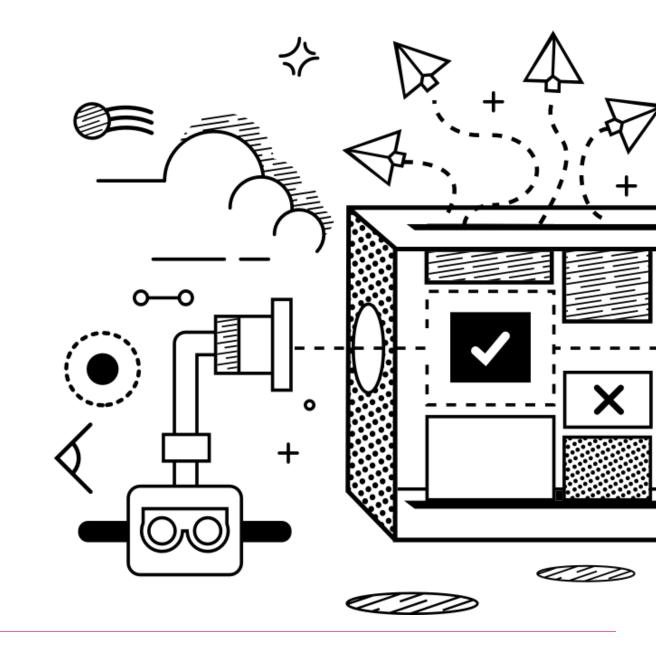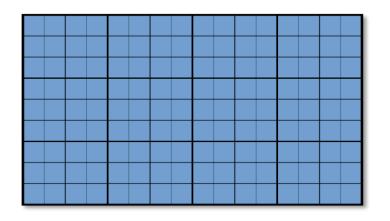# candour

Google Search Console overview

Trainer:

Mark Williams-Cook
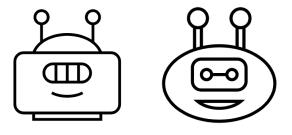Candour
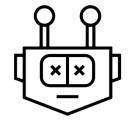
Google Search Console

Google Search Console

Key concept

Search Console is one of the only sources of information you can get, both in terms of performance and diagnostic information that is directly from Google.

🔍   Inspect any URL in ▬▬▬▬▬▬▬▬▬▬

Overview

Performance

OPEN REPORT ›

— 49,794 total web search clicks

1.2K

800

400

0

20/05/2020   01/06/2020   13/06/2020   25/06/2020   07/07/2020   19/07/2020   31/07/2020   12/08/2020

Coverage

OPEN REPORT ›

— 16 pages with errors   — 1,382 valid pages

1.5K

1K

500

0

23/05/2020   03/06/2020   14/06/2020   25/06/2020   06/07/2020   17/07/2020   28/07/2020   08/08/2020

Enhancements

Type		Valid	Errors	Trend	
Core web vitals	Mobile	0	311		OPEN REPORT ›
	Desktop	0	109		

Inspect any URL in 'https://alsoasked.com/'

candour

https://alsoasked.com/

Performance

⬇ EXPORT

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URL inspection

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Core web vitals

Mobile Usability

Security & Manual Actions ⌄

Legacy tools and reports ⌄

Links

Settings

Submit feedback

About new version

Privacy   Terms

Search type: Web ✎   Date: Last 12 months ✎   ⊕ NEW

Last updated: 6 hours ago ⍰

☑ Total clicks	☑ Total impressions	☐ Average CTR	☐ Average position
12.7K	**54K**	23.6%	11.2

Impressions
1.2K

Clicks
300

800

200

400

100

0

0

17/05/2020   29/05/2020   10/06/2020   22/06/2020   04/07/2020   16/07/2020   28/07/2020   09/08/2020

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES

Query	↓ Clicks	Impressions
also asked	5,408	6,203
alsoasked	3,404	4,015
people also ask	758	18,506
also asked.com	365	402
alsoasked.com	331	398
also ask	303	866

Key concept

Google Search Console can give you data, such as Clicks and Impressions, which you cannot get from anywhere else.

A "click" is different to both a "user" and a "session" in Google Analytics

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Google Search Console

Inspect any URL in 'https://alsoasked.com/'

https://alsoasked.com/

https://alsoasked.com/

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URL Inspection

GOOGLE INDEX   LIVE TEST

Tested on: 21 Aug 2020, 12:49

✓ URL is available to Google
If it gets indexed and selected as canonical, it could appear in Google Search results with all relevant enhancements. Learn more

VIEW TESTED PAGE   Page changed?   REQUEST INDEXING

✓ Availability   URL can be indexed

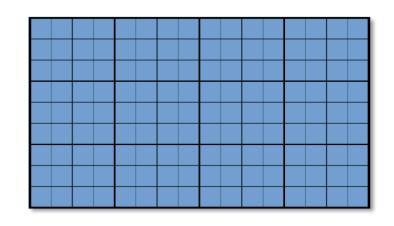URL will be indexed only if certain conditions are met

Discovery

Not checked in live tests

Crawl

Time   21 Aug 2020, 12:49:12
Crawled as   Googlebot smartphone
Crawl allowed?   Yes
Page fetch   Successful
Indexing allowed?   Yes

Indexing

User-declared canonical   None
Google-selected canonical ?   Only determined after indexing

LEARN MORE

✕   Tested page

HTML   SCREENSHOT   MORE INFO

AlsoAsked.com Alpha
Discover the questions people are asking

Term

e.g. Dog food

Language

English

Region

United Kingdom

Search

(Please allow up to 3 minutes for each search to complete)

Rendered with Googlebot smartphone

Coverage

⬇ EXPORT

All known pages ▾

Primary crawler: **Smartphone** ⓘ   Last updated: **18/08/2020**

☑ Error	☐ Valid with warnin...	☐ Valid	☐ Excluded
90	**37**	**26K**	**55.1K**
5 issues ⓘ	1 issue ⓘ	ⓘ	ⓘ

☐ Impressions

Pages

1.5K

1K

500

0

23/05/2020   03/06/2020   14/06/2020   25/06/2020   06/07/2020   17/07/2020   28/07/2020   08/08/2020

Details   ⛛

Status	Type	Validation ↓	Trend	Pages
Error	Submitted URL marked 'noindex'	❗ Failed	—	38
Error	Submitted URL not found (404)	❗ Failed	⌒	24
Error	Submitted URL has crawl issue	❗ Failed	⌒	19
Error	Submitted URL seems to be a Soft 404	❗ Failed	—	6
Error	Server error (5xx)	❗ Failed	—	3
Error	Submitted URL blocked by robots.txt	✓ Passed	—	0

Inspect any URL in

Mobile Usability

EXPORT

Source: **Smartphone crawler** ? Last updated: **20/08/2020**

☑ **Error**

0

No issues ?

☐ Valid

463

?

☐ Impressions

Pages

3

2

1

0

23/05/2020 03/06/2020 14/06/2020 25/06/2020 07/07/2020 19/07/2020 30/07/2020 10/08/2020

Details

Status	Type	Validation ↓	Trend	Pages

Rows per page: 10 ▼   0-0 of 0 ‹ ›

Sidebar

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Breadcrumbs
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Inspect any URL in 'https://alsoasked.com/'

https://alsoasked.com/

Links

EXPORT EXTERNAL LINKS

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External links
Total 1,483

Top linked pages

https://alsoasked.com/	1,483

MORE >

Top linking sites

listennotes.com	71
twirepo.com	35
twipu.com	33
t.me	33
reddit.com	33

MORE >

Top linking text

alsoasked com
also asked
alsoasked
https alsoasked com
http alsoasked com

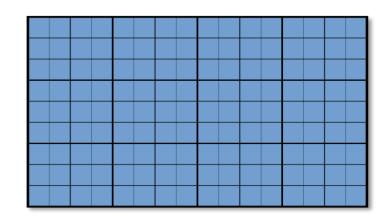## Internal links
Total 0

Top linked pages

No data

Key concept

Most technical SEO tools that we will be using will give the option to connect to Google Search Console to give better analysis of your website.

Challenge

If you're technically proficient with web development and have some experience with DNS – use the link in the lecture notes and set up a Google Search Console account. If not, don't worry – that's what we'll do in the next lecture!

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