**6MMCS002**

**Digital Marketing, Social Media and Web Analytics**

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**Tutorial 4:** The aim of this tutorial is a) to introduce you to the ‘Search Console’ tool (previously ‘Webmaster Tools’) b) give you the chance to explore more the ‘back-link’ SEO technique, internal linking and snippets.

**A) TOOLS for your site: GOOGLE SEARCH CONSOLE (previously WEBMASTER TOOLS)** (Type of activities: presentation by the tutor, apply instructions and connect your site to ‘Search Console’, students work on their own) **[Time: 35-45 minutes]**

“**Google Search Console”** (previously Google Webmaster Tools) is a no-charge web service by Google for webmasters. It allows webmasters to check indexing status and optimize visibility of their websites. As of May 20, 2015, Google rebranded Google Webmaster Tools as Google Search Console.” (from Wikipedia: <https://en.wikipedia.org/wiki/Google_Search_Console)>

1. **Connect** your Google site to ‘Search Console’. During tutorial 2 (week 2), you were asked to create a web site using ‘Google sites’. Now, you can use the site you created in week 2 in order to practice on how to connect a Google site to ‘Search Console’; or quickly create a new site and connect it to ‘Search Console’; or start working on the coursework and create a site for the needs of the coursework and connect it to ‘Search Console’.

<https://www.youtube.com/watch?v=aozclsavSu4>

2. **Information** about ‘Search Console’ – what can you do with this tool? Explore the tool.

* Youtube channel address for 'Google Search Console':

<https://www.youtube.com/user/GoogleWebmasterHelp>

* Everything you want to know about 'Google Search Console', but long video (45:58 minutes). We will watch the beginning and parts of the video during the tutorial – make sure you watch the whole video, at your own time. Google Search Console Tutorial: Step-By-Step Guide to Using Google Search Console (Webmaster Tools): <https://www.youtube.com/watch?v=zJ5G7vYtg0w>
* Using Webmaster Tools like an SEO:

<http://www.youtube.com/watch?v=tQQmq9X5lQw> (10:24 minutes)

**ATTENTION:** 'Search Console' is NOT offered in Google Apps by the University (as ‘Google Sites’ does). In order to have access to it you should register for a Google Account or use University’s Google account.

**B) BACKLINKS** (Type of activities: demo by the tutor, exercises, students use tools to understand/explore ‘backlinks’, students work on their own) **[Time: 35-45 minutes]**

There are tools which you can use to discover backlinks. For example:

* **OpenSiteExplorer** (**you can’t overuse it because you will be blocked**)
  + OpenSiteExplorer will give also information about PA (Page Authority) and DA (domain authority) of the backlink so in this way you can judge also the quality of the backlinks in terms of trustworthiness and authority. Go to the following address, to access OpenSiteExplore(OSE) <https://moz.com/researchtools/ose/>
  + Tutor will show in class backlinks for the site: <http://www.brora.co.uk/> then you can try it with at least 3 web addresses you select.
  + If there are any technical issues with Open Site Explorer or you need to find out more, then go to: <https://moz.com/help/guides/research-tools/open-site-explorer>
* **Alexa.com tool**
  + 7 days free trial period. Explore the site and what it offers (address: [www.alexa.com](http://www.alexa.com))
  + Go to Features > Website Traffic Statistics and type [www.brora.co.uk](http://www.brora.co.uk)
  + Check the section: ‘*What sites link to* [*www.brora.co.uk*](http://www.brora.co.uk)*’?*
  + Are all the websites listed there appropriate backlinks?
  + Try more addresses (at least 3; any ones you want).
* **Buzzsumo**
  + You can go to: <http://buzzsumo.com/>
  + You can use the 14-day free trial which does not require to provide payment details.

**C) Internal linking; snippets.** (Type of activities: read and research) **[Time: 20-30 minutes]**

* The following article presents a study / experiment on how changing the internal links affected the ranking of the site. Read it. <http://ezseonews.com/backlinks/internal-linking-seo/>
* Explore ‘snippets’ and changes in relation to snippets.

<https://moz.com/blog/how-long-should-your-meta-description-be-2018>

<https://searchengineland.com/google-officially-increases-length-snippets-search-results-287596>

**D) Work on your coursework**

If any time left, use it to work on your coursework.