

Web Developer

HTML, CSS e Strumenti di Digital Marketing
(SEO, SEM, SEA)

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Digital Marketing

Google tools

Shadi Lahham - Web development

Google search console

Google search console

[Google search console](#) is a free tool provided by google that helps website owners monitor and optimize their site's performance in search results, offering valuable insights into how google views and interacts with a website, providing data on search performance, technical issues, and opportunities for improvement

by offering tools to analyze impressions, clicks, and average position in search results, it aids in SEO by helping users enhance their site's visibility in organic search results rather than paid advertising campaigns

Google search console - references

[Semrush - google search console ultimate guide](#)

deep dive into google search console, features, benefits, and best practices for optimizing websites

[Ultimate guide to google search console](#)

beginner's guide to google search console

[Basic search console usage for website owners](#)

very basic starter guide for new users

[Video - search console training](#)

collection of video tutorials

Verification

verification is required to prove ownership of the domain or URL-prefix property, with methods including HTML file upload, domain name provider verification, HTML tag addition, or using Google Analytics or Google Tag Manager codes

Google begins tracking data for the property, even if full verification is pending

[Guide - URL prefix verification](#)

[Video - 7 ways to verify site ownership](#)

Performance

provides data to help users understand site performance with key metrics like clicks, impressions, average position, and click-through rate, which can be analyzed across dimensions such as queries, pages, countries, and devices to inform SEO decisions

Clicks

represent the number of times users clicked through to the site from search results

Impressions

indicate how often the site appeared in search results

Average position

shows the mean ranking of pages for queries

CTR

calculated by dividing clicks by impressions

[Guide - performance report](#)

[Google help - performance report](#)

URL inspection

lets users check how Google views specific URLs on their site by entering a URL, they can see if it's indexed, when it was last crawled, and any issues preventing indexing or optimal performance in search results

this tool is particularly useful for troubleshooting individual page issues or verifying that recent changes have been detected and processed by Google, offering insights into crawling, indexing, and serving issues that might not be evident from other GSC reports

[Guide - URL inspection](#)

[Google help - URL inspection tool](#)

Page indexing

shows the indexing status of all pages Google has attempted to crawl categorized into four statuses

error - pages that couldn't be indexed

warning - indexed pages with issues

valid - successfully indexed pages

excluded - intentionally not indexed pages

the report is crucial for identifying and resolving indexing issues that may prevent pages from appearing in search results, providing specific details about each error or warning to help webmasters take targeted action to improve their site's indexability and search performance

[Guide - page indexing](#)

[Google help - page indexing](#)

Sitemaps

sitemaps help search engines understand a website's structure and find important pages, especially useful for large, new, or isolated sites or those with rich media content, so GSC offers a sitemaps report where users can submit and monitor sitemaps, showing when google last processed the sitemap and how many URLs have been indexed

regularly checking this report helps ensure all important pages are being discovered and considered for indexing

[Guide - sitemaps](#)

Experience

provides insights into a website's user experience performance, evaluating sites based on core web vitals, mobile usability, and HTTPS security; core web vitals measure loading, interactivity, and visual stability of webpage content, while mobile usability assesses the site's functionality on mobile devices

it displays results for both mobile and desktop, shows the percentage of URLs with optimal user experience, and highlights specific issues, users can view detailed reports for each criterion and validate fixes after implementing changes

[Guide - experience](#)

Links

provides valuable information about both internal and external links to a website; for external links, it shows the total number of backlinks, the sites linking most frequently, and the most common anchor text used, which can inform link-building strategies and identify partnership opportunities

for internal links, the report shows which pages have the most internal links, allowing optimization of the site's internal linking structure to ensure important pages receive appropriate link equity and are easily discoverable by users and search engines

[Guide - links](#)