

## **Day 16**

### **Google web master (Google Search Console)**

Google Search Console (GSC) is a powerful tool provided by Google to help website owners understand and improve their site's performance in Google Search.

#### **1. Performance Tracking**

**Search Analytics:** Monitor clicks, impressions, click-through rates (CTR), and Average position in Google Search.

**Queries:** See which queries bring users to your site and how often your site appears in search results.

#### **2. Index Coverage**

**Index Status:** Check which pages of your site are indexed by Google.

**Errors and Exclusions:** Identify and fix indexing issues that prevent pages from appearing in search results.

#### **3. URL Inspection Tool:**

**Live URL Test:** Check the current index status of a specific page and see any issues affecting its indexing and visibility.

**Request Indexing:** Submit URLs to Google for re-crawling and re-indexing after making changes.

#### **4. Enhancements and Reports:**

**Core Web Vitals:** Assess page performance metrics like loading speed, interactivity, and visual stability.

**Mobile Usability:** Ensure your site is mobile-friendly and identify mobile usability issues.

**Security Issues:** Detect and resolve security problems such as malware, hacked content, and other vulnerabilities.

#### **5. Sitemap Submission:**

**Sitemap Management:** Submit XML sitemaps to help Google better understand your site's structure and find all your pages.

#### **6. Manual Actions and Security Issues:**

**Manual Penalties:** Receive notifications of any manual actions taken against your site for violating Google's webmaster guidelines.

**Security Alerts:** Get alerts for security issues and advice on how to resolve them.

#### **7. Link Reports:**

**Internal Links:** See how your internal linking structure supports site navigation and hierarchy.

**External Links:** Identify which external sites are linking to your content.

#### **8. Enhancements for Specific Content:**

**Rich Results:** Monitor and optimize structured data to enhance your site's appearance in search results with rich snippets and features.

**AMP (Accelerated Mobile Pages):** Check the status and performance of AMP pages on your site.

#### **9. User Experience (UX) Insights:**

**Page Experience Report:** Understand how your pages perform in terms of user experience, considering factors like mobile-friendliness, HTTPS security, and ad experience.

#### **10. Tools and Settings:**

**URL Removal Tool:** Temporarily block URLs from appearing in Google Search. **Change of Address Tool:** Inform Google of a domain change to ensure a smooth transition.

**Settings:** Manage site properties and user permissions.