Training Day 16
Report:

4 July 2024

Key Takeways

- **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.