**Search queries**

**See the top searches that bring users to your site**

* [View Search Queries](https://support.google.com/webmasters/answer/35252?utm_source=webmasteracademy&utm_medium=web&utm_campaign=webmasteracademy#view)
* [Available data](https://support.google.com/webmasters/answer/35252?utm_source=webmasteracademy&utm_medium=web&utm_campaign=webmasteracademy#data)
* [Filtering Search Queries data](https://support.google.com/webmasters/answer/35252?utm_source=webmasteracademy&utm_medium=web&utm_campaign=webmasteracademy#filtering)
* [Query details](https://support.google.com/webmasters/answer/35252?utm_source=webmasteracademy&utm_medium=web&utm_campaign=webmasteracademy#details)
* [How to use Search Queries data](https://support.google.com/webmasters/answer/35252?utm_source=webmasteracademy&utm_medium=web&utm_campaign=webmasteracademy#how)
* [About Search Queries data](https://support.google.com/webmasters/answer/35252?utm_source=webmasteracademy&utm_medium=web&utm_campaign=webmasteracademy#about)

The **Search Queries** page shows those Google Web Search queries that have returned URLs from your site. You can also see information about the pages on your site that were seen most often in search results (top pages). We compare daily averages for the selected period to daily averages for the previous period. We show the last 30 days of data by default, but you can set the date range for the report using the calendar selectors above the graph.

**View Search Queries:**

1. On the Webmaster Tools home page, click the site you want.
2. On the left-hand menu, click **Search Traffic**, and then click **Search Queries**.

**Search Queries data**

The Search Queries report shows the following elements:

* **Queries**: The total number of search queries that returned pages from your site over the given period.
* **Query** list: Specific user queries for which your site's URLs appeared in search results. Webmaster Tools shows data for the top 2,000 queries that returned your site at least once in search results. This list reflects any filters you’ve set (for example, a search query for [[flowers](http://www.google.ca/?q=flowers)] on google.ca is counted separately from a query for [[flowers](http://www.google.com/?q=flowers)] on google.com).
* **Impressions**: The number of times pages from your site appeared in search results. **With change** also shows the increase/decrease in the daily average compared to the previous period.
* **Clicks**: The number of times a user clicked your site's listing in search results for a particular query. **With change** also shows the percentage increase/decrease in the daily average compared to the previous period. (These numbers can be rounded.)
* **CTR** (clickthrough rate): The percentage of impressions that resulted in a click to your site. **With change** also shows the number of percentage points increase or decrease in the daily average CTR compared to the previous period. For example, if your CTR went from 40% to 30%, this column would show a change of -10.
* **Average position**: The average top position of your site on the search results page for that query.  **With change** also shows the change compared to the previous period. Green indicates that your site's average top position is improving.

To calculate average position, we take into account the top ranking URL from your site for a particular query. For example, if Jane’s query returns your site as the #1 and #2 result, and David’s query returns your site in positions #2 and #7, your average top position would be 1.5.

You can view up to 90 days of historical data. However, you can only see change data for time periods of 30 days or less.

**Filtering query data**

The default Search Queries report shows combined query stats for *all* searches.  Click **Filters** to get stats for specific kinds of queries:

* **Queries containing (or excluding) a certain word or phrase**. Select **Containing** (or **Not containing**) in the **Queries** list and then type the search terms to include or exclude.
* **Queries you have starred**.
* **Queries for specific media (image or video)**. Image and video searches are queries constrained to that specific media.  Choose the specific search type you want from the **Search** drop-down.
* **Queries from specific devices (desktop or mobile)**. You can also use the **Search** drop-down to filter queries made from mobile and desktop devices, respectively. For example, you might want to see which mobile queries drove visitors to your mobile-specific website. **Note:** The combined tally of queries for each search type might not match the total number of queries across all types because the same query phrase can appear in several different views.
* **Queries by location**.
* **Queries that generate more than 10 impressions or clicks**.

**Query details**

To see additional information about a query, such as the position of your page on the Google search results page, and the URL of the page returned by the search query, click the query.

The Query Details page provides a list of pages on your site that appeared in search results for that query, along with impressions, clicks, and CTR. In addition, the **Position** column shows how often your site appeared in a specific position in search results. For example, if Position 1 has 36 impressions, it means that there were 36 searches for the query in which your site was the very first site listed in search results.

The Query Detail data reflects any filters you set on the main Search Queries page.

**How to use Search Queries data**

This data can provide valuable information about your site. We recommend the following actions:

* **Review the Query list for expected keywords.**If keywords you expect to see don't appear, your site might not have enough useful content relevant to those keywords. If unexpected words (like "Viagra" or "casino") appear, it's likely that your site has been [hacked](https://support.google.com/webmasters/answer/answer.py?answer=163633).
* **Compare Impressions and CTR to identify how you can improve your content.** (**Tip:** Sort by **Change** to see queries with significant new activity.) There are several steps you can take to make your content appear more compelling so that users click your site in search results pages. Your page title appears in the results, so make sure it's [relevant and accurate](https://support.google.com/webmasters/answer/answer.py?answer=70928). Google can display the text in your pages' meta descriptions in search results, so review your [meta descriptions](https://support.google.com/webmasters/answer/answer.py?answer=35264).
* **Compare desktop and mobile versions of your site** (e.g. m.example.com). If both mobile and desktop versions of your site exist, you can display queries made by mobile devices to your mobile site and compare them to those made on desktop.  Just be sure you have selected your mobile site from the site selector and that you have set the **Searches** (under **Filters**) to **Mobile**. As of December 31, 2013, the Searches report displays all impressions and clicks that came from mobile visitors, including those queries that resulted in a skip redirect to your mobile site.  Learn more about building search-friendly mobile sites in [Building Smartphone Optimized Websites](https://developers.google.com/webmasters/smartphone-sites/details" \t "_blank). You can read more about Skip Redirect by searching the [Webmaster Central blog](http://googlewebmastercentral.blogspot.com/).
* If you have an [AdWords](https://adwords.google.com/) account, **review the Query list for keyword ideas**. (Looking for more ideas? Check out the [Publisher's Guide to Toolbar](http://www.google.com/support/toolbar/bin/answer.py?answer=160746).)

**About Search Queries data**

Webmaster Tools aggregates query information. Once the count of each query reaches a certain threshold, it will appear on the Search Queries page.

Webmaster Tools data may differ slightly from the data displayed in other tools, such as [Google Analytics](http://www.google.com/analytics). Possible reasons for this include:

* Some processing of our source data might cause your stats to differ from stats listed in other sources (e.g., to eliminate duplicates and visits from robots). However, these changes should not be significant.
* Some tools, such as Google Analytics, track traffic only from users who have enabled JavaScript in their browser.
* Some tools define "keywords" differently. For example, the Keywords tool in Google AdWords displays the total number of Google searches for that keyword *across the web*. The Webmaster Tools Search Queries page, however, shows how many of those keyword searches returned your pages in Google search results, and this is a smaller number.
* There can be a lag between when the numbers are calculated and when they are visible to webmasters. Although data gets published in intervals, we continually collect it. Normally, however, collected data should be available in 2-3 days.
* Time zones matter. Search Queries tracks daily data according to Pacific Daylight Time (PDT). If your other systems use different time zones, your daily views may not match exactly.
* To protect user privacy, Google doesn't aggregate all data. For example, we might not track some queries that are made a very small number of times or those that contain personal or sensitive information.

If you can no longer see a search query you saw recently, make sure you haven't filtered the results by country or type of search.

Links to your site

To find a sampling of links to any site, you can perform a Google search using the link: operator. For instance, [[link:www.google.com](http://www.google.com/search?q=link:www.google.com)] will list a selection of the web pages that have links pointing to the Google home page. Note there can be no space between the "link:" and the web page URL.

If you’re not seeing expected link data for a site, it may be that your site is indexed under a different host name. For example, if you're looking for links to http://www.example.com, make sure that you’ve added http://example.com to your account, and then check the data for that site. (Google recommends setting a [preferred domain](https://support.google.com/webmasters/answer/44231).)

If you use [Google Analytics](http://www.google.com/analytics) to track site data, you can link your site to an Analytics profile created using the same [Google Account](http://www.google.com/accounts). When you link your site to an Analytics profile, you'll be able to quickly access the Referring Sites report directly from Webmaster Tools.

### See a much larger sampling of links to a verified site:

1. On the Webmaster Tools Home page, click the site you want.
2. On the left-hand menu, click **Search Traffic**, and then click **Links to Your Site**.

The Links to Your Site page lists links that Googlebot discovered during its crawling and indexing process, as well as the most common links sources and the pages on your site with the most links. In addition you can also see the most common anchor text found by Google. Click each list item to see more detailed information. If users reach a page on your site as a result of clicking a link with a redirect, that intermediate link will also be listed.

Not all links to your site may be listed. This is normal. In addition, Google has recently made improvements to how we gather and display link data (for example, link counts now include links redirected using 301 or 302 redirects). As a result, you may see a change in the number of links displayed for your site. Possible reasons include:

* The data displays content that Googlebot discovered and crawled during its crawling process. If a page on your site is blocked with [robots.txt](https://support.google.com/webmasters/answer/answer.py?answer=156449), links to that page won’t be listed here. A total count of these pages is available in the **Crawl** section of Webmaster Tools on the "Blocked URLs (robots.txt) tab."
* If Google finds a broken or invalid link to your site, that link won’t be listed here. We recommend that you regularly review the [Crawl Errors](https://support.google.com/webmasters/answer/answer.py?answer=35120) page to check for 404 errors Googlebot may have encountered while crawling your site.
* Google does some processing of data. For example, we may:
  + Strip out certain parameters such as sessionID.
  + Add the default protocol if no protocol is specified:

www.example.com/xyz.html

is treated the same as

http://example.com/xyz.html

* + Add a trailing slash where appropriate:

http://www.google.com/webmasters/tools

is treated the same as

http://www.google.com/webmasters/tools/

* As a result, links may be consolidated, and the number of links displayed may be reduced.
* Your site may be indexed under a different host name. For example, if you’re not seeing expected link data for http://www.example.com, make sure that you’ve added http://example.com to your account, and then check the data for that site. (Google recommends setting a [preferred domain](https://support.google.com/webmasters/answer/44231).)

Internal links

The Internal Links page lists a sample of pages on your site that have incoming links from other internal pages.

### View internal links:

1. On the Webmaster Tools Home page, click the site you want.
2. On the left-hand menu, click **Search Traffic**, and then click **Internal Links**.

The number of internal links pointing to a page is a signal to search engines about the relative importance of that page. If an important page does not appear in this list, or if a less important page has a relatively large number of internal links, you should consider reviewing your internal link structure.

If you're deleting or renaming pages on your site, check this data first to help identify and prevent potential broken links.

If you don't see any data on this page, it may be because your site is new and we haven't crawled it yet. If this is not the case, check the **Crawl Errors** page to check if Google had any problems crawling your site.

**Search appearence**

**Visualize how your site might appear on a search**

Search Appearance uses an example site to illustrate the elements of Google Search results. You can use the pop-up window to visualize how your site may appear in search and learn more about the content or structure changes needed to influence each possible element.

It includes the essential search result elements like title, snippet and URL, as well as optional elements such as sitelinks, breadcrumbs, search within a site, and event and product rich snippets.

### How to use Search Appearance

1. To access the pop-up window, click on the uestion mark iconicon next to the **Search Appearance** menu in the side navigation.
2. Click on any element to reveal a two-part summary:
   * **How to influence** will provide the content or structure changes needed to influence this element.
   * **In Webmaster Tools** (if applicable) will link to the relevant feature where you can identify any changes you may want to make.
3. Inspect your site to see if there are any improvements you could make. Keep in mind these are examples of possible elements — not all of them may apply to your own site.

**Monitor your structured data markup**

If Google understands the markup on your pages, it can use this information to add [rich snippets](https://support.google.com/webmasters/answer/99170) and other features to your search result. For example, the search snippet for a restaurant might show its average review and price range. You can add structured data to your page using the [schema.org](https://support.google.com/webmasters/answer/1211158) vocabulary and formats such as [Microdata](https://support.google.com/webmasters/answer/176035) and [RDF](https://support.google.com/webmasters/answer/146898), alongside other approaches such as [Microformats](https://support.google.com/webmasters/answer/146897). You can also add structured data by tagging the data on your page using [Data Highlighter](https://support.google.com/webmasters/answer/2692911).

The Structured Data page in Webmaster Tools shows the structured information that Google was able to detect on your site. It also provides information about errors in page markup that may prevent rich snippets (or other search features) from being displayed.

### To see the ****Structured Data**** page:

1. On the Webmaster Tools home page, click the site you want.
2. On the Dashboard, click **Search Appearance.**
3. Click **Structured Data** .

The **Structured Data** page gives you a list of each type of structured data found on your site.

For each type of structured data it lists the following:

* Number of URLs on you site that contain that type of data.
* Total number of that type of data item on your site
* How many of those data items have errors.

The data types with the largest number of errors are listed first, so that you can address those fixes first.

The Structured Data page lists only the top-level entities discovered on a page. For example, if your page contains a schema.org/Event that in turn contains a schema.org/Place, only the Event item will be counted.

If you used microformats, microdata, or RDFa to add structured data to a page, but the page is not listed here, use the [Structured Data Testing Tool](http://www.google.com/webmasters/tools/richsnippets) to make sure that Google can access and understand your marked-up content.

### Diagnosing and fixing markup errors

#### 1. Check which structured data types have errors

You can see details for each data type in the table below the graph. To help you prioritize, it is pre-sorted by items with most errors. Here, an “item” refers to one HTML tag in the source code of your pages. For example, if you have a Movie data type with 3000 items with errors and a Place data type with 42 items with errors, Movies might be a good place to start.

#### 2. Drill down to specific errors

Click on a structured data type in the table to see a detailed breakdown of items with errors for that type. We’ll show you a list of up to 10,000 URLs, along with number of items with errors and the specific error. You can click on each URL to see the markup we’ve found on it, such as itemtype and properties.

There are two different types of structured data errors:

* **Missing field**  
  For example: for an event rich snippet, the location and performer are marked, but not the start date.
* **Missing best or worst rating**  
  For example: a product is rated on a 5-point scale, but the bestRating (5) or the worstRating (1) is not marked up.

#### 3. Fix the markup on your site

Use the examples from the Structured Data errors as a starting point of your investigation. How you fix the issues depends on how the markup was originally implemented on your site. For example, issues with the markup could be due to a setting in your content management system (CMS).

If you need more help, feel free to post in the [dedicated Structured Data section](https://productforums.google.com/forum/#%21categories/webmasters/structured-data) of the Webmaster Help Forum.

#### 4. Verify that the updated markup is correct

Enter the URL of your page or the HTML code containing the markup in the [Structured Data Testing Tool](http://support.google.com/webmasters/bin/answer.py?answer=173839) to see if your markup is present and correct.   Even if the Structured Data Testing Tool shows no errors, it might take some time until the page is re-crawled and re-processed for the changes to be reflected in the Structured Data dashboard.

**Add structured data**

**https://support.google.com/webmasters/topic/4599161?hl=en**

**HTML improvements**

The **HTML Improvements** page shows you potential issues Google found when crawling and indexing your site. We recommend that you review this report regularly to identify changes that potentially increase your rankings in Google search results pages while providing a better experience for your readers.

These issues don't prevent your site from being crawled or indexed, but paying attention to them can improve the user experience and even help drive traffic to your site. For example, title and meta description text can appear in search results pages, and useful, descriptive text is more likely to be clicked on by users.

To view data for your site, you need to make sure you've [added your site to your account](https://support.google.com/webmasters/answer/answer.py?answer=34592) and [verified ownership](https://support.google.com/webmasters/answer/answer.py?answer=35179). If we haven't crawled or indexed your site yet, we won't be able to display this data.

Data that may be included on this page include:

* **Title problems**: Potential problems with the title tag on your pages, such as missing or repeated page titles.
* **Meta description problems**: Potential problems with duplicate or otherwise problematic meta descriptions.
* **Non-indexable content**: Pages containing non-indexable content, such as some rich media files, video, or images.

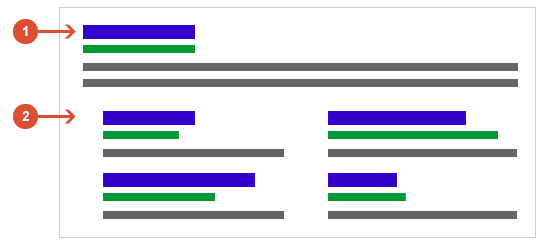
Because we're always working to improve the type and quality of the data we provide in site reports, this data may change from time to time.

### View the HTML Improvements page:

1. On the Webmaster Tools home page, click the site you want.
2. On the left-hand menu, click **Search Appearance**, and then click **HTML Improvements**.

**Sitelinks**

The links shown below some of Google's search results, called sitelinks, are meant to help users navigate your site. Our systems analyze the link structure of your site to find shortcuts that will save users time and allow them to quickly find the information they're looking for.



**1**: The main search result

**2**: Sitelinks

We only show sitelinks for results when we think they'll be useful to the user. If the structure of your site doesn't allow our algorithms to find good sitelinks, or we don't think that the sitelinks for your site are relevant for the user's query, we won't show them.

At the moment, sitelinks are automated. We're always working to improve our sitelinks algorithms, and we may incorporate webmaster input in the future. There are best practices you can follow, however, to improve the quality of your sitelinks. For example, for your site's internal links, make sure you use anchor text and alt text that's informative, compact, and avoids repetition.

If you think that a sitelink URL is inappropriate or incorrect, you can demote it. Demoting a URL for a sitelink tells Google that you don't consider this URL a good sitelink candidate for a specific page on your site. Google doesn't guarantee that demoted URLs will never appear as a sitelink, but we do consider a demotion a strong hint that we'll try to honor when generating sitelinks.

### Demote a sitelink URL:

1. On the Webmaster Tools Home page, click the site you want.
2. Under **Search Appearance**, click **Sitelinks**.
3. In the **For this search result** box, complete the URL for which you don't want a specific sitelink URL to appear. ([How to find the right URL.](https://support.google.com/webmasters/answer/answer.py?answer=63758))
4. In the **Demote this sitelink URL** box, complete the URL of the sitelink you want to demote.

Once you've demoted or undemoted a sitelink, it can take some time for search results to reflect your changes.

You can demote up to 100 URLs, and demotions are effective for 90 days from your most recent visit to the Sitelinks page in Webmaster Tools.

**Other**

**How do I get people to my site?**

The key to getting links to your site is to create unique, compelling content that other people want to link to. However, you should maintain quality content on your site; Google is very good at detecting unnatural links that violate our [Webmaster Guidelines](https://support.google.com/webmasters/answer/answer.py?answer=35769) (for example, those that come from link-exchange schemes, paid links schemes, or are auto-generated), so participating in such schemes could end up doing more harm than good.

.com, .gov, .org, .ponies – does my top level domiain impact my site’s performance in search?

Google's goal is to return the best and most relevant results to the user, regardless of the top-level domain. If our system determines that the best result is a page on a new gTLD, we'll return that page in search results.

How do I get stars (prices, o reviews) to appear on my site’s search

Some sites, especially large-scale review sites, use RDFa, microdata, or microformats to identify structured information—such as reviews, product data, or contact information—in their content. This can be very helpful to users, but it does require you to mark up your site’s content in a very structured way.

What’s a cached version of a site?

Google links to the current version of a page, and also stores a copy of a recent version of that page so you can see what it looked like recently, or view the stored ("cached") copy if the current page is not available. You can also view a text-only version of your cached page. Because search engines crawl mainly text, this is a great way to see how your page appears to Google. (For example, if important content isn't visible in the text-only version of the page, it may be because it's embedded in an image or otherwise unavailable to search engines.)