

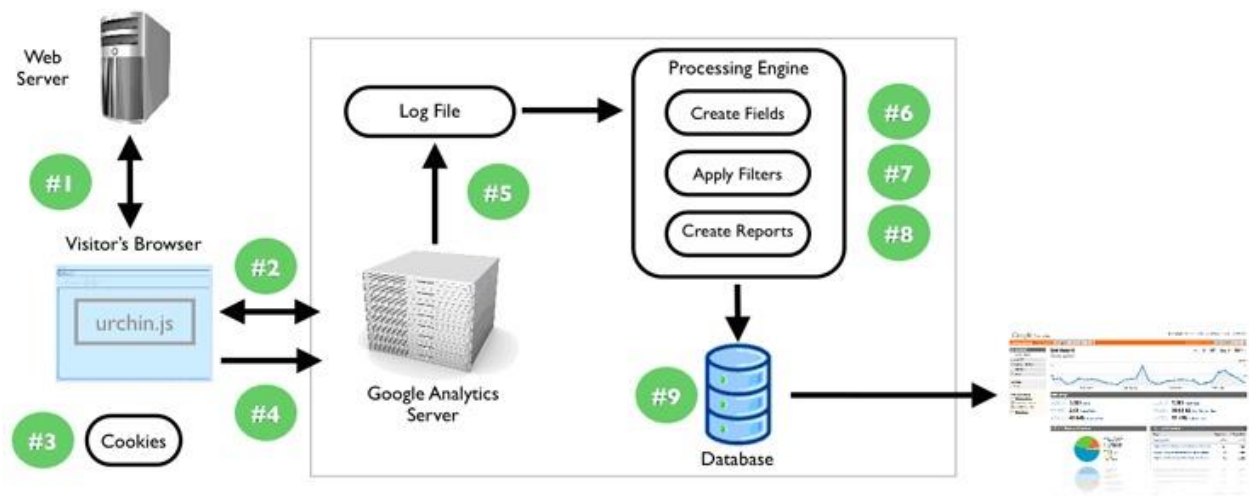
Google Analytics

Google Analytics:

Google Analytics is one of the most popular digital analytics software.

- It is Google's free web analytics service that allows you to analyze in-depth detail about the visitors on your website.
- It provides valuable insights that can help you to shape the success strategy of your business.

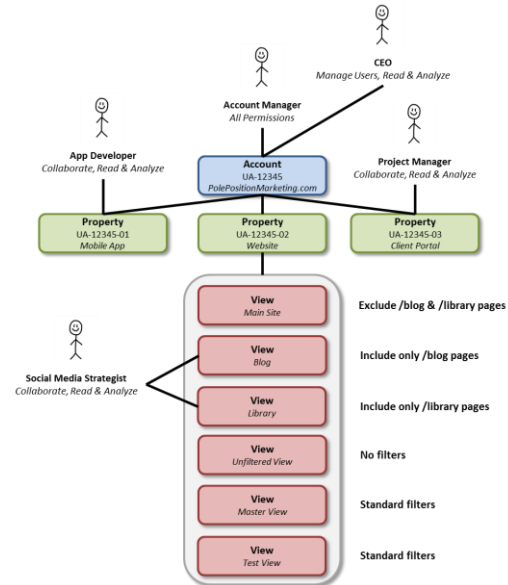
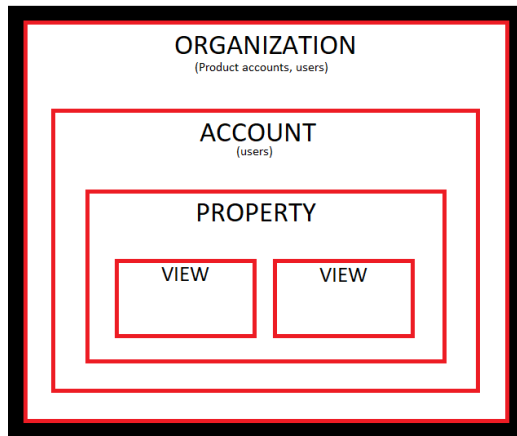
How Google Analytics Collects Data?



- Create Account
- Google provide JS Code
- Code collects information of user activities
- Tracking code collects information from browser like type, device, OS, traffic source, etc.
- Visitor visits the site and JS code triggered

Google Analytics Level Hierarchy:



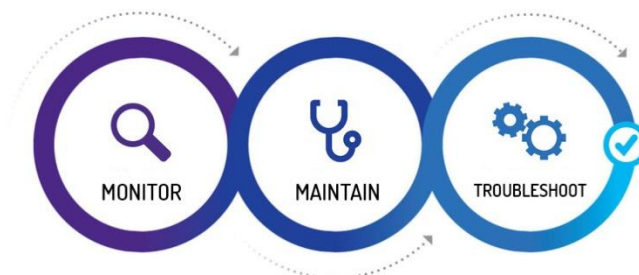


Google Search Console

Google Search Console:

Google Search Console is a free service offered by Google that helps you monitor, maintain, and troubleshoot your site's presence in Google Search results.

- Confirm that Google can find and crawl your site.
- Fix indexing problems and request re-indexing of new or updated content.



Search Console Tools and Reports:

- 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.
- Troubleshoot issues for AMP, mobile usability, and other Search features.

How to Add Property:

- Domain: It covers all versions of your domain and subdomains like http, https, xyz.abc.com etc.
- URL Prefix: You need to add all the versions of your website separately in separate property.

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.example.com

Enter URL

CONTINUE

LEARN MORE CANCEL

Search Type:

- Web Search
- Image
- Video
- News

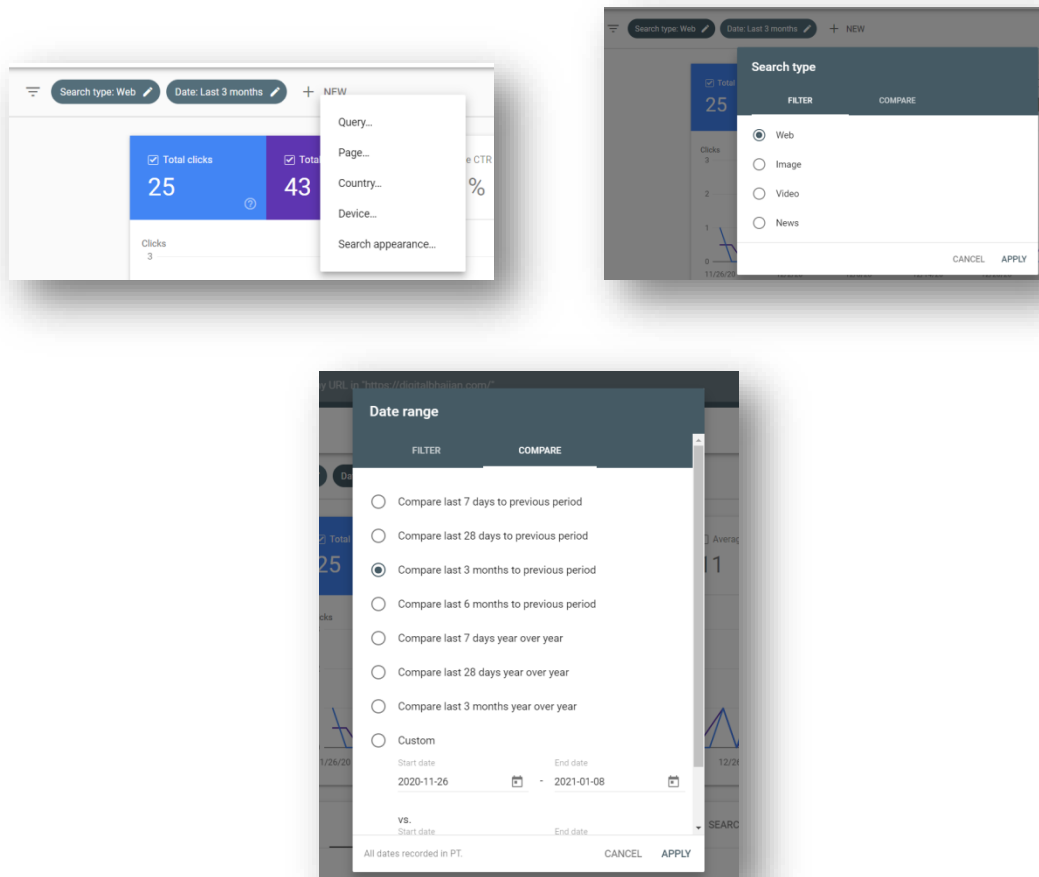
Date :

- provide data as per date range

Comparison:



Filter:



Index Section:

Coverage

- **Error:** These are pages that couldn't be indexed for some reason. These pages won't appear in Google.
- **Valid with Warnings:** These are pages that have been indexed but there are some issues and Google is not sure if they are intentional from our side. These appear on Google now, but users may not want them to.
- **Valid:** These pages have been indexed.
- **Excluded:** These are pages that were intentionally not indexed. These pages won't appear on Google but that may be intentional.
- **Sitemap:** A sitemap is a file where you provide information about the pages, videos, and other files on your site, and the relationships between them.



- **Removal:** Block URL(s) from Google Search results for about six months and clear current snippet and cached version (they'll be regenerated after the next crawl). For permanent removal, either block pages from indexing or remove them from the site.

Enhancement Section:

Core Web Vitals Report

- The Core Web Vitals report shows how your pages perform based on real world usage data (sometimes called field data).

Poor URL

URL Needs Improvements

Good URL's

Mobile Usability

- **Error**
- **Valid**
- Structured Data Reports like Sitelink Search box, Breadcrumb, Logos etc.

Security & Manual Actions Section:

- **Manual Action** - Keyword stuffing, blackhat seo etc.
- **Security Issues** - Like hacker, malware etc.

Legacy tools and reports:

International Targeting

- Debug hreflang settings on multi-lingual sites, or set a country to target in your search results.
- **Suggested use:** Use when adding hreflang tags to your site to ensure proper crawling for different languages or regions. Use to set a single top target country for your site, if not evident in your site content.

Messages

- Messages Panel



URL Parameters Tool

- Tell Google about any special parameters you use in your page URLs that make important page or site changes, such as a country parameter that changes the content of the site, to enable Google to crawl it better.
- **Suggested uses:** For advanced users only; you can hurt your site crawling if you don't know what you're doing.

Web tools

Various other tools that might be useful for your site.

