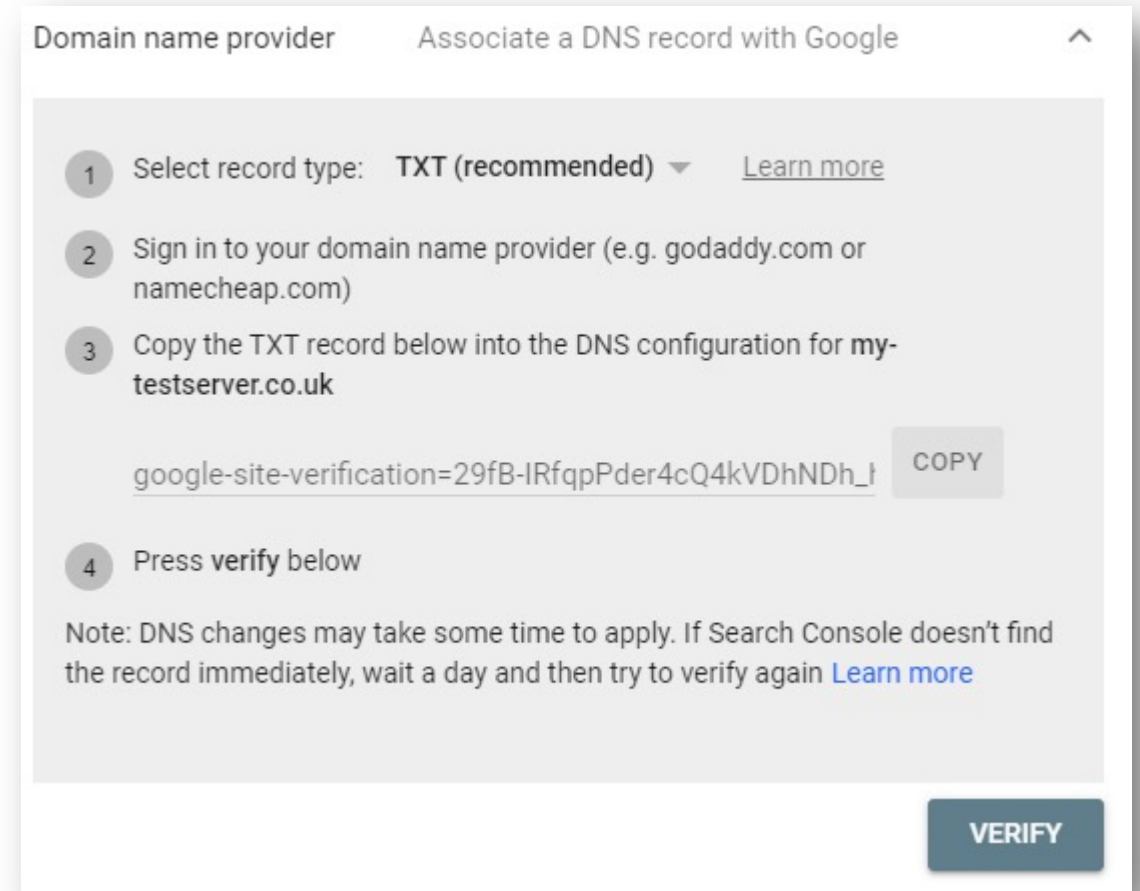
Verify website ownership

Option 5:
Edit DNS record

We don't have access

❌ This won't work for us

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
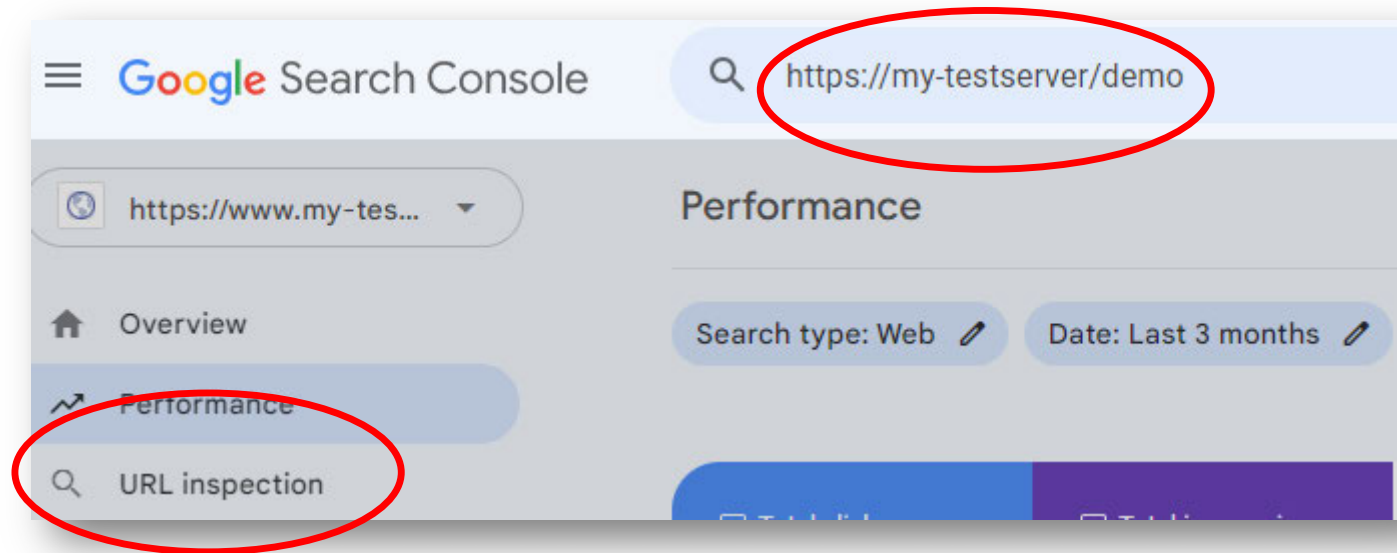
A *URL Prefix*

B *Domain*

C *Both the same*

Any Questions?

Indexing

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

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/

sitename.com/sitemap1.xml   sitename.com/post-sitemap   sitename.com/page-sitemap

sitename.com/sitemapindex.xml   sitename.com/sitemap-index.xml
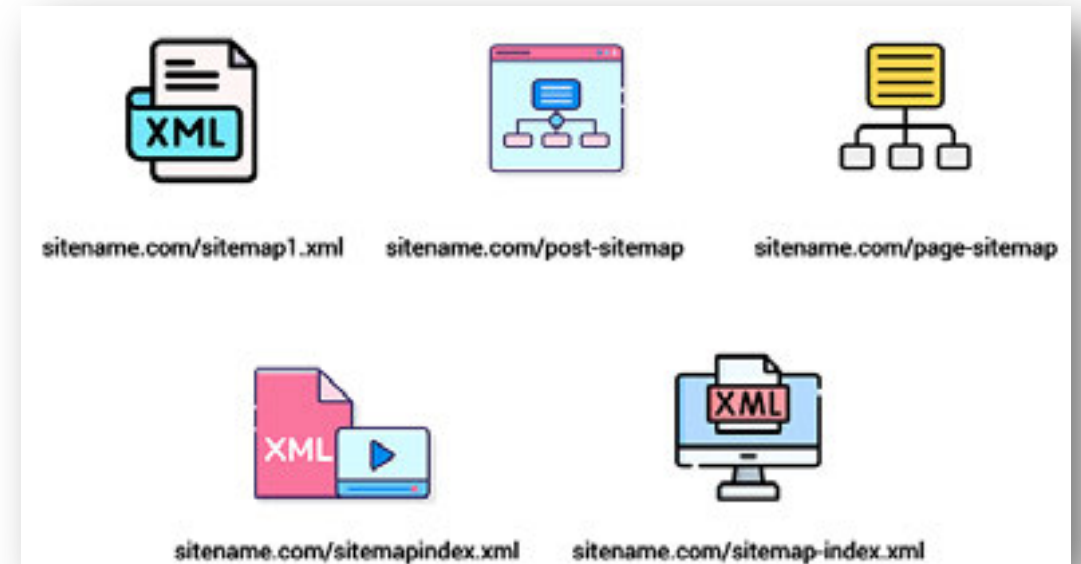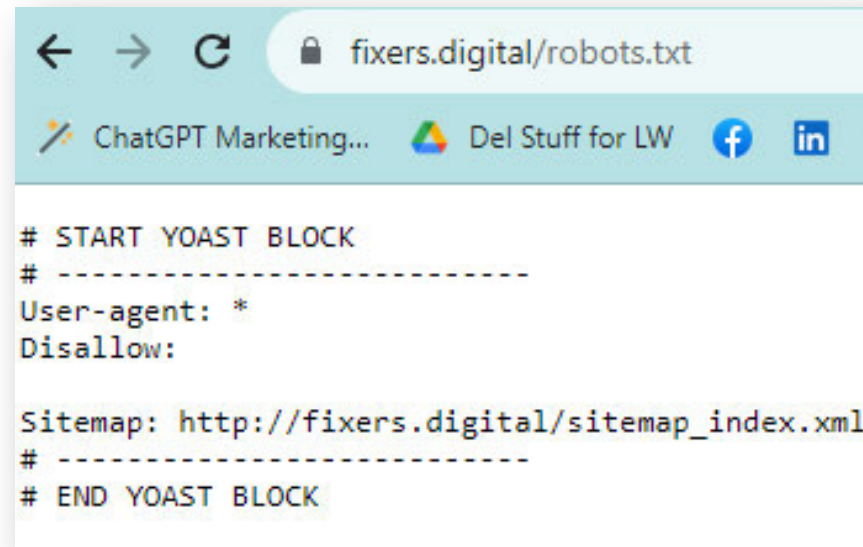
These are the most common locations. When you use Yoast, RankMath & others, this is the location used.

Where is my sitemap?

Find robots.txt and it should be listed in there

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...
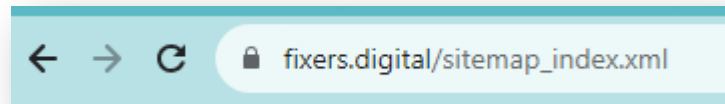
fixers.digital/sitemap_index.xml

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
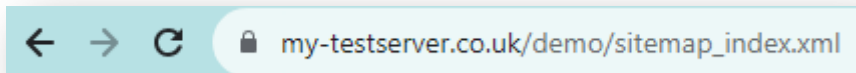
← → C 🔒 my-testserver.co.uk/demo/sitemap_index.xml

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/wpr_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:

URL Inspection

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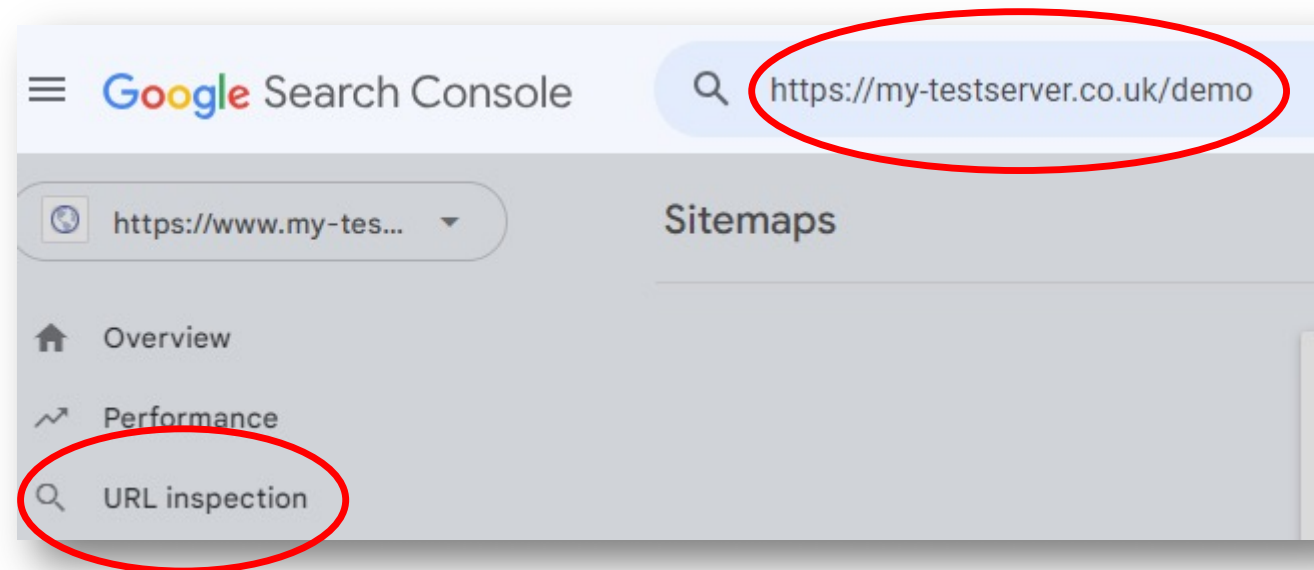
Dashboard Demo

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
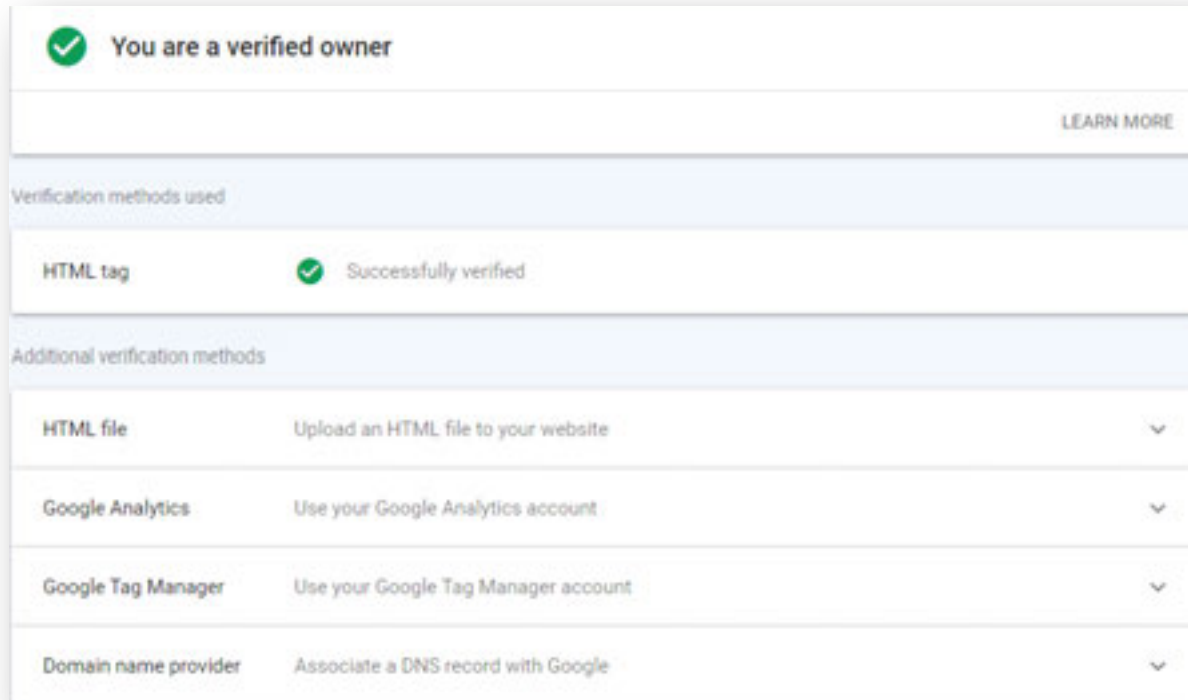
Top linking sites

Top linking text

Settings

Ownership Verification shows the verification method used

Settings

Users and permissions shows everyone with access to the site data

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
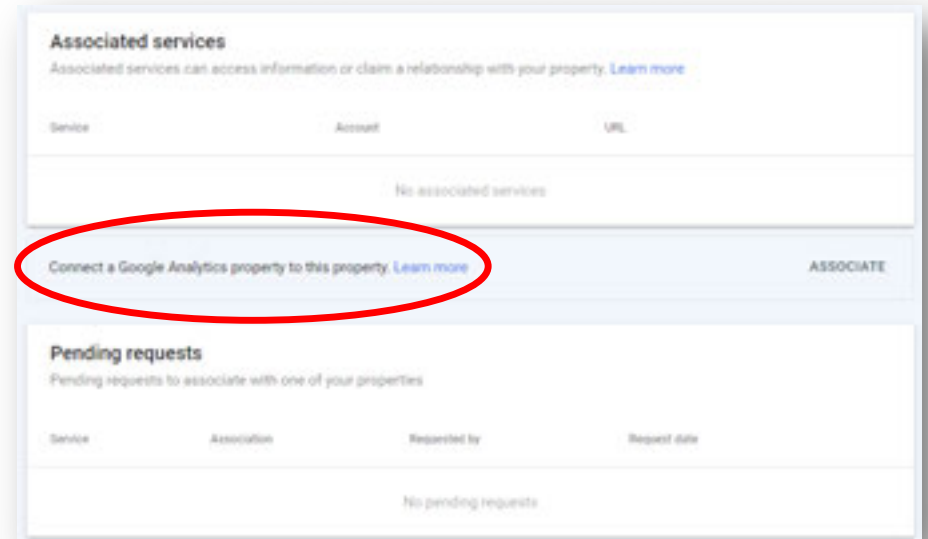
Settings

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
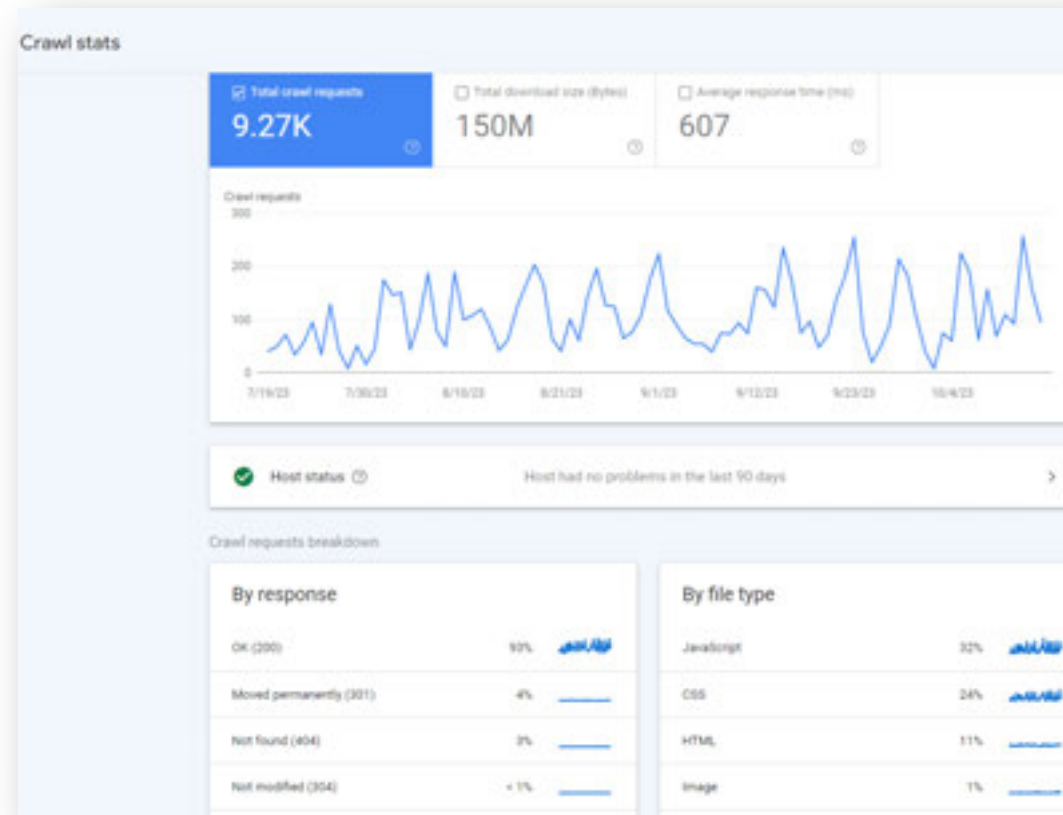
Workbooks out!

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?

Analytics lets you view pretty much every part of your website's traffic. Where it comes from, the route it takes, where people leave, how long they have been on there and more.
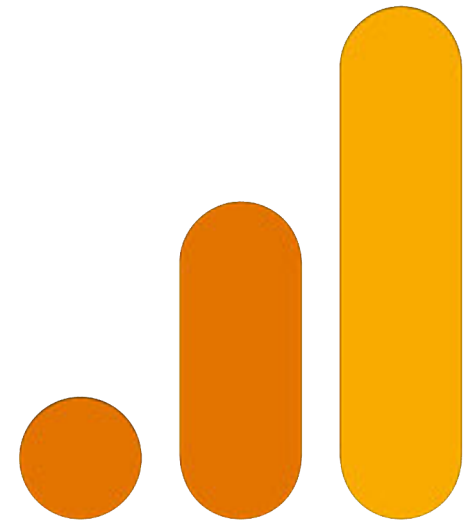
What is Google Analytics?

Google Analytics is a web based service provided by Google. It provides in-depth insights into website and app performance. We can track and analyse user behaviours, traffic sources, conversion rates and more. The data is presented in a user-friendly dashboard, helping us make informed decisions about our strategies and performance.

Why is it important?

- Data-Driven Insights
- Improved Accuracy
- Better Strategic Planning
- Identification of Opportunities
- Risk Management
- Cost Efficiency

- Customer Insights
- Personalisation
- Competitive advantage
- Performance evaluation
- Resource optimisation
- Informed Public Policy
- Continuous Improvement (and profit!)

What does it look like?
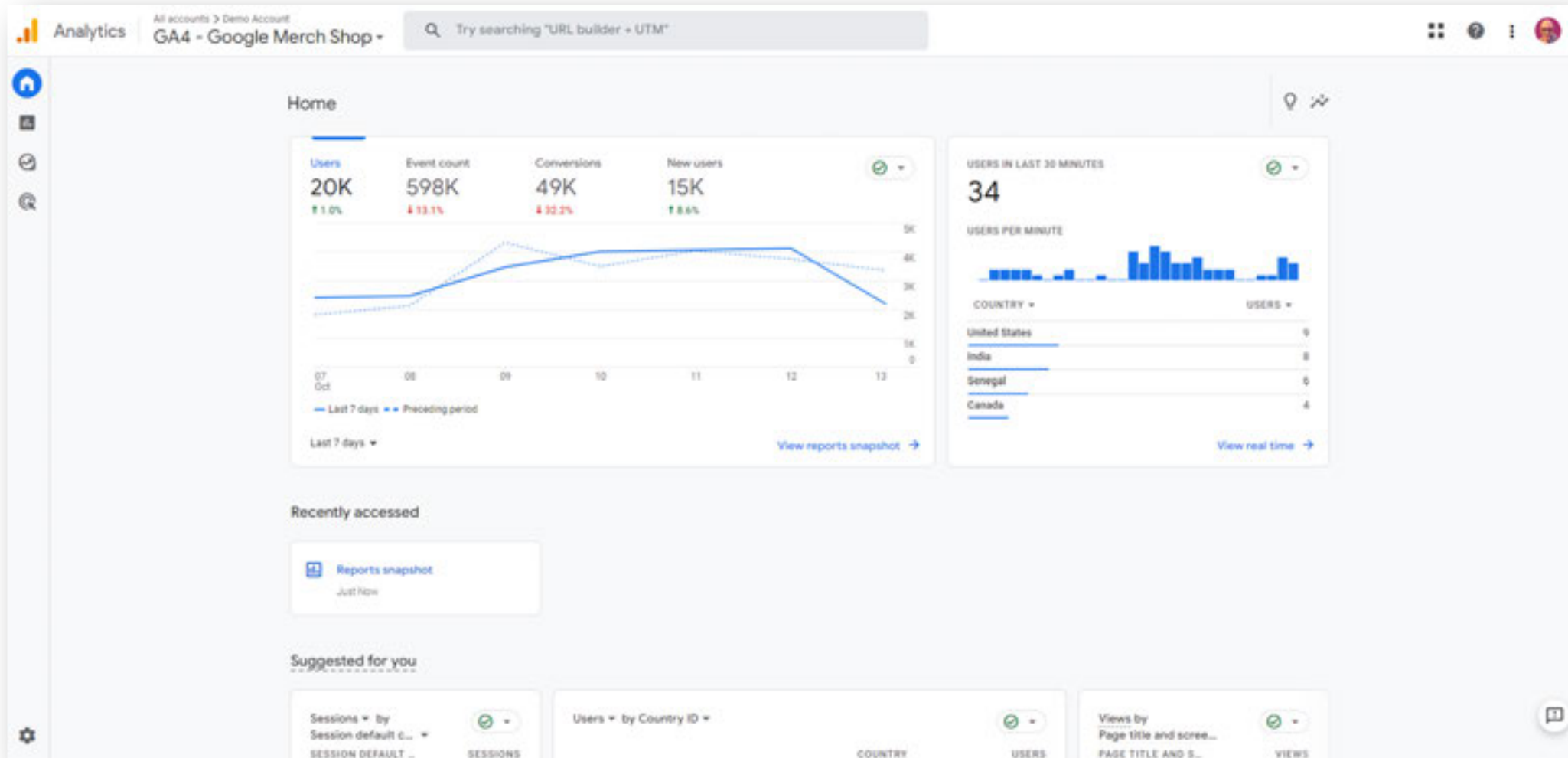
Demo Data

Demo Time

This is the data from the Official Google Merch store (https://shop.googlemerchandisestore.com/)

https://analytics.google.com/analytics/web/demoAccount?appstate=/p213025502

Workbooks out!

Let's look at the data!
https://analytics.google.com/analytics/web/demoAccount?appstate=/p213025502

Answer the questions in the Workbook

20 minute Activity

Quick Quiz

Google Analytics

A *Only works for large businesses*

B *Tracks Usernames and IP addresses*

C *Shows where traffic comes from*

Any Questions?
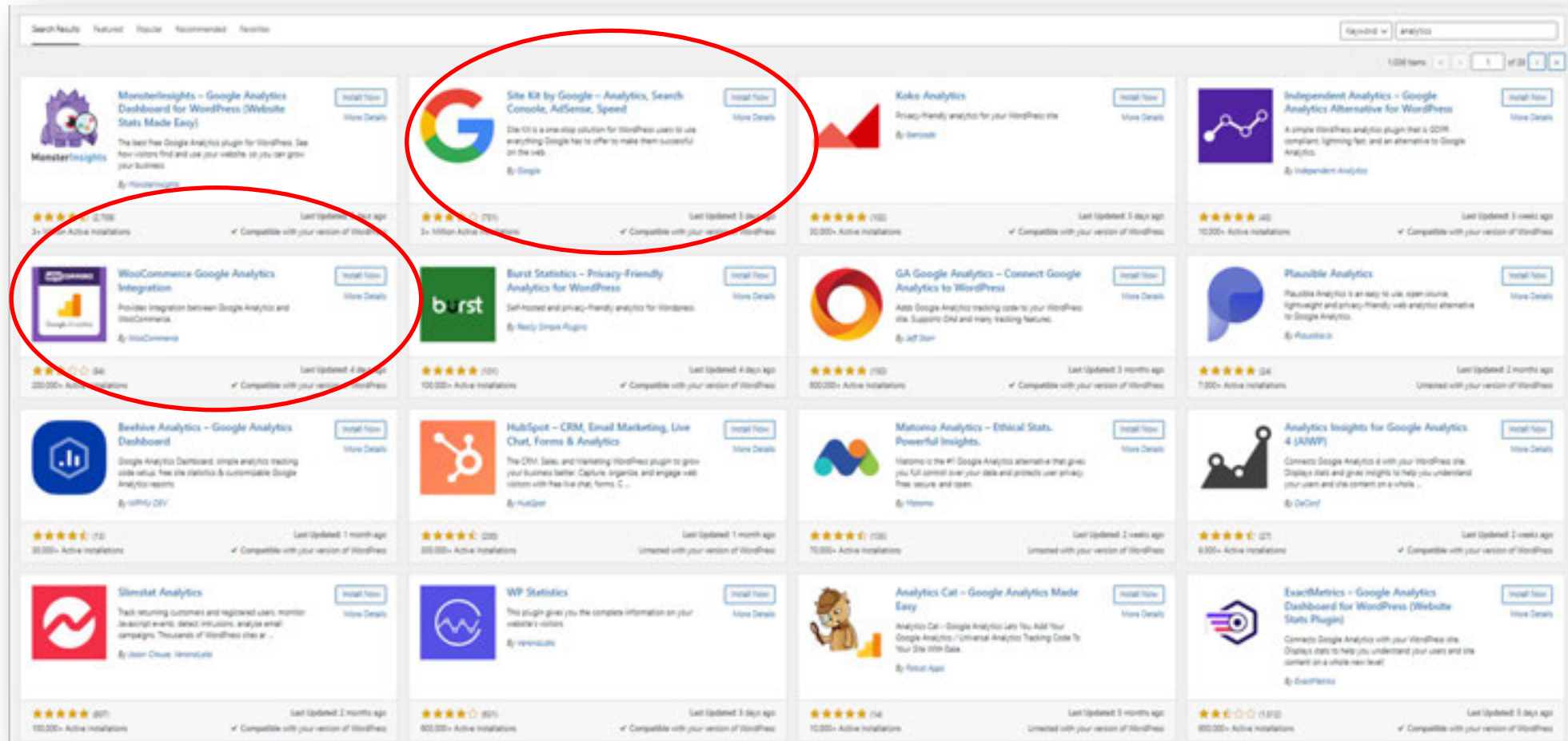
GA4 over UA

Google shutdown **Universal Analytics (UA)** in July 2023, and replaced it with **Google Analytics 4 (GA4)** which is Google's next-generation measurement solution.

Universal Analytics no longer collects data but data will remain accessible for at least 6 months (end of 2023).

Analytics Plugins

Analytics on WordPress

There are multiple analytics tools

Site Kit creates the Analytics Property during setup

Site Kit

Demo Time

Installing the Site Kit plugin

Site Kit

Have Google verify site ownership

To verify that you own CacTus King – Prickly Perfection, Google adds a verification token to your site's HTML code.

Verify   Cancel
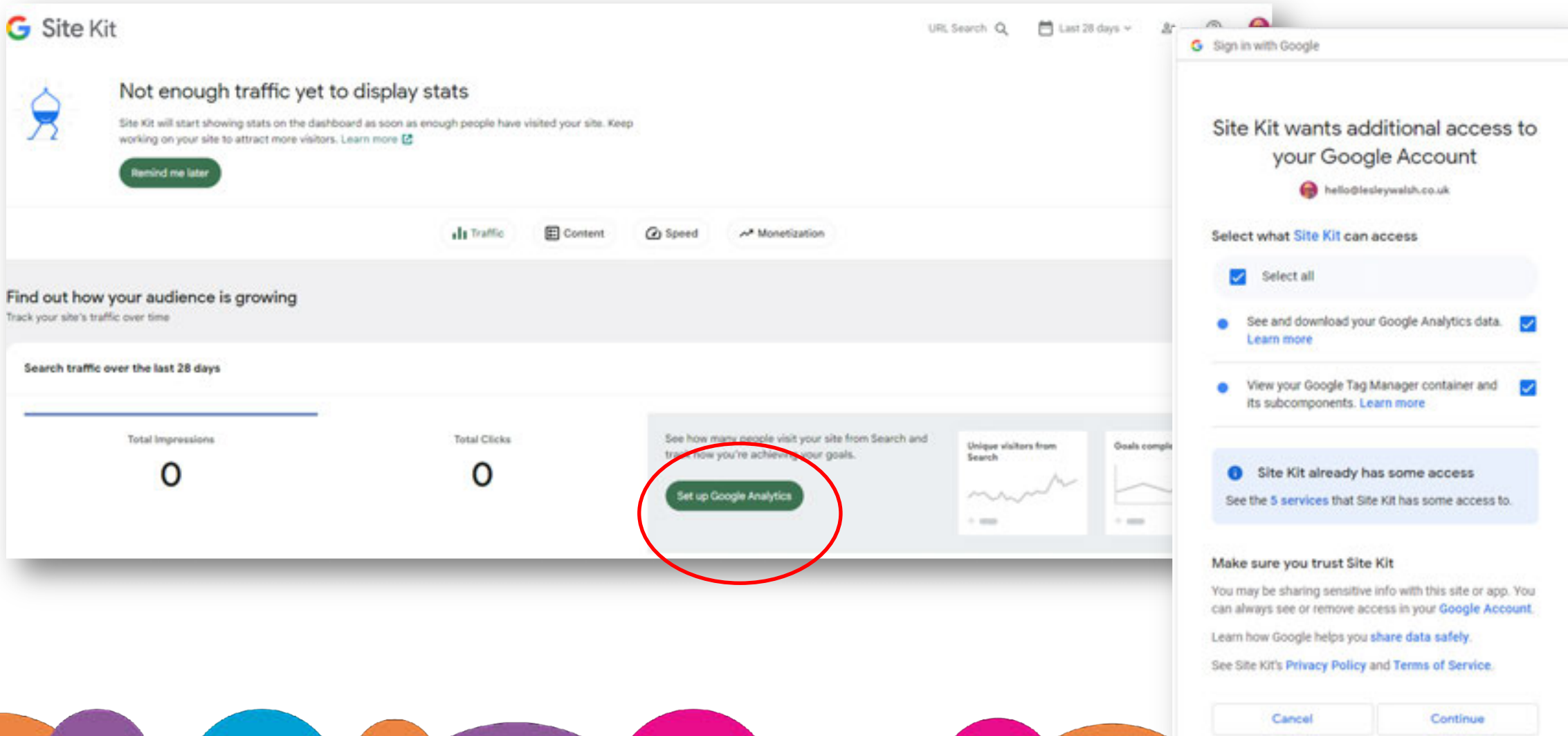
Set up Search Console

To see how people find your site on Google Search, have Google add CacTus King – Prickly Perfection to Search Console for you and connect it to Site Kit.

Set up   Cancel

Site Kit

Site Kit

Site Kit

Site Kit

Add a GA4 Property

Site Kit creates the property, but often we create the property manually from within Google Analytics

Add a GA4 Property

In Google Analytics click on the Admin cog
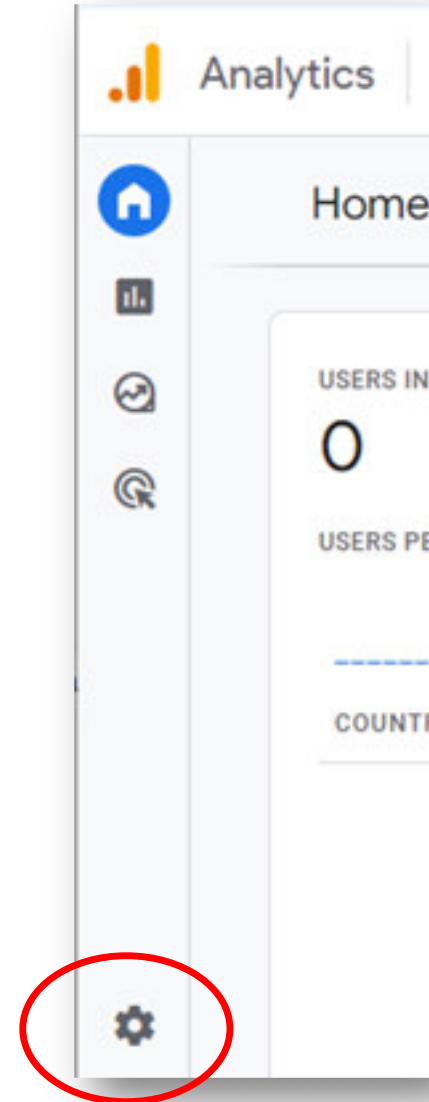
Add a GA4 Property

Create a Property

Add a GA4 Property

Add a GA4 Property

Add a GA4 Property

Add a GA4 Property

WooCommerce Integration

If you are have WooCommerce you can install the integration and add the code here

Workbooks out!

Create a property!

Get yourself a GA4 tag by adding a property in analytics for your domain

https://my-testserver.co.uk/yourname

20 minute Activity

Quick Quiz

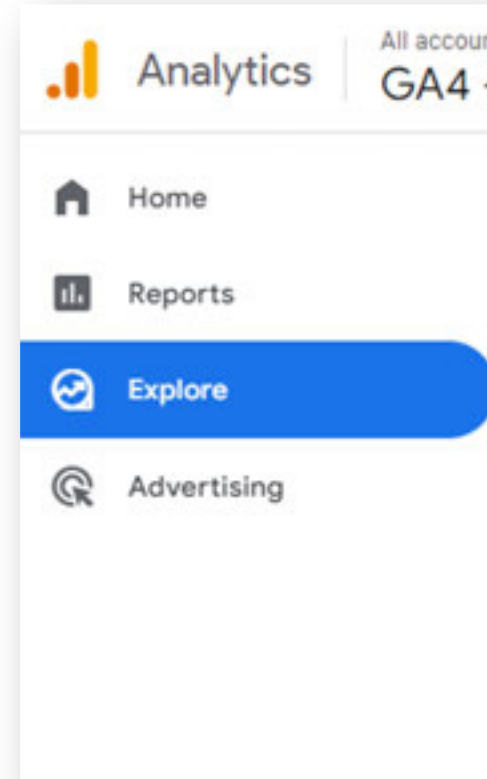**Since July 2023 Analytics type are**
A *Universal Analytics*
B *Google Analytics 4*
C *Both*

Using Google Analytics?

Lets go back to the Google Merch Shop Data and Explore

Using Google Analytics?

At the Top of the screen select Free Form and choose how you want to display the data

Free-form

What insights can you uncover with custom charts and tables?
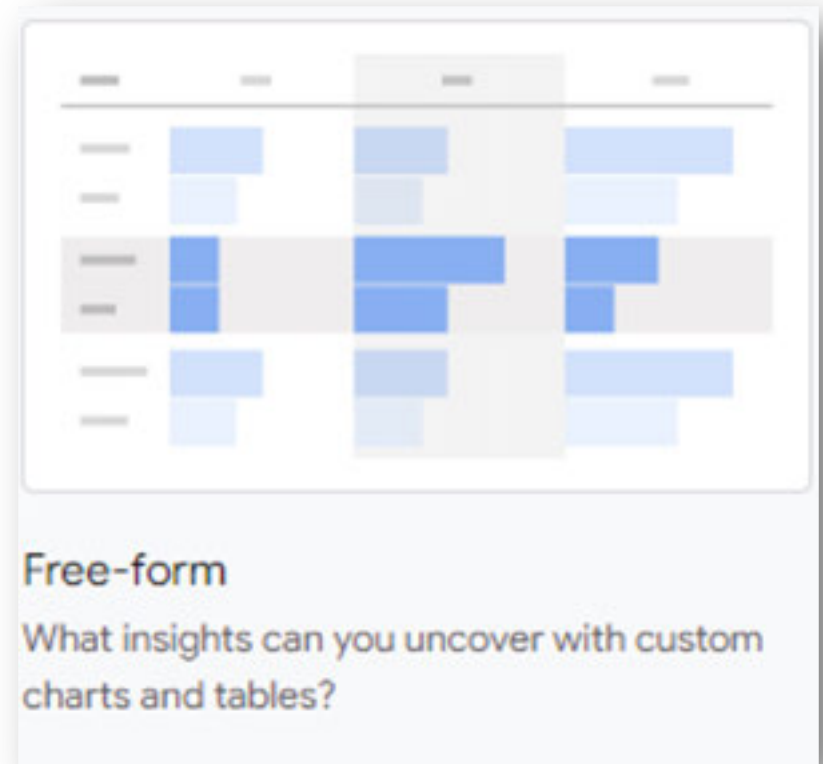
Using Google Analytics?
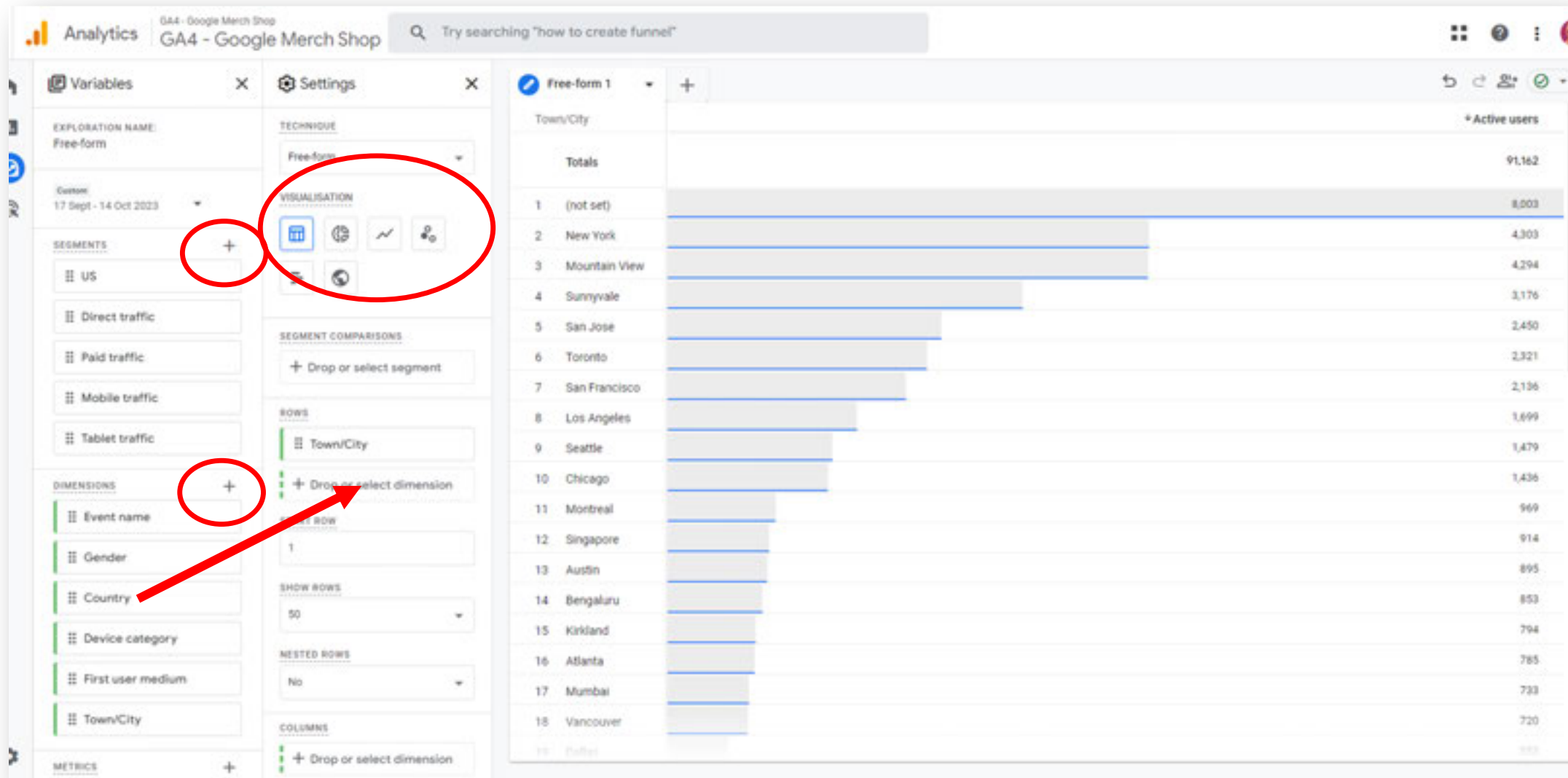
Linking Google Ads

To make the most out of your Google Ads, make sure you link your Google Analytics property to you Google Ads Account(s).

When you link to your Google Ads, your advertising section reports contain detailed Google Ads Campaign Data.

Workbooks out!

Create a Free Form Report!

Access the Google Merch Shop Data and try some different options.

20 minute Activity
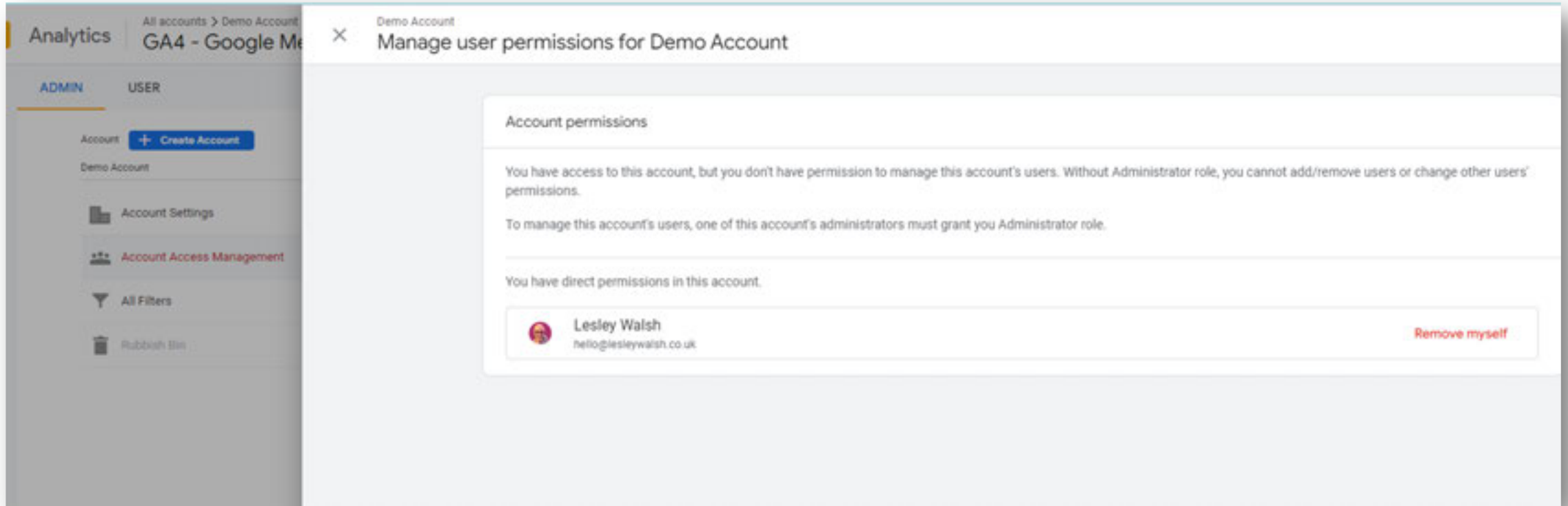
Remove Access to Demo Account

1. Sign in to Google Analytics.
2. Click Admin.
3. In the ACCOUNT menu, select Demo Account.
4. In the ACCOUNT column, click Account Access Management.
5. Click REMOVE MYSELF.

Remove Access to Demo Account

Show and tell
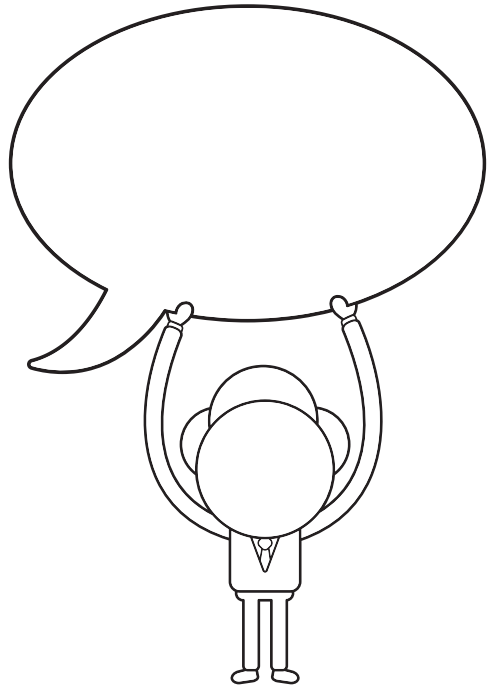
Does anyone want to share their ideas with us?

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

Your upcoming SEO sessions will help you understand the data that is contained in Analytics and Search Console.

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 todays 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…

Tomorrow we are looking at more functionality with **Plugins**