

Google Search Console Setup & Optimization Checklist

A comprehensive guide to setting up and maximizing your website's search performance

Initial Setup Process

- Access Google Search Console:
 - Go to search.google.com/search-console
 - Sign in with Google account
 - Click "Add Property"
- Property Setup:
 - Choose property type:
 - Domain property (recommended)
 - URL-prefix property
 - Enter website URL
 - Verify ownership:
 - DNS record verification (for domain property)
 - HTML file upload
 - HTML tag
 - Google Analytics code
 - Google Tag Manager
 - Save verification details for future reference

Website Configuration

- Submit Sitemap:
 - Locate your sitemap URL (usually [sitemap.xml](#))
 - Go to "Sitemaps" section
 - Submit sitemap URL
 - Check sitemap status
 - Verify number of indexed URLs



- Set International Targeting:
 - Configure hreflang tags if multiple languages
 - Set country targeting if applicable
 - Verify language versions
- Set Preferred Domain:
 - Choose www or non-www version
 - Implement proper redirects
 - Verify canonical URLs

Performance Monitoring Setup

- Configure Performance Report:
 - Set date ranges for monitoring
 - Select relevant metrics:
 - Total clicks
 - Total impressions
 - Average CTR
 - Average position
 - Set up comparison periods
- Mobile Usability:
 - Check mobile usability report
 - Document current issues
 - Create fix schedule
 - Monitor mobile performance

URL Inspection & Indexing

- URL Inspection Tasks:
 - Test important URLs
 - Check mobile-friendly status
 - Verify rich results eligibility
 - Check index status



- Request indexing for new/updated pages
- Index Coverage:
 - Review coverage report
 - Document errors found
 - Create action plan for fixes
 - Monitor valid pages
 - Check excluded pages

Security & Manual Actions

- Security Issues:
 - Check security issues report
 - Document any warnings
 - Implement security fixes
 - Request security review if needed
- Manual Actions:
 - Check manual actions report
 - Document any penalties
 - Create recovery plan if needed
 - Submit reconsideration request

Enhancement Implementation

- Rich Results:
 - Check eligibility
 - Implement schema markup:
 - Organization
 - Local Business
 - Products
 - Articles
 - FAQ
 - Test rich results



- Monitor performance
- Core Web Vitals:
 - Review Core Web Vitals report
 - Document current scores
 - Create improvement plan
 - Monitor changes

Regular Monitoring Schedule

Daily Tasks:

- Check for critical errors
- Monitor manual actions
- Review security issues
- Check new URL indexing requests

Weekly Tasks:

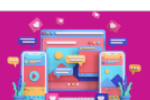
- Review performance metrics
- Check index coverage
- Monitor mobile usability
- Review rich results status

Monthly Tasks:

- Comprehensive performance analysis
- Update sitemaps if needed
- Review and update structured data
- Check Core Web Vitals progress

Quarterly Tasks:

- Full site audit
- Update documentation



- Review international targeting
- Analyze year-over-year trends

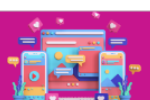
Performance Analysis

- Set up regular reporting for:
 - Search performance trends
 - Click-through rates
 - Position tracking
 - Page performance
 - Mobile vs desktop performance
- Track Key Metrics:
 - Total impressions
 - Average position
 - Click-through rate
 - Total clicks
 - Rich results performance

Troubleshooting Guide

Common Issues to Monitor:

- Indexing problems:
 - Crawl errors
 - Robot.txt issues
 - Sitemap errors
 - 404 pages
- Coverage issues:
 - Server errors
 - Redirect errors
 - Soft 404s
 - Access denied



- Mobile issues:
 - Viewport problems
 - Content sizing
 - Clickable elements
 - Text readability

Documentation & Reporting

- Create documentation for:
 - Setup configuration
 - Verification methods
 - Custom reports
 - Issue resolution procedures
 - Performance benchmarks
- Set up regular reporting:
 - Weekly performance summaries
 - Monthly trend analysis
 - Quarterly comprehensive reports
 - Annual performance review

Best Practices

- Maintain consistent monitoring schedule
- Keep verification methods updated
- Regular sitemap updates
- Prompt error resolution
- Regular performance optimization
- Document all changes and fixes
- Keep team updated on significant changes
- Regular backup of important data



Last Updated: [Current Date] Version: 1.0

Remember to:

1. Save all verification details
2. Document all changes made
3. Keep track of performance metrics
4. Regularly update this checklist
5. Share with relevant team members
6. Update procedures as Google updates features

