Project Design Phase-**||**

Determine The Requirements (Customer Journey Maps)

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| NAME | RUBA A |
| NM ID | 2528AD5D5FF8201AD214F41476392A40 |
| PROJECT NAME | How to submit your website’s sitemap to Google Search Console |

key steps for creating a landing page in HubSpot with a focus on incorporating customer journey mapping:

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| S.NO | **STEP** | **DESCRIPTION** |
| 1. | Awareness | The user becomes aware of the need to submit their website's sitemap to Google Search Console. This might happen through online research, recommendations from peers, or online tutorials. |
| 2. | Research and Information Gathering | The user starts researching the process of submitting a sitemap to Google Search Console. They may read articles, watch videos, or visit the official Google Search Console documentation. |
| 3. | Account Creation/Sign-In | The user either creates a new Google account or signs in with an existing one to access Google Search Console. |
| 4. | Adding a Property (Website) | The user initiates the process by clicking the "Add Property" button and enters their website's URL. |
| 5. | Verification | The user selects a verification method (HTML file upload, domain name provider, HTML tag, Google Analytics, Google Tag Manager, etc.) and follows the instructions provided. |
| 6. | Access to Property Dashboard | Upon successful verification, the user gains access to their website's Search Console dashboard. |
| 7. | Finding the Sitemaps Section | The user navigates through the dashboard to find the "Sitemaps" section. |
| 8. | Learning About Sitemaps | The user may click on informational links or question marks to learn more about what a sitemap is and why it's important for SEO. |
| 9. | Initiating Sitemap Submission | The user clicks on the "Add/Test Sitemap" button within the "Sitemaps" section. |
| 10. | Entering Sitemap URL | The user enters the URL of their website's sitemap (e.g., "https://www.example.com/sitemap.xml"). |
| 11. | Submission | The user clicks "Submit" to submit the sitemap for indexing. |
| 12. | Confirmation and Feedback | Google provides a confirmation message about the successful submission and may indicate that it will take some time to process the sitemap. |
| 13. | Monitoring and Troubleshooting | The user regularly checks the Sitemaps section for any errors, warnings, or issues. They might click on error messages to learn more about what needs fixing. |
| 14. | Resubmission (if necessary) | If the user makes significant changes to their website, they may go through the process of resubmitting the sitemap to ensure that Google indexes the updated content. |
| 15. | Mobile Optimization Ongoing Monitoring and Optimization | The user continues to use Google Search Console to monitor their website's performance in search results, gather insights, and make adjustments to improve SEO. |
| 16. | Feedback and Support | At any point in the process, the user might seek support or ask questions through Google's help resources, forums, or customer support channels. |