

# Guide to Google Search Console

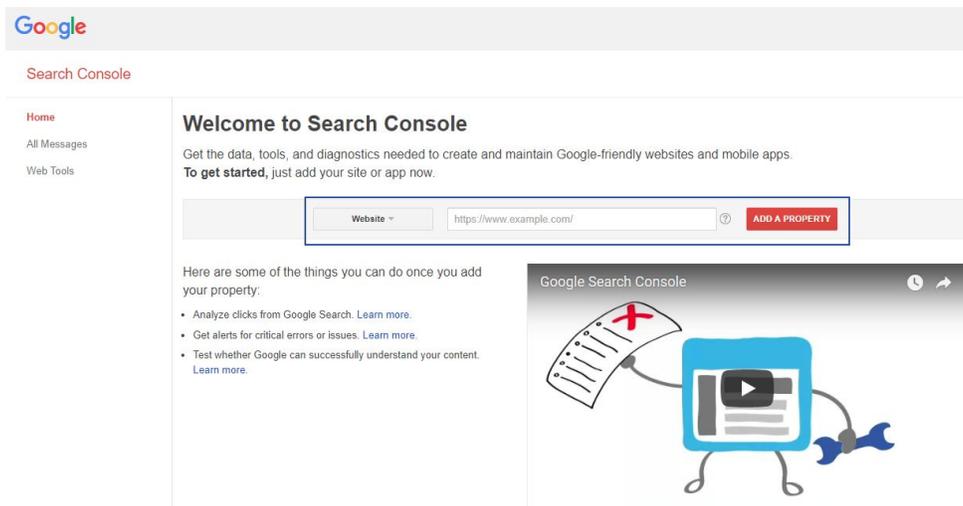
## Understanding What Google Search Console Is

Google Search Console (formerly known as Webmaster Tools) is a tool that provides insights from Google about your website and how it is discovered, viewed and how it can be improved. These insights are invaluable to an effective organic SEO strategy and should be used in conjunction with Google Analytics to get higher rankings and better traffic to your site.

## Adding Your Site

New users will have to add and verify site ownership before you can access any information that Google Search Console may have to offer you. It is incredibly important that Google keeps this sort of detailed information about a site's performance to only the site owner, or authorized user. Google can't, and shouldn't hand out every site's information to just anyone. There are many tools out there that can approximate the type of information that Google will give you in Google Search Console, but this is the most authoritative as it is the actual source letting you know what is happening. [SEM Rush](#), [Ahrefs](#), [Spyfu](#), [Majestic SEO](#) and [Moz](#) are just a few of the top approximators out there that can also provide additional insights to help supplement your SEO analysis.

First you'll need to login to your [Search Console Account](#) using a Gmail account. If you own multiple websites we would suggest keeping all of your Google products under that same email login because it allows you to easily switch between accounts.



You will then need to enter the URL of the website that you are trying to claim and click the red “Add A Property” button. The best way of doing this to ensure you are claiming the correct version of the site is to type in the URL of your site into a browser, copy and paste that section into the site. This becomes very important because there are 4 potential versions of a site and if you claim the wrong one you won’t get the insights you need. Without getting into too much detail, each of these “counts” as site and need to be claimed independently of each other.

- <https://www.example.com>
- <http://www.example.com>
- <https://example.com>
- <http://example.com>

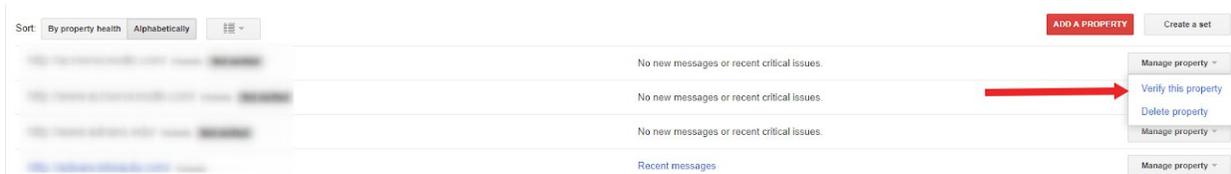
Best practice for SEO is to make sure all of these potential versions resolve to a singular style. It doesn’t really matter which version you go with but [our recommendation is that you should get a SSL certificate](#) to keep up on the latest from Google.

In the screenshot below you can see a highlighted section where you would see what version your site currently is.



## Verifying Your Site

Next you’ll be asked to verify your property which can be done in a few different ways, some are easier than others depending on your experience level.



To verify your ownership, Search Console will give you a “Recommended Method” which varies from site to site, but there are four other alternate methods as well. In this case, they recommend using your domain name provider. It doesn’t matter which of the five methods you actually use, so long as you do it properly.

Verify your ownership of [redacted] [Learn more.](#)

Your Google Account will be recorded in Google's systems as an official owner of this property.  
Note - your ownership information will be stored and be visible to other owners (both current and future).

Recommended method    Alternate methods

**Recommended:** Domain name provider

Sign in to your domain name provider.

GoDaddy.com

Verify using GoDaddy.com verification tool in 3 easy steps.

Having trouble? [Add a TXT record.](#)

VERIFY    Not now

Recommended method    Alternate methods

- HTML file upload**  
Upload an HTML file to your site.
- HTML tag**  
Add a meta tag to your site's home page.
- Google Analytics**  
Use your Google Analytics account.
- Google Tag Manager**  
Use your Google Tag Manager account.

VERIFY    Not now

### Adding Via Domain Name Provider

We have found that the domain name provider is one of the more difficult methods and so we don’t typically recommend this method. Your domain name provider is typically where your website is hosted, and where you purchased the domain name. Each domain name provider has a different method to verify ownership so you’ll have to walk through the steps provided by Google to verify your ownership of the site.

### Adding Via HTML File upload

If you have access to the site’s root directory you can upload an HTML file to prove your ownership of the site. You’ll need to follow the instructions, which can vary slightly from site to

site. It is very important that you **don't ever remove this HTML file** because it will cause your site become unverified.

Recommended method    Alternate methods

**HTML file upload**  
Upload an HTML file to your site.

1. Download [HTML file](#)
2. Upload the file to [your site](#)
3. Confirm successful upload by visiting [your site](#) in your browser.
4. Click Verify below.

To stay verified, don't remove the HTML file, even after verification succeeds.

### Adding Via HTML Tag

If you have access to the site and are familiar with site code, you can upload an HTML meta tag to the site's home page. Copy the code and be sure to place it within the head section. It doesn't matter where it is placed so long as it is visible within the head section, as shown in the example. Again, **never delete this code from your site** as your site will become unverified.

**HTML tag**  
Add a meta tag to your site's home page.

1. Copy the meta tag below, and paste it into your site's home page. It should go in the <head> section, before the first <body> section.

```
<script async src="https://www.googletagmanager.com/gtag/js?id=UA-12345678-1"></script>
<script>
  (function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.js':true});})(window,document,script,page);
</script>
```

▼ Show me an example

```
<html>
<head>
  <script async src="https://www.googletagmanager.com/gtag/js?id=UA-12345678-1"></script>
  <script>
    (function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.js':true});})(window,document,script,page);
  </script>
  <title> My title </title>
</head>
<body>
  page contents
</body>
</html>
```

2. Click Verify below.

To stay verified, don't remove the meta tag, even after verification succeeds.

### Adding Via Google Analytics

If you are already using Google Analytics this is the easiest option. Sign in to the same Gmail account as you are setting up Google Search Console, and follow the three requirements below for the GA Code. You then just have to click verify and you are all set. You should **never remove the GA code from your site**, or your site will become unverified AND you will lose analytics data.

- **Google Analytics**  
Use your Google Analytics account.

- You must be using the [asynchronous tracking code](#) .
- Your tracking code should be in the <head> section of your page.
- You must have the "edit" permission for the Analytics web property.

The Google Analytics tracking code is used only to verify site ownership. No Google Analytics data will be accessed.

## Adding Via Google Tag Manager

If you are already using Google Tag Manager this is the easiest option. Sign in to the same Gmail account as you are setting up Google Search Console, and follow the requirements below. You then just have to click verify and you are all set. You should **never remove the GTM code from your site**, or your site will become unverified AND you will lose your data.

- **Google Tag Manager**  
Use your Google Tag Manager account.

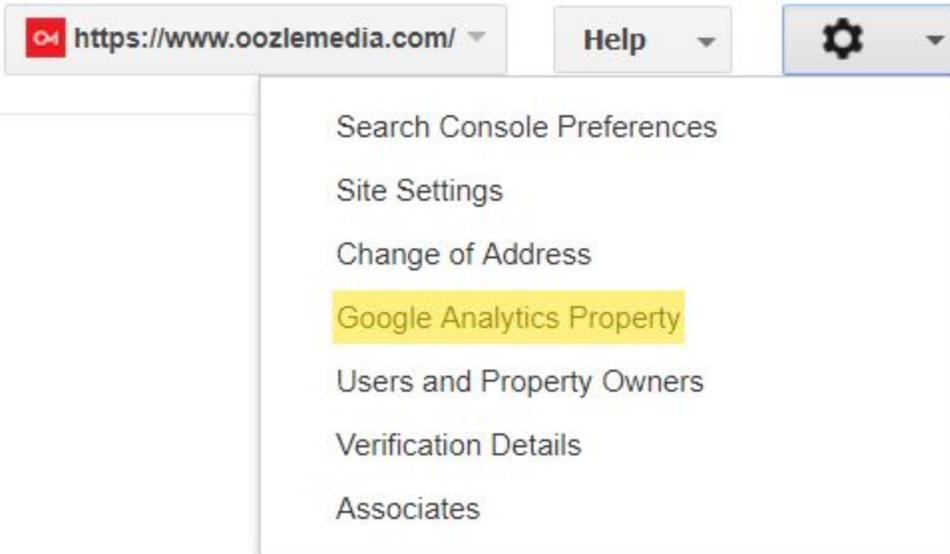
- You must be using the [container snippet](#) .
- You must have the "manage" permission for the Tag Manager container.

The Google Tag Manager container ID is used only to verify site ownership. No Google Tag Manager data will be accessed.

## Linking Google Analytics and Google Search Console

After you have verified your ownership of a site you will then have access to the Google Search Console Dashboard. You'll want to associate it with your Google Analytics account. You'll want to do this to maximize the data for your marketing decisions. Google Analytics does a great job of getting you information about **who** is visiting your site. Areas we frequently use to help drive our decisions include, audience demographics, geographic location, source of traffic (social, organic, paid, etc), conversions and other useful information. Google Search Console gives you more of a technical overview of **how** your site is performing. How your sites look in the search results page, if there are any problems Google has detected, and for what keywords your site shows up organically.

To associate the two properties you'll want to click the gear icon in the upper right hand corner and select Google Analytics Property.



Once you click that you'll come to this screen and you'll select the analytics property that you want to associate with this account.

#### Enable Search Console data in Google Analytics

When you associate a Google Analytics web property with a Search Console site, you will be able to see Search Console data in your Google Analytics reports, and enable Search Console to link directly to associated reports in Google Analytics.

Site: <https://www.oozlemedia.com/>

**Linked Property:** This site is not linked to any web property in your Google Analytics account.

Select the Google Analytics web property to associate with this site.

Analytics Web Property	Associated Search Console site
<input type="radio"/>	This site is not linked to any web property in your Google Analytics account.

And then click save:

<input type="radio"/>	This site is not linked to any web property in your Google Analytics account.
<input type="button" value="Save"/>	
<input type="button" value="Cancel"/>	<input type="button" value="Create Google Analytics account"/>

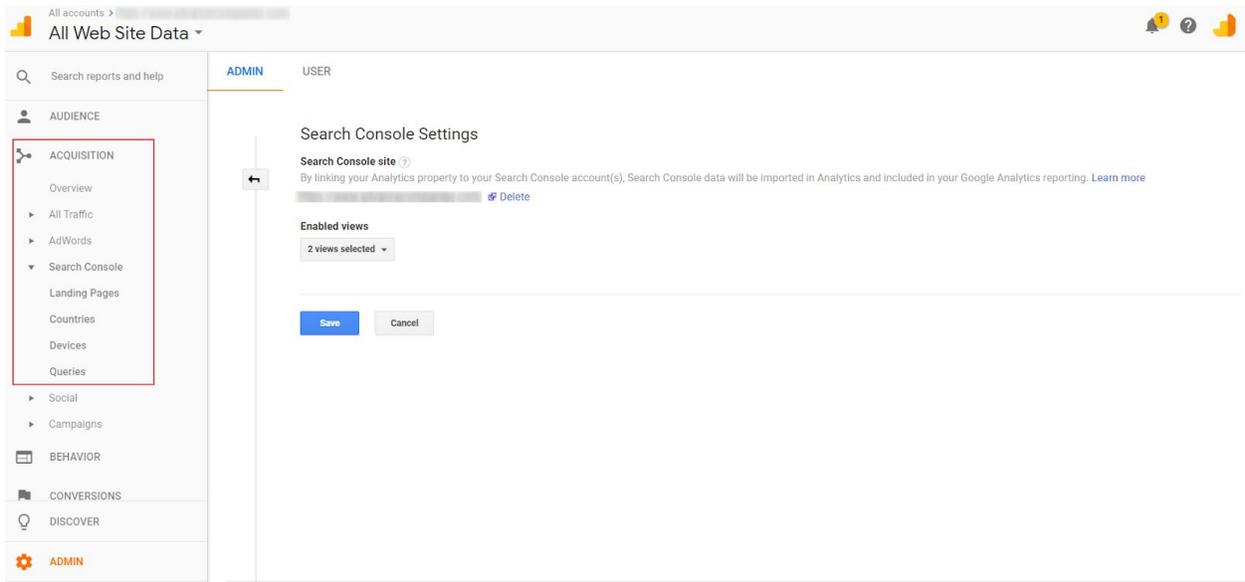
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This will bring up a warning and you'll just need to click OK and voila!

Add association ✕

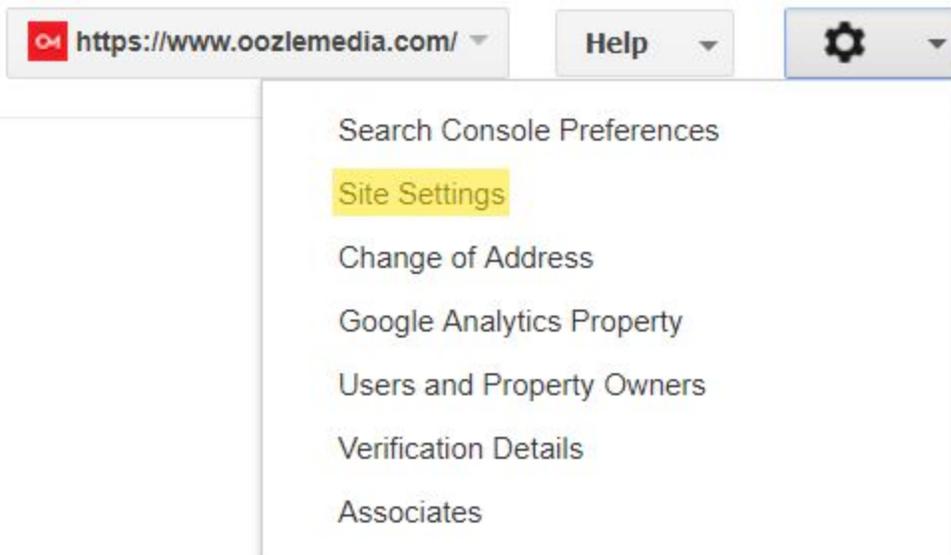
You are about to save a new association. This will replace any existing Search Console association you or another site owner has previously saved for this site.

You'll now be able to see better data in Google Analytics and Search Console. For the main differences between the two, you'll want to refer to [Google's support section](#).



## Set your Site Settings

Next you'll want to set your site settings, once again under the gear icon in the upper right hand corner.



In this section you will set how you want your site to display when someone discovers you using Google.

## Oozle Media: Web Design & Online Marketing in Utah

<https://www.oozlemedia.com/>

**Oozle Media** provides Web Design & Development, SEO, PPC, Social Media services that work together to build value to your brand online. Call for a free quote!

You've visited this page 2 times. Last visit: 12/11/17

### Jobs

Social Media/Content Specialist for the Beauty Industry Do you love ...

### Our Company

Our Focus on Quality Marketing. Oozle Media's growing team of ...

### Contact Oozle

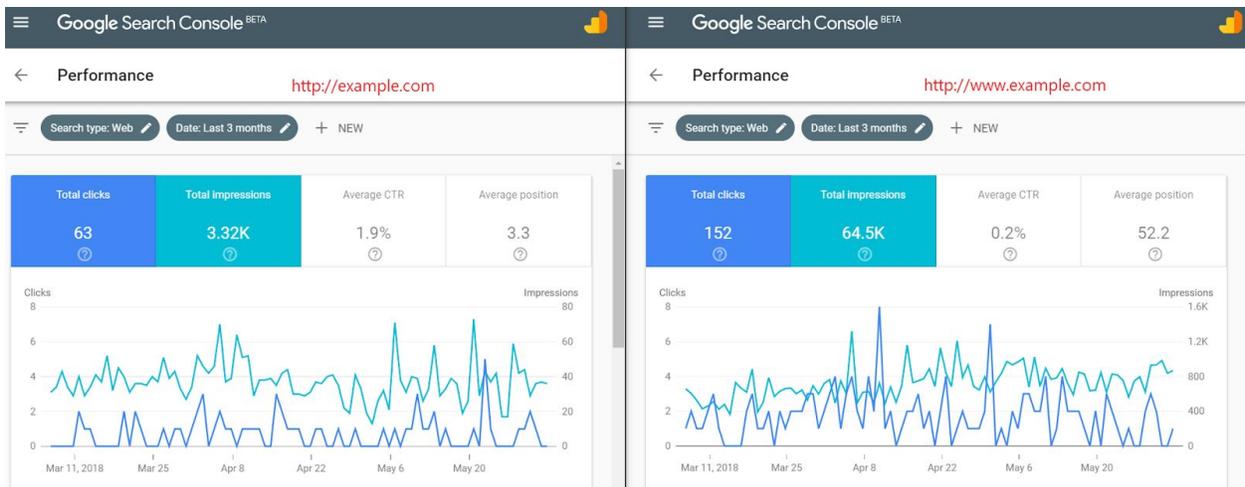
Contact Oozle Media. 11339 S. 700 E. Suite 300. Sandy, Ut ...

### What We Do

Visit our site today to see how we can help your business succeed ...

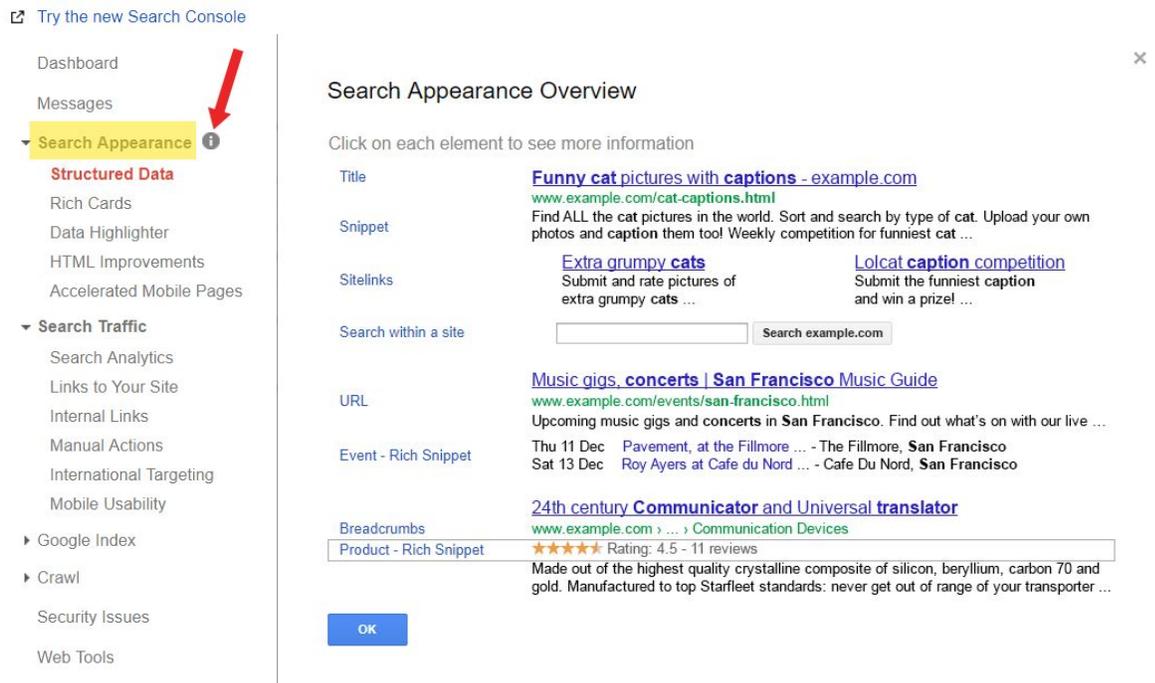
[More results from oozlemedia.com »](#)

It really doesn't matter too much which display URL you use, but we do suggest picking one or the other to avoid problems in the future. As discussed earlier, there are 4 potential versions of your site and you should make sure they all resolve to one consistent format via 301 redirects. (e.g., <http://oozlemedia> redirects to <https://www.oozlemedia.com>). This will make sure to avoid duplicate content issues, loss of rank due to losing valuable links, etc. Additionally Google Search Console will only show data for the Search Analytics section based off of which version of the site is displayed. If you set the display version to show consistently as your preferred version, you'll be less likely to split your data between two versions of the site.



## Search Appearance

The search appearance section refers to how your site shows up within a search engine results page (SERP). If you click the little 'i' next to Search Appearance Google has a really nice breakdown of different examples of how your site can appear on any SERP page.



The screenshot shows the Google Search Console interface. On the left is a navigation menu with 'Search Appearance' highlighted in yellow and a red arrow pointing to it. The main area is titled 'Search Appearance Overview' and contains several examples of search results with their respective SERP features like titles, snippets, sitelinks, and rich snippets.

Try the new Search Console

- Dashboard
- Messages
- Search Appearance** ⓘ
- Structured Data
- Rich Cards
- Data Highlighter
- HTML Improvements
- Accelerated Mobile Pages
- Search Traffic
  - Search Analytics
  - Links to Your Site
  - Internal Links
  - Manual Actions
  - International Targeting
  - Mobile Usability
- Google Index
- Crawl
- Security Issues
- Web Tools

### Search Appearance Overview

Click on each element to see more information

**Title** [Funny cat pictures with captions - example.com](#)  
[www.example.com/cat-captions.html](#)

**Snippet** Find ALL the cat pictures in the world. Sort and search by type of cat. Upload your own photos and caption them too! Weekly competition for funniest cat ...

**Sitelinks** [Extra grumpy cats](#) Submit and rate pictures of extra grumpy cats ... [Lolcat caption competition](#) Submit the funniest caption and win a prize!

**Search within a site**

**URL** [Music gigs, concerts | San Francisco Music Guide](#)  
[www.example.com/events/san-francisco.html](#)  
Upcoming music gigs and concerts in San Francisco. Find out what's on with our live ...

**Event - Rich Snippet** Thu 11 Dec Pavement, at the Fillmore ... - The Fillmore, San Francisco  
Sat 13 Dec Roy Ayers at Cafe du Nord ... - Cafe Du Nord, San Francisco

**Breadcrumbs** [www.example.com](#) > ... > [Communication Devices](#)

**Product - Rich Snippet** ★★★★★ Rating: 4.5 - 11 reviews  
Made out of the highest quality crystalline composite of silicon, beryllium, carbon 70 and gold. Manufactured to top Starfleet standards: never get out of range of your transporter ...

## Structured Data

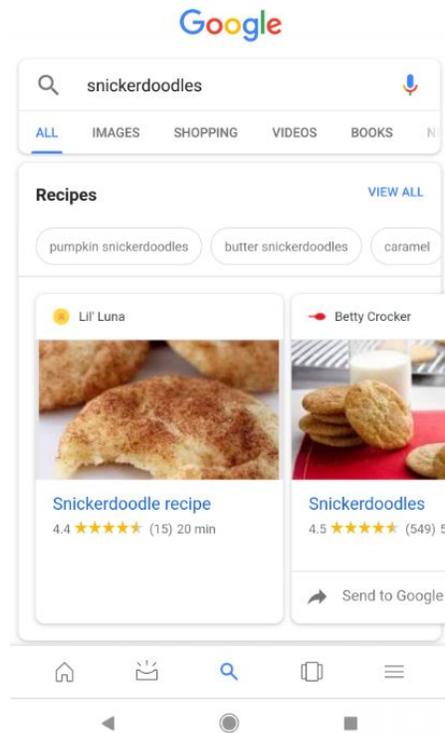
Structured Data refers to [schema markup](#) that is found on your site. Schema markup in essence is a collection of HTML tags or JavaScript that search engines can use to highlight the most important parts of your website like your company name, address and phone number. If you want a quick intro check out our blog ["Schema and You"](#).

On this screen you'll be able to see which pages have schema markup and if there are any errors on those pages that are marked up. You can also go to Google's [Structured Data Testing Tool](#) to find these errors on a page by page basis which will show you directly in the code where you have problems. If you go to chapter four of [Backlinko's Guide](#) it'll also show you a good walk through on these fixes. There is no guarantee that your schema will show up, but it definitely won't show up if it isn't there at all.



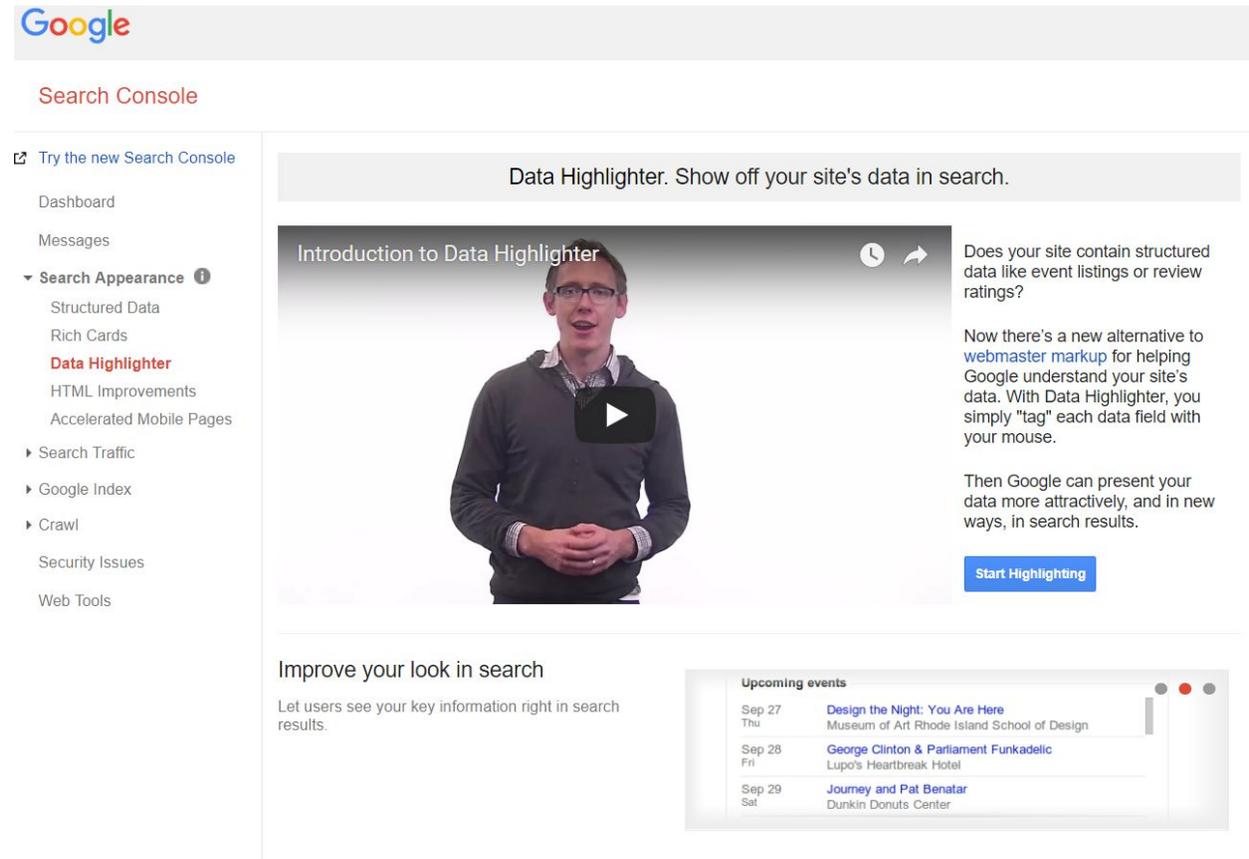
## Rich Cards

This is almost exclusively used for recipes, if you want a full write up on it head on over to [Google's blog](#). You can also use it for “events, products, or opportunities on your website.” You can use this section much like you would on the structured data section.



## Data Highlighter

As the site says here, “it’s a new alternative to [webmaster markup](#) for helping Google understand your site’s data.” If you are more of a visual person, this can help with finding opportunities to add schema markup.



The screenshot shows the Google Search Console interface. At the top, the Google logo is visible. Below it, the 'Search Console' header is present. On the left side, there is a navigation menu with the following items: 'Try the new Search Console', 'Dashboard', 'Messages', 'Search Appearance' (expanded), 'Structured Data', 'Rich Cards', 'Data Highlighter' (highlighted in red), 'HTML Improvements', 'Accelerated Mobile Pages', 'Search Traffic', 'Google Index', 'Crawl', 'Security Issues', and 'Web Tools'. The main content area features a video titled 'Introduction to Data Highlighter' showing a man speaking. To the right of the video, there is text explaining the feature: 'Data Highlighter. Show off your site's data in search.' followed by a question 'Does your site contain structured data like event listings or review ratings?' and an answer: 'Now there's a new alternative to [webmaster markup](#) for helping Google understand your site's data. With Data Highlighter, you simply "tag" each data field with your mouse.' Below this is a 'Start Highlighting' button. Further down, there is a section titled 'Improve your look in search' with the text 'Let users see your key information right in search results.' and a preview of an 'Upcoming events' widget showing a list of events with dates and titles.

## HTML Improvements

Here is a great area to help boost your SEO by knowing where you can make changes to your title tags and meta descriptions. You’ll want to have a unique title tag and meta description on an individual page basis, especially on important pages you are trying to rank for keywords. Title tags and especially meta descriptions are constantly changing with how long they should be, and what are the best practices for that. We recommend monitor this for your unique situation because every search can be different. Leading industry leaders like [Moz](#) have great guidelines to follow.

These can be easy fixes that can really help your site gain traction in rankings. If you click on anything highlighted in blue, it’ll give you a list of all the pages that have that problem.

[Try the new Search Console](#)

- Dashboard
- Messages
- Search Appearance **1**
  - Structured Data
  - Rich Cards
  - Data Highlighter
  - HTML Improvements**
  - Accelerated Mobile Pages
- Search Traffic
- Google Index
- Crawl
- Security Issues
- Web Tools

## HTML Improvements

Last updated Jun 3, 2018

Addressing the following may help your site's user experience and performance.

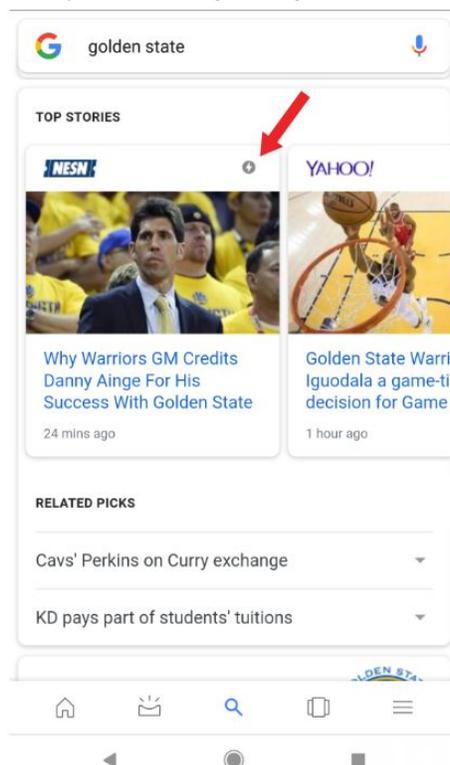
Meta description	Pages
<a href="#">Duplicate meta descriptions</a>	4
Long meta descriptions	0
Short meta descriptions	0

Title tag	Pages
Missing title tags	0
<a href="#">Duplicate title tags</a>	2
Long title tags	0
Short title tags	0
Non-informative title tags	0

Non-indexable content	Pages
We didn't detect any issues with non-indexable content on your site.	

## Accelerated Mobile Pages (AMP)

Accelerated Mobile Pages or AMP keeps track of all pages that have been modified for AMP and lets you know of any known issues. AMP pages are a extremely minimal, lightning fast pages on your site. It is an [open source language](#) that has gained popularity with many news sites in particular and is indicated by the little lightning bolt icon in Google search.



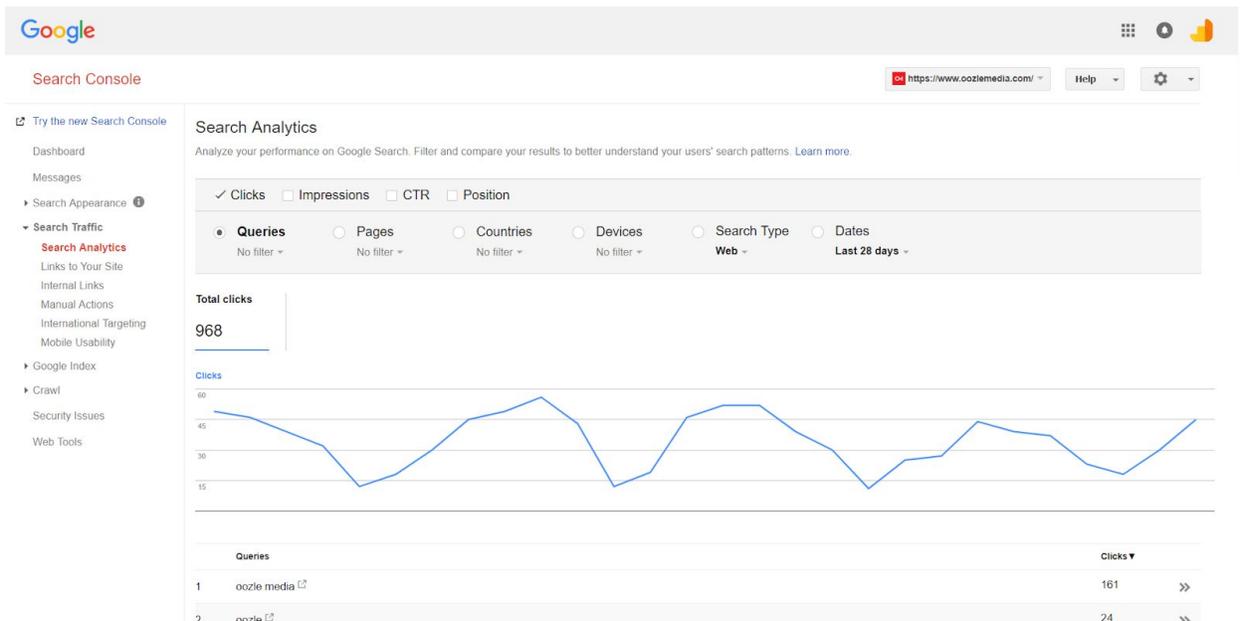
If you publish blogs on a regular basis, it may be a good idea to invest in AMP and you can track them in Google Search Console.

## Search Traffic

The Search Traffic section gives you some insights into a few things that matter for your website with [Google's algorithm](#), namely:

- Keywords
- Backlinks
- Internal Links
- Spam
- Targeting
- Mobile Friendliness

If you've done anything related to SEO you'll recognize that these a few of the most important pillars of fundamental, white hat SEO work.



Previously we were only able to see up to a maximum of 90 days worth of data. With the release of the new Search Console you are able to go back at least 16 months, sometimes even longer depending on the site. This opens up the opportunity to analyze year over year data and the ability to look for long term trends

### Date range

FILTER COMPARE

- Last 7 days
- Last 28 days
- Last 3 months
- Last 6 months
- Last 12 months
- Last 16 months
- Custom

Start date: 2017-02-06  - End date: 2018-06-04 

CANCEL APPLY

## Links to Your Site

This is the all important backlink section of Google Search Console, as external backlinks are still one of the strongest ranking factors an SEO can find. This will show you who is linking to you the most, what pages are receiving the most links, and what sorts of words other sites are using to link to you. This however is a just a [sample of the links](#) you are receiving to the site. Google will never give you the full list of links to your site, as someone may be able to extrapolate more information about their algorithm and be able to game the system. Additionally if you do acquire more links to your site, Google is notoriously slow in showing them.

For more on the reliability of webmaster tools, including other sections I'd refer to some tests run by [Russ Jones](#) back in 2017 for Moz.

**Search Console** <https://www.oodlemedia.com/> Help Settings

Try the new Search Console

Dashboard  
Messages  
Search Appearance  
Search Traffic  
Search Analytics  
**Links to Your Site**  
Internal Links  
Manual Actions  
International Targeting  
Mobile Usability  
Google Index  
Crawl  
Security Issues  
Web Tools

### Links to Your Site

Total links: **10,291**

Who links the most	Links	Your most linked content	Links
oodle media	1,855	<a href="https://www.oodlemedia.com/">https://www.oodlemedia.com/</a>	10,118
case studies	1,065	<a href="/prozautocomplete/">/prozautocomplete/</a>	51
cro calculator	697	<a href="/our-company/">/our-company/</a>	9
conversion rate optimization	665	<a href="/4-reasons-to-add-youtube-marketing-to-your-online-strategy/you-can-read-minds-zoolander/">/4-reasons-to-add-youtube-marketing-to-your-online-strategy/you-can-read-minds-zoolander/</a>	9
our method	638	<a href="/15-graphic-design-trends-for-2018/">/15-graphic-design-trends-for-2018/</a>	7

More >

How your data is linked

- oodle media
- case studies
- cro calculator
- conversion rate optimization
- our method

More >

The initial page you land on for this page doesn't really give you a good overview. You'll have to click into the "More" sections to find usable information.

In the linking domains section you'll be able to download a list of all the domains linking to your site in a .csv or Google sheets format. If you are looking for the most complete data, I would download the latest links section. The table shows all the linking domains, more sample links shows individual links regardless of domain and latest links will show you the same individual links but by sorted by date they were categorized by Google.

However as these are only samples and you have a need to do a full backlink audit, you'll need to use a [different tool](#) like [Majestic SEO](#), [Ahrefs](#), [Moz](#) or [Link Research Tools](#). A backlink audit becomes necessary if your site is under some sort of algorithmic or manual action penalty for having too many spammy links pointing to your site.

Overview: All domains  
Top 231 domains that have links to pages on your site

Download this table | Download more sample links | Download latest links

Show 25 rows | 1-25 of 231

Domains	Links	Linked pages
oodle media	1,855	1
case studies	1,065	1
cro calculator	697	1
conversion rate optimization	665	1
our method	638	1
our company	449	1
our team	327	1
our services	319	1
our products	300	1
our partners	288	1
our clients	268	1
our affiliates	243	1
our investors	232	1
our advisors	229	1
our consultants	182	1
our strategists	155	1
our analysts	143	1
our researchers	139	1
our writers	120	1
our designers	111	1
our developers	108	1
our marketers	106	1
our sales	99	1
our support	98	1
our operations	77	1

1-25 of 231

Anchor text will show you a list of the top anchor texts used in the links to your site. This is nice to know, but without the context of where those anchor texts are being used it isn't all that useful.

Anchor text	
1. oozle media	101. benefits of wordpress
2. case studies	102. consciously uncoupling keeping ownership of your website assets
3. cro calculator	103. contact oozle media
4. conversion rate optimization	104. dentistry
5. our method	105. facebook bidding
6. our company	106. gybo event
7. portfolio	107. how to lose your marketing company in 10 days
8. blog	108. how to start a pinterest account for your business
9. contact oozle	109. may the fourth be with you
10. get your business online	110. oozle employee of the month
11. oozle media logo	111. proposed pop attribute in html5
12. who we serve	112. schema and you
13. social media	113. stop wasting money on facebook
14. utah business	114. the benefits of internships part 1 for students
15. social ads	115. 10 tips for great blog writing
16. testimonials & accreditations	116. 11 questions blog free 11 questions pdf and worksheet download
17. website design and development	117. 11 questions you should be asking your web development company
18. call tracking	118. 5 tips for successful content marketing
19. what we do	119. advantages of grid systems in web design
20. ppc	120. how the cambridge analytica data leak affects your business
21. home services	121. oozle update amazon services
22. jobs	122. our services
23. oozle spot	123. revenge of the fifth the force is strong with may the fourth marketing
24. dentists	124. shark week gnawing on the leg of internet marketing
25. seo	125. stop writing to rank leveraging an effective content strategy
26. beauty & trade schools	126. teach out vs transfer everything students need to know about program interruptions
27. email marketing campaigns	127. the dos and don ts of wordpress security
28. a site by oozle media	128. the foosball battle of internet marketing
29. website	129. visit site
30. site by oozle media	130. why reviews matter more than you think

Your most linked content section will give you an idea on which pages on your site have gotten the most external links. Again this is only a sampling of the external links you are receiving, but if you click through individual links Google will show exactly where those links can be found. If you are running any sort of campaign geared toward gaining links, you can track some of your success here. It also can give insight as to why certain pages are performing better than others.

If you are wanting to measure the success of full on campaigns it is generally more beneficial to also track the impact on [social media and unlinked mentions](#) as these metrics are gaining more weight in Google's quest to answer searcher queries with the best answer. We typically use [BuzzSumo](#) and [Google Alerts](#) to track our campaigns.

Overview » All linked pages  
Your pages that are linked from other domains

[Download this table](#) [Download more sample links](#) [Download latest links](#)

Show 25 rows 1-25 of 60 < >

Your pages	Links	Source domains
https://www.oozlemedia.com/	10,118	198
/prezautocomplete/	51	6
/4-reasons-to-add-youtube-marketing-to-your-online-strategy/you-can-read-minds-zoolander/	9	2
/our-company/	9	7
/15-graphic-design-trends-for-2018/	7	4
/advantages-of-grid-systems-in-web-design/	5	4
/6-things-you-should-be-doing-with-your-website-for-a-higher-conversion-rate/	5	5
/donald-trump-joker-makeup-batman/	4	4
/case_study/bellus-beauty-academy-case-study/	4	3
/snapchat-for-business/	4	4
/jobs/	4	5
/google-ssl-update-adwords-website-impact/	4	4
/linksgiving/	3	2
/contact-us/	3	4
/social-media-marketing-creating-social-connections-beyond-the-book/	3	3
/using-creative-masking-and-typography-to-spice-up-your-designs/	3	3
/blog/	3	4
/good-vs-great-social-media-for-beauty-professionals/	2	2
/google-possum-local-seo-ranking-update/	2	2
/google-reviews-disappearing-from-knowledge-panel-glitch-or-update/	2	2
/jobs/social-media-content-specialist-beauty-industry/	2	3
/4-steps-to-help-your-business-grow-on-youtube/	2	2
/facebook-hints-at-major-changes-coming-for-businesses/	2	3
/post-secondary-edu/	2	2
/skin-care-history-infographic/	2	3

## Manual Actions

This is an incredibly important page that you should check on a semi regular basis. Here Google will tell you if your site has been manually reviewed and determined to violate [Google's policies](#). If you encounter anything other than “No manual webspam actions found.” immediately start [taking steps](#) to recover from this as your site will no longer show up in Google searches.

### Search Console

[Try the new Search Console](#)

Dashboard

Messages

▸ Search Appearance **i**

▾ Search Traffic

Search Analytics

Links to Your Site

Internal Links

**Manual Actions**

International Targeting

Mobile Usability

▸ Google Index

▸ Crawl

Security Issues

Web Tools

### Manual Actions

No manual webspam actions found.

## International Targeting

Google is a worldwide web browser and so it is important to let Google know where you intend for most of your website visitors to come from. If you serve multiple countries or in multiple languages this is also a place to inform Google as well. If your site serves multiple languages you should be using [hreflang tags](#) to ensure that Google is serving up the correct version of your pages based off the user's browser settings. Moz has a [great write up](#) to what they are and how to use them.

Search Console

Try the new Search Console

- Dashboard
- Messages
- Search Appearance ⓘ
- Search Traffic
  - Search Analytics
  - Links to Your Site
  - Internal Links
  - Manual Actions
  - International Targeting**
  - Mobile Usability
- Google Index
- Crawl
- Security Issues
- Web Tools

### International Targeting

Target your audience based on location and language settings. [Learn more.](#)

Language Country

❗ Your site has no hreflang tags.

Google uses hreflang tags to match the user's language preference to the right variation of your pages.

Here you can also set your target country, best practice is to set this for where your main customer base resides. This does not necessarily exclude searchers from other countries from finding your website, but that Google will be more likely to serve up your website to this country specifically.

### International Targeting

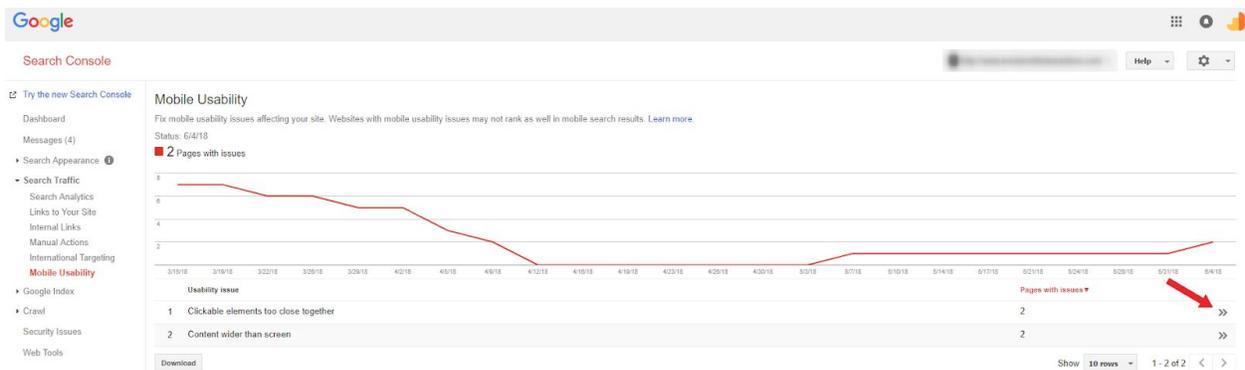
Language Country

Target users in: **United States** ▼



## Mobile Usability

As Google has switched to a [mobile-first index](#) this section is now an [important part of SEO](#). In a sentence, Google really only cares how your site looks on a mobile phone. Therefore your site content, navigation, user experience needs to be mobile optimized. Here you can see all the potential problems that Google has found on your site. Click into each section to find a page by page analysis of how to fix the problems. [Work with a developer](#) who understands mobile responsive design and development to resolve these issues.

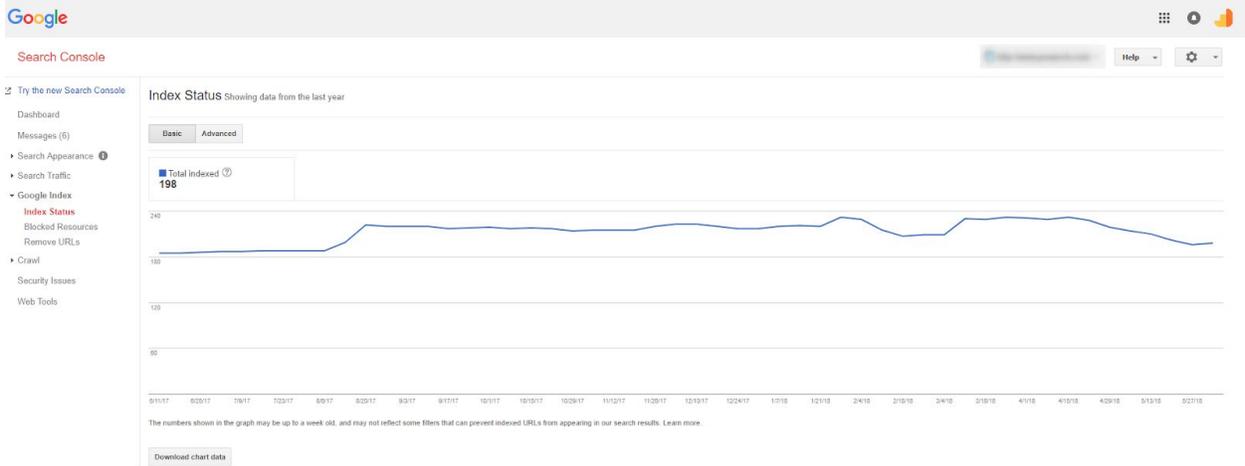


## Google Index

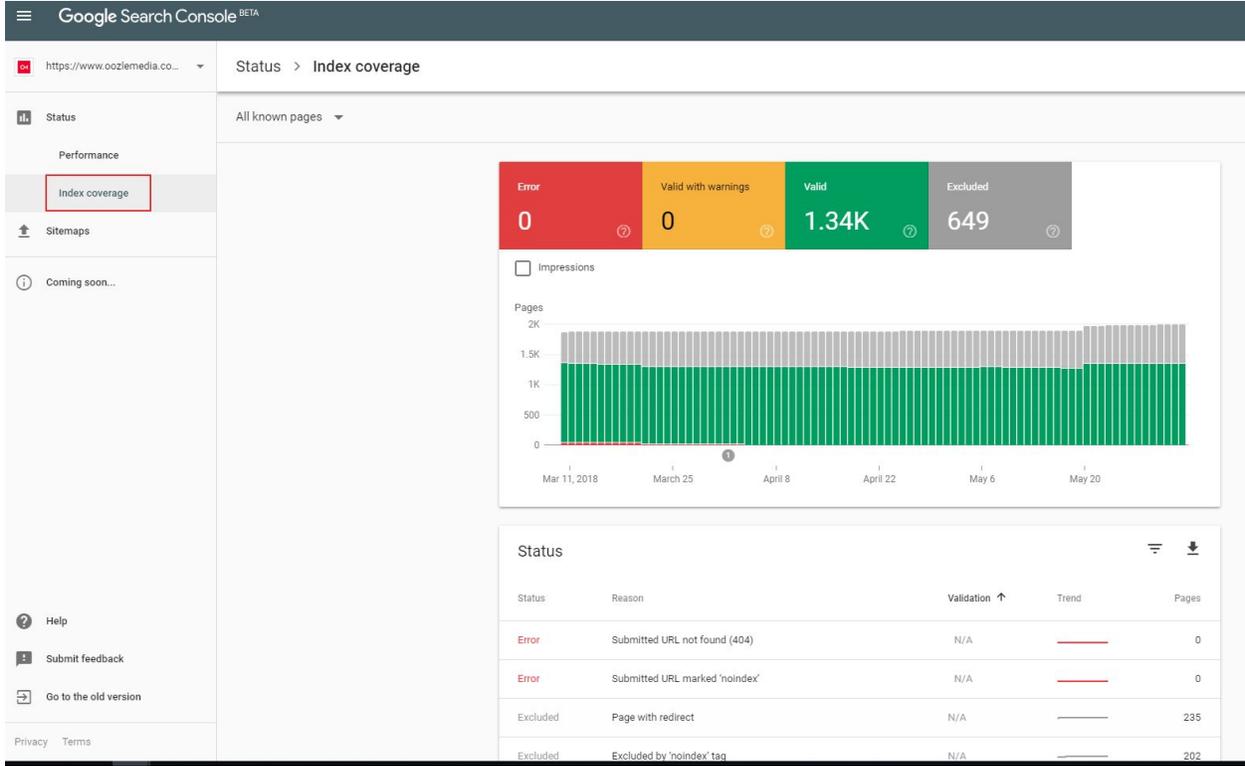
Google's Index is like a giant library of information, if your site is indexed then that means it shows up in their database and is eligible to show up in the search results.

## Index Status

Index Status is a now defunct section that would show the total number of pages indexed and if you have pages that are being blocked by a robots.txt. This has been replaced by the much more powerful Index Coverage Report.



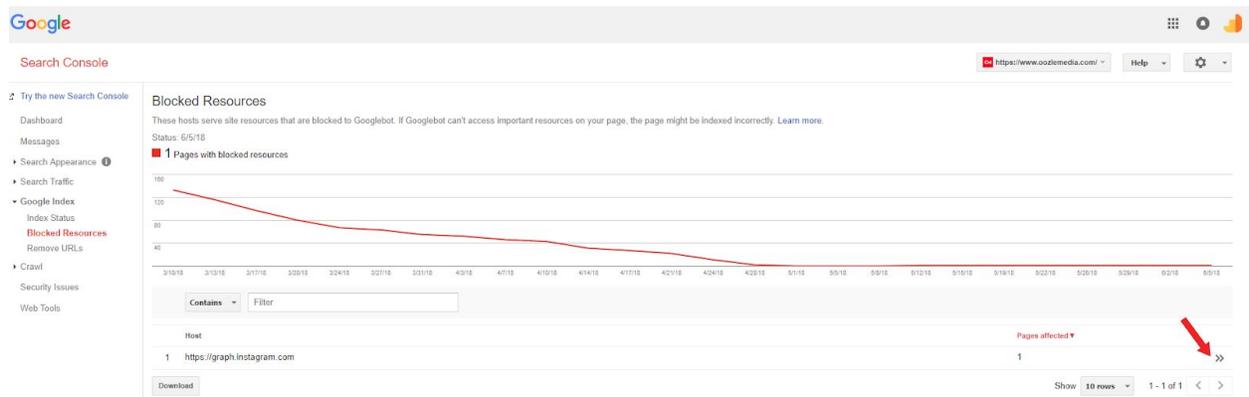
Then new report shows not only exact pages that are indexed, excluded, have potential errors or warnings. Brian Dean of Backlinko does a fantastic job of covering the different errors and warnings in chapter 2 of his [Google Search Console Guide](#).



**Blocked Resources**

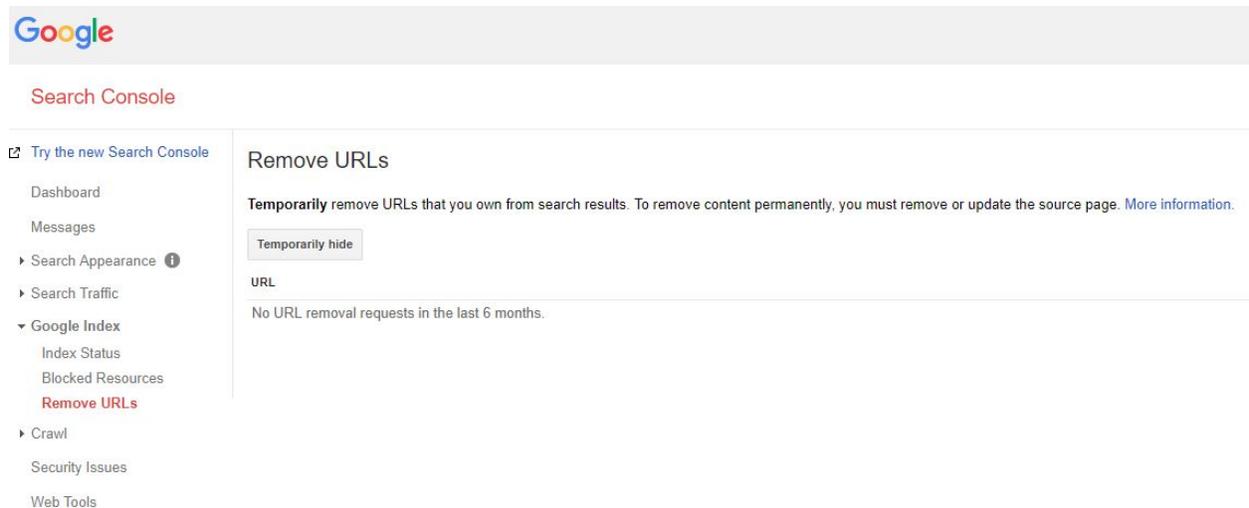
Blocked resources is another section that is replaced by the new Index Coverage report. If you'd like you can still use this as a resource to find potential images, downloads or other resources

that are being blocked. By clicking through you can find the exact pages have problems. We recommend using the Index Coverage Report now as it is much more thorough.



## Remove URLs

If you ever have a need to remove a URL **temporarily** from the search results you can use this section here. It is very rare that you would need to use this part of Google Search Console. A removal is only active for **90 days**. After that Google will attempt to index the page again. If you have a [need to block](#) specific URLs from being crawled you should consider using the robots.txt and/or a no-index tag.

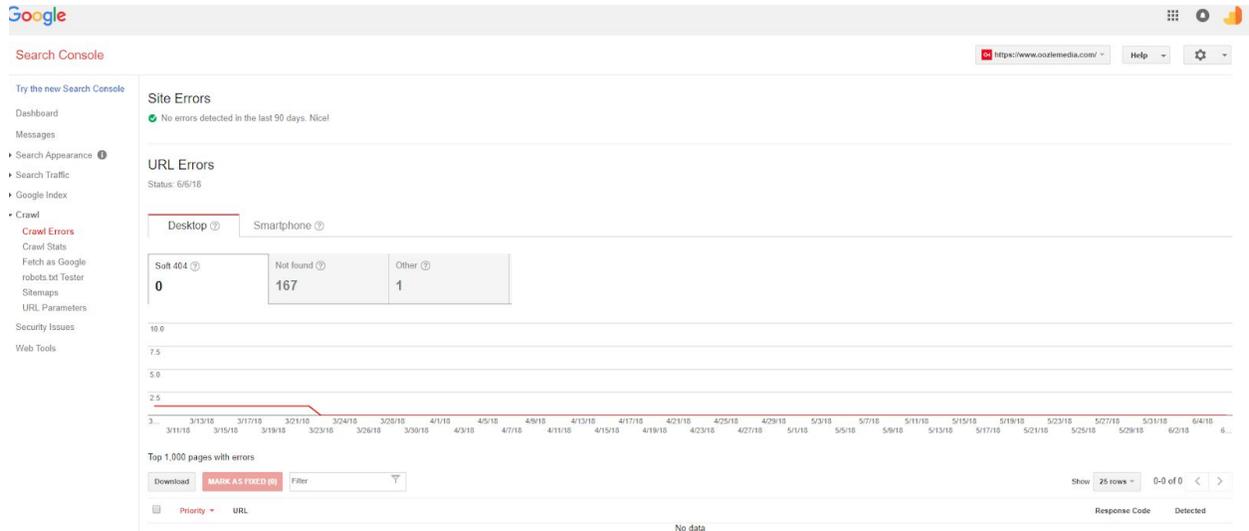


## Crawl

This section deals with [how Googlebots crawl](#) the internet and discover your pages on your site. Googlebots use an algorithmic process to systematically crawl, index and rank your site's content. They will visit each website, detect links on the page and use those as navigation to discover all the pages on each site.

## Crawl Errors

This section is also being replaced by the Index Coverage report. It is used to find 404 errors which you should then go in a redirect to live pages to improve user experience. 404 errors do not directly count against you in Google's algorithms, but can hurt in that whoever was trying to reach that link cannot do so now. 301 redirecting these pages to appropriate ones can enhance user experience and for external links, it would recover those pages to count in the algorithm.



## Crawl Stats

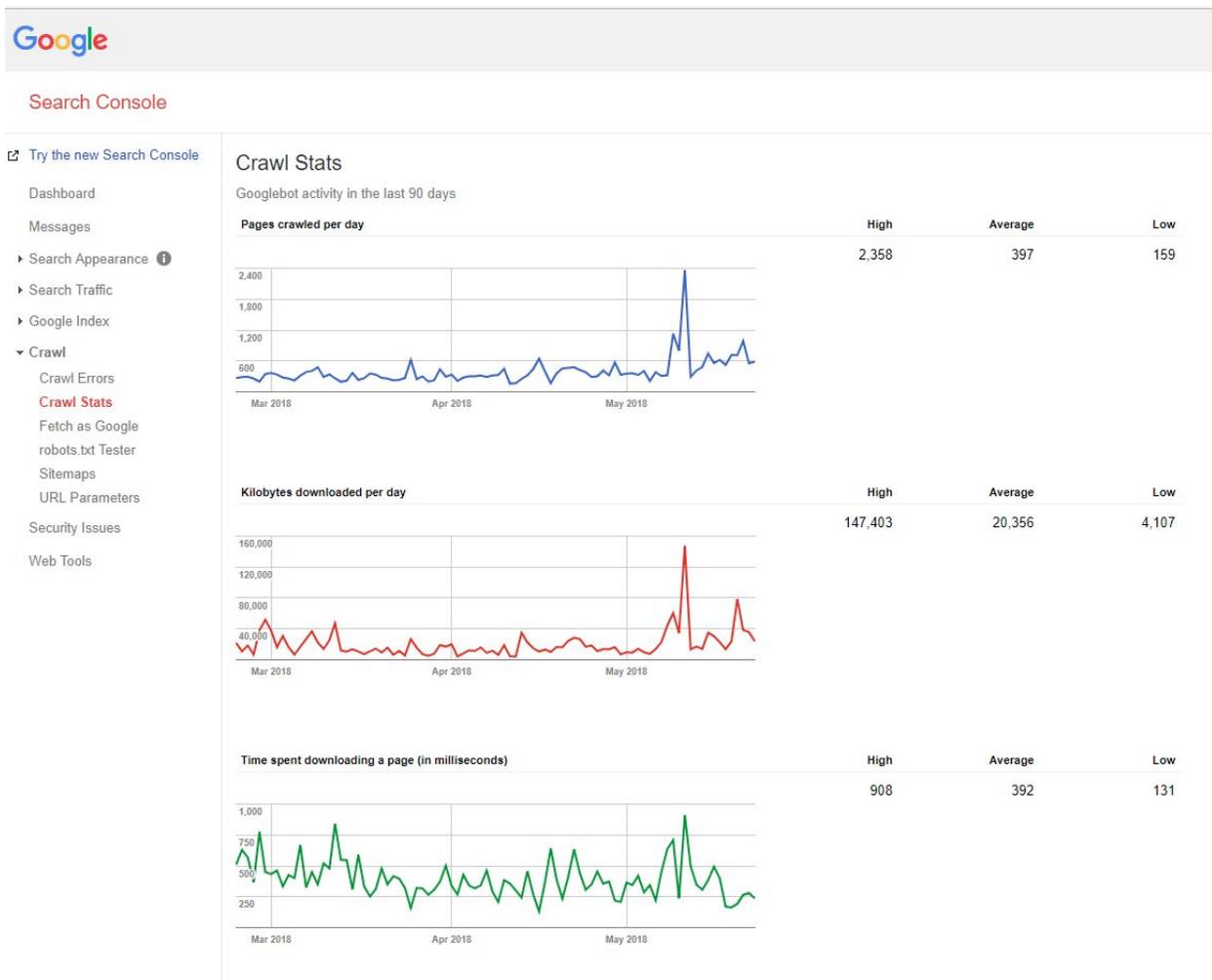
At first glance, this page isn't all that helpful, but it does give a lot of added insight to how Google visits your site. Neal Patel has an [excellent write up](#) on how to read and interpret these graphs but you should see a as horizontal of a line as possible, without dramatic peaks or drops. Generally all three graphs should look pretty similar as well.

If you do see abnormal peaks or periods of inactivity it could be an indicator of problems. Sudden drops tend to be cause by broken code, robots.txt blocking problems or you aren't updating your content consistently enough. Sudden spikes are usually caused by adding tons of content to your site or robots.txt could be allowing robots to crawl too much of the site.

For the vast majority of websites crawl stats are relatively unimportant because you don't have to worry about what are known as [crawl budgets](#). Each website has a limit on how many pages Google will crawl in a day to make sure they don't overload your servers. Generally speaking bigger sites with more clout will have a bigger crawl budget.

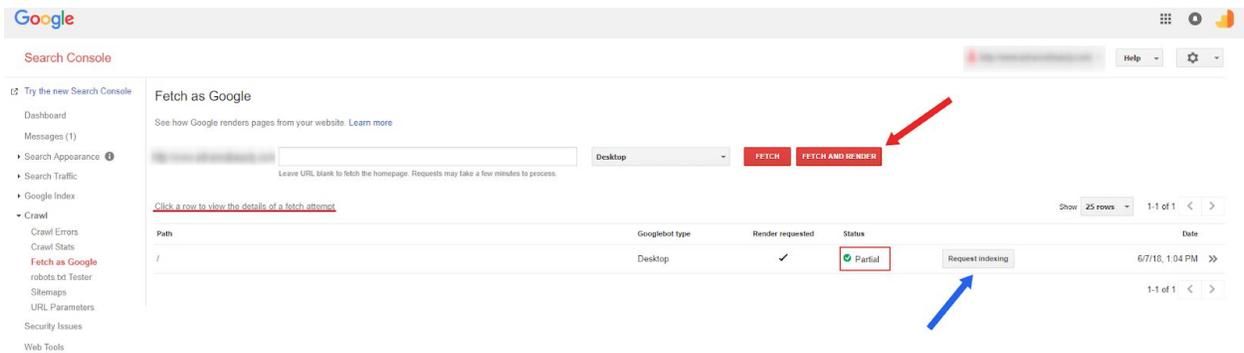
This can become incredibly important if you are an ecommerce site. Ecommerce sites tend to have a lot of variation each product which most have a unique URL. If you spend all your crawl

budget on unimportant variables for a product instead of the core pages of your site, it may get updated in Google's index less frequently and thus harm the website overall.

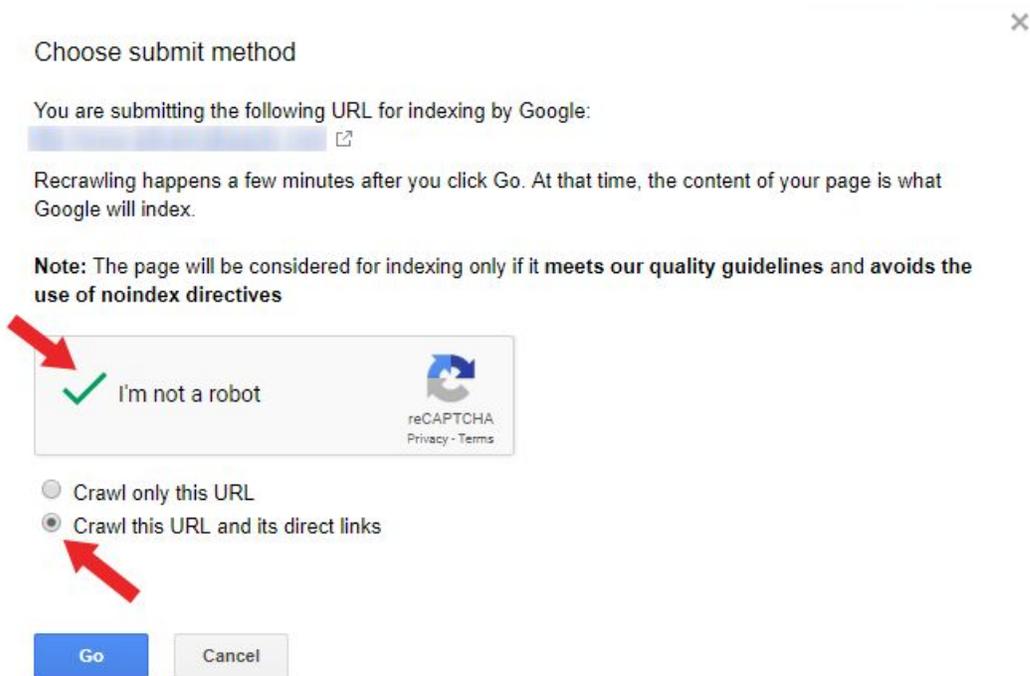


## Fetch as Google

Fetch as Google will pull how a robot views your site vs how a site visitor will see your site. It will also show you what parts of your page are blocked from a Googlebot. There is often a good reason to block certain things from a Googlebot, but it could also be an indicator of problems, you'll have to tackle that on a case by case basis. When you first setup your site you'll want to execute a fetch and render **to request indexing by Google**. To do this you'll want to leave the text field blank in order to fetch the home page. You should also push the Fetch and Render button, indicated by the red arrow.



After a few minutes a Googlebot will go pull the page for you and it will give you some basic information here. Under status it could have a few different messages, complete, partial or blocked. If it is complete, you don't need to worry about anything! Click the Request Indexing button indicated by the blue arrow and you'll come to a pop up screen. Fill out the reCAPTCHA request and especially on the first time tell Google to "Crawl this URL and its direct links". This will send a request to Google that within the next few days it will crawl and index your entire site.



If however it says partial you'll want to check if any important resources are being blocked. Click on the row to show the results. From here you can see the full list of blocked resources as well as how the pages are seen both from a bot and visitor perspective. If there is something blocked that shouldn't be, you'll have to troubleshoot it.

## Fetch as Google

https://www.oozlemedia.com/ [↗](#)  
Googlebot type: Desktop (render requested)  
Partial on Wednesday, May 30, 2018 at 9:23:49 AM PDT

Fetching   Rendering

This is how Googlebot saw the page:



This is how a visitor to your website would have seen the page:



Googlebot couldn't get all resources for this page. Here's a list [?](#)

URL	Type	Reason	Severity
<a href="https://www.googleadservices.com/pagead/conversion.js">https://www.googleadservices.com/pagead/conversion.js</a> <a href="#">↗</a>	Script	Blocked	Low <a href="#">robots.txt</a>
<a href="https://tracking.callmeasurement.com/tracking.js">https://tracking.callmeasurement.com/tracking.js</a> <a href="#">↗</a>	Script	Blocked	Low <a href="#">robots.txt</a>
<a href="https://www.googleadservices.com/pagead/conversion_async.js">https://www.googleadservices.com/pagead/conversion_async.js</a> <a href="#">↗</a>	Script	Blocked	Low <a href="#">robots.txt</a>
<a href="https://insights.hotjar.com/api/v1/client/sites/360632/visit-data?sv=5">https://insights.hotjar.com/api/v1/client/sites/360632/visit-data?sv=5</a> <a href="#">↗</a>	AJAX	Blocked	Low <a href="#">robots.txt</a>

You can also use a the mobile fetch and render to help with troubleshooting. As mentioned earlier, Google is using a mobile first index. If there are still problems with resources being blocked that shouldn't be, you will definitely need to troubleshoot here.

## Fetch as Google

See how Google renders pages from your website. [Learn more](#)

https://www.oozlemedia.com/

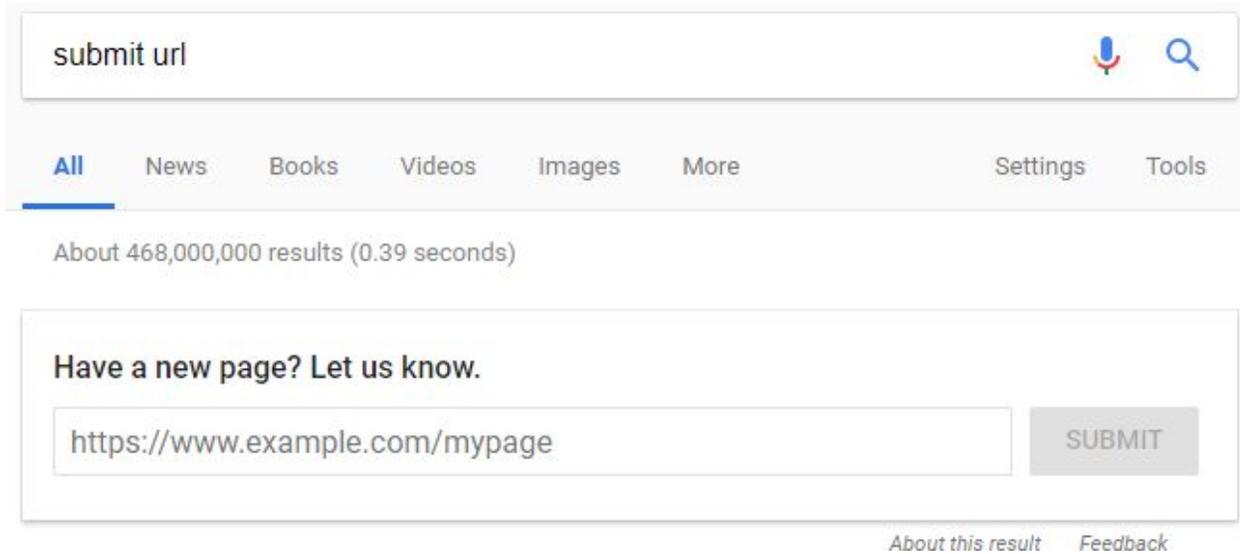
Leave URL blank to fetch the homepage. Requests may take a few minutes to process.

Mobile: Smartphone

**FETCH**

**FETCH AND RENDER**

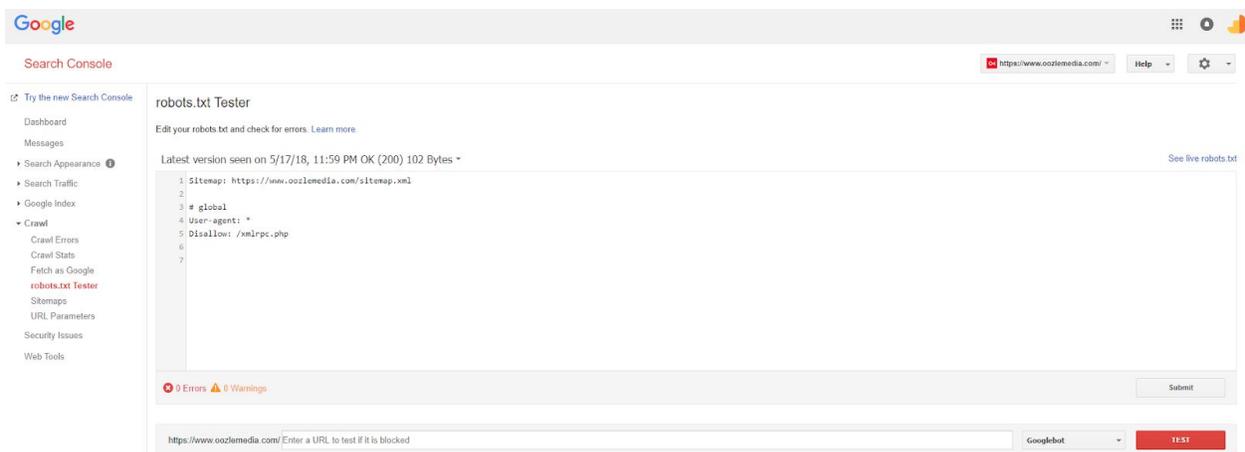
Pro tip: You can submit URLs directly to URL to request indexing for you new content by performing a Google search query “submit URL”. Google will try to crawl the page right away, although that doesn't necessarily mean that it will [start ranking right away](#). There is a limit to how many you can submit this way, and there is a limit on how many you can submit using the Fetch as Google tool.



## Robots.txt Tester

Here you can see a preview of what your [robots.txt](#) looks like. A robots.txt file instructs web robot on how to crawl their website. There are particular directives that allow or disallow a robot from going through the site. Generally speaking a well optimized robots.txt should indicate where the site map is located and any pages you don't want found. This is another section when you first set up Search Console that you should check.

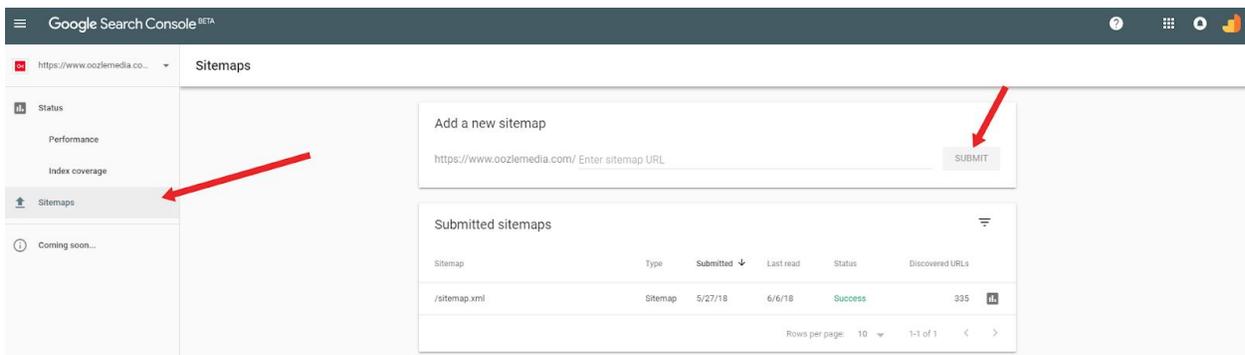
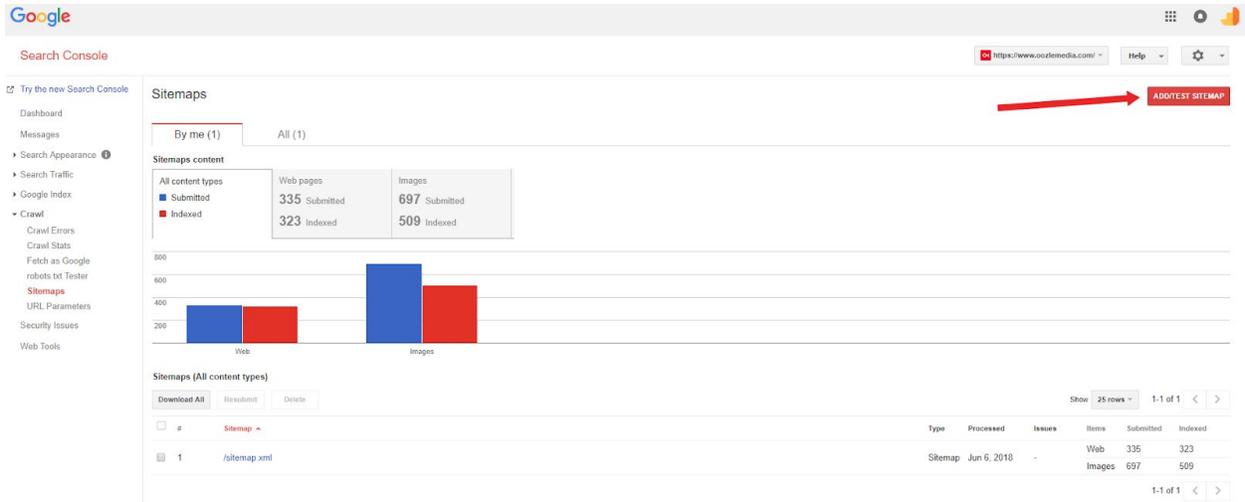
A robots.txt **MUST** go in the main directory or root domain of the site e.g., [www.example.com.com/robots.txt](#) or else the robots will assume the site doesn't have one and it will crawl everything on the site.



If you suspect that your site, or specific pages are being blocked, you can always check them in the bottom section by plugging in the specific URL. It is incredibly important **NOT** to block core pages of your site or else they will never show up in the Google Search results.

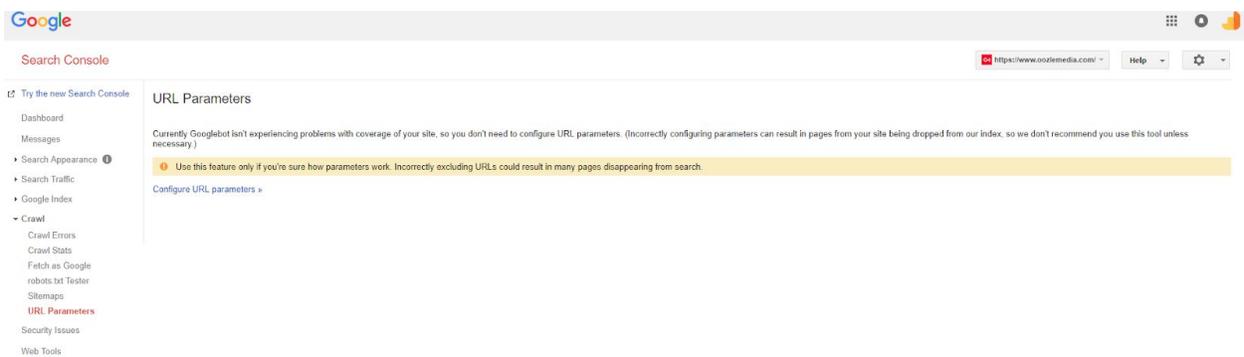
## Sitemaps

This is also on the new Google Search Console and for now you can add a sitemap.xml to either one. To submit simply enter the URL into the indicated areas and later come back and check if the right amount of pages have been indexed. A [sitemap](#) is a file that lists all the web pages of your site to tell search engines how your site's content is organized. If your site is properly linked, web crawlers can get by without it, but we wouldn't suggest you risk it. Submitting a sitemap ensures that crawlers know every page on your site and will get to them.



## URL Parameters

Most sites will never have to deal with URL parameters, because they do not have enough minor variation style URLs.



This is once again more of an ecommerce site problem. Essentially you will set up parameters to tell Google which URLs they don't need to follow in order to maximize your crawl budget. [Brian Dean's write up](#) for Backlinko is really easy to follow, we suggest following that if you have the need, but generally speaking most sites will not need to do this.

## Security Issues

Typically Google will detect and alert you of any security issues they find, if you encounter one, follow their instructions to avoid a manual action penalty.

