

EXPERIMENT - 4

Aim :- To learn to diagnose and fix technical SEO problems that impact website performance.

Software Used :- Google Search Console

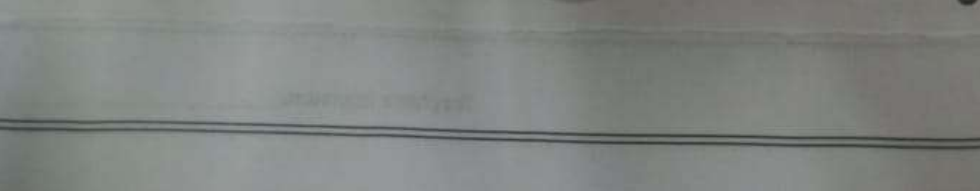
Google Search Console is a free web service provided by Google for webmasters and site owners to monitor and optimize their website's performance in search results. It offers insights into search traffic, provides information on indexing status and allows users to address issues affecting their site's presence on Google. The tool helps optimize & enhance the visibility of websites in Google's search engine. Utilize Google Search Console to identify crawl errors, indexing issues, & receive performance reports.

Description :-

1. Sign in to your Google account & navigate to Google Search Console. Add your website properly & verify ownership using one of the recommended.
2. Once your website is verified, explore the Overview section to get a snapshot of your site's performance, including clicks, impressions, and average position.
3. In the left sidebar, navigate to "Core Web Vitals." This section provides insights into the user experience, including metrics like Largest Contentful Paint (LCP), First Input Delay (FID), & Cumulative Layout Shift (CLS). Address any issues affecting Core Web Vitals, such as slow-loading elements.
4. In the left sidebar, go to Index & select Coverage. This shows index status.

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Address errors, warnings & excluded pages. Investigate & fix any crawl issues.

5. Use the URL inspection tool to check the indexing status of specific URLs. Identify & resolve issues that might prevent pages from being indexed.
6. Navigate to Enhancements & select Mobile Usability. Address any issues affecting the mobile user experience. Ensure your website is mobile-friendly to meet Google's criteria.
7. In the left sidebar go to Performance and analyze the report to understand search queries, clicks, impressions, and average position. Identify high-performing pages & opportunities for improvement.
8. Navigate to Enhancements & explore Search Appearance sections such as Breadcrumbs AMP and Rich Results. Ensure that rich results & structured data are implemented correctly.
9. In the left sidebar, go to crawl and select Crawl Errors. Address and crawl errors, including server errors, not found errors and redirect issues. Ensure that Googlebot can access & crawl your website.
10. Regularly check Google Search Console for updates & new issues. Iterate the process, focusing on different sections and reports to continually optimize your website's technical SEO.
11. Refer to the Links section to analyze the linking structure of your site. Explore the Security & Manual Actions section to address security issues and manual actions.

Results:-

- Resolved mobile usability issues, improving search visibility. Eliminated crawl errors and enhanced user experience.
- Optimized key pages for better performance and user engagement.

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DashboardSite ExplorerKeywords ExplorerSite AuditRank TrackerContent ExplorerWeb ExplorerCompetitive AnalysisMoreAcademy

UpgradeSahil's workspace

Site Audit

New project

My projects 1

Find project

Issue settings

Project	Last crawl	Status	Health score	URLs crawled	Internal URLs having errors	Scheduled
<div>Sahilkaundal22.blogspot</div> <div>sahilkaundal22.blogspot.com/</div>	Today 11:04 PM	Crawling	0%	00	00	23 Feb 10—11 PM

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Segment

Looker Studio

New crawl

Print to PDF

Overview

All issues

Crawl log

Bulk export

Tools

Page explorer

Link explorer

Internal link opportunities

Structure explorer

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Social tags

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Localization

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Images

JavaScript

CSS

External pages

Overview

How to use

Crawled URLs distribution

18

Internal

14

Resources

3

External

1

Health Score

75

Good

Health Score reflects the proportion of internal URLs on your site that don't have errors

Issues distribution

41

Errors

6

Warnings

23

Notices

12

Crawl status of links found

34

Uncrawled

18

Crawled

16

Error distribution

24

URLs without errors

18

URLs with errors

6

Top Issues

Export all issues

Issue	Crawled	Change	Added	New	Removed	Missing
Canonical points to redirect	4	—	—	—	—	—
3XX redirect in sitemap	2	—	—	—	—	—
3XX redirect	10	—	—	—	—	—
302 redirect	7	—	—	—	—	—

Top Issues

Export all issues

Issue	Crawled	Change	Added	New	Removed	Missing
Canonical points to redirect	4	—	—	—	—	—
3XX redirect in sitemap	2	—	—	—	—	—
3XX redirect	10	—	—	—	—	—
302 redirect	7	—	—	—	—	—
Meta description tag missing or empty (not indexable)	4	—	—	—	—	—
Missing alt text	2	—	—	—	—	—
Page has links to redirect (not indexable)	4	—	—	—	—	—
Title too short (not indexable)	3	—	—	—	—	—
Redirect chain	3	—	—	—	—	—
HTTP to HTTPS redirect	2	—	—	—	—	—

HTTP status codes distribution

Redirect (3xx)

17

Success (2xx)

7

Content type distribution

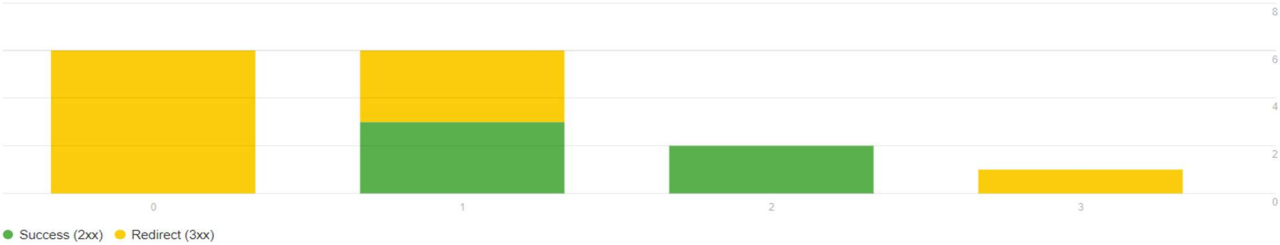
HTML

4

JavaScript

1

HTTP status codes by depth level



Bulk export

Internal URLs	All crawled internal URLs. Includes non-200 pages and resources.	24	Export CSV	View
Uncrawled links	Links to URLs that our crawler didn't crawl. This could be due to your project settings or website restrictions like robots.txt.	29	Export CSV	View
Anchor texts	Anchor texts of all hyperlinks found during the crawl.	34	Export CSV	View
Image references without alt texts	All image references without alt texts found during the crawl.	2	Export CSV	View
Links to URLs blocked by robots.txt	Links to all URLs that our crawler could not access because of instructions in robots.txt.	0	Export CSV	View
Links to 4xx (Client error) URLs	Links to URLs returning client error codes, which means that there was a problem with the request.	0	Export CSV	View

View all export options

Overview

All issues

Crawl log

Bulk export

Tools

Page explorer

Link explorer

Internal link opportunities

Structure explorer

Reports

Internal pages

Indexability

Links

Redirects

Content

Social tags

Duplicates

Localization

Performance

Images

JavaScript

CSS

External pages

All issues

Actual 11		New 0	All tracked 170	Turned off 0	Importance ▾	Export all issues	
Issue	Crawled	Change	Added	New	Removed	Missing	
Indexability							
⚠ Canonical points to redirect	4	—	—	—	—	—	<div><div></div></div> ⓘ ⋮
Links							
NOT INDEXABLE							
ℹ Page has links to redirect	4	—	—	—	—	—	<div><div></div></div> ⓘ ⋮
Redirects							
🟡 3XX redirect	10	—	—	—	—	—	<div><div></div></div> ⓘ ⋮
🟡 302 redirect	7	—	—	—	—	—	<div><div></div></div> ⓘ ⋮
ℹ Redirect chain	3	—	—	—	—	—	<div><div></div></div> ⓘ ⋮
ℹ HTTP to HTTPS redirect	2	—	—	—	—	—	<div><div></div></div> ⓘ ⋮
Content							
NOT INDEXABLE							
🟡 Meta description tag missing or empty	4	—	—	—	—	—	<div><div></div></div> ⓘ ⋮
ℹ Title too short	3	—	—	—	—	—	<div><div></div></div> ⓘ ⋮
Images							
🟡 Missing alt text	2	—	—	—	—	—	<div><div></div></div> ⓘ ⋮
Sitemaps							

https://app.ahrefs.com/site-audit/6106571/1/overview

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Links

Overview Issues 1

Internal 12

Broken internal 0

0 broken pages

External 22

Broken external 0

0 broken pages

Links by type



Links by destination status code

