

# JSS MBA DM

**JSS1MBA2DM Day07 Module 4 22Apr20MBA-DM DM405**

**MBADM405-Module 4: Google webmaster tool, setting up for SEO and integrating in it  
Google Search Console**

<https://www.wedoeconsult.com/benefits-using-google-search-console-rank-faster/>

<https://rivalmind.com/making-the-most-of-googles-tools-google-analytics-vs-google-search-console/>

<https://www.quicksprout.com/google-search-console-guide/>

<https://www.youtube.com/watch?v=PMOny6RDjtg>

**Google Search Console** is a web service by [Google](#) which allows [webmasters](#) to check indexing status and [optimize visibility](#) of their websites.

Until May 20, 2015 the service was called Google Webmaster Tools.<sup>[1]</sup> In January 2018, Google introduced a new version of the search console, with changes to the user interface. In September of 2019, old Search Console reports, including the home and dashboard pages, were removed.<sup>[2]</sup>

**Google Search Console is** a free service offered by **Google** that helps you monitor, maintain, and troubleshoot your site's presence in **Google Search** results. You don't have to sign up for **Search Console** to be included in **Google Search** results, but **Search Console** helps you understand and improve how **Google** sees your site.

**Google** announced that for those who have an **Android app** associated with **their** website can now get data about **the app's** performance in **Google Search Console**. You can now see your **app's** clicks, impressions, CTR, and position with a separate **search** appearance in **the** performance report.

Google is a virtually ubiquitous aspect of both modern marketing and web use in general, providing unparalleled search abilities and analytical tools for those looking to get ahead.

Google Analytics and Google Search Console – former Google Webmaster – can both provide a boost to your success on the web, but they're not exactly the same.

### GOOGLE ANALYTICS

Among the most popular tools for those in the marketing field, [Google Analytics](#) gives site owners a vivid snapshot of traffic statistics. Highlighting primarily how web users interact with your site, Google Analytics provides stats like total site visits, bounce rate, average time on site, and even demographic information for members of your audience. In addition, Google Analytics offers plenty of benefits for marketers running active campaigns, like seamless integration with AdSense, Google Plus, and AdWords.

The primary focus of Google Analytics is to interpret and process website usage data, identifying trends and opportunities you can leverage to increase traffic and boost your web presence. Despite the correlation between site visitors and success on search engines, Google Analytics doesn't make solid connections from which marketers can expand on their SEO strategies.

### GOOGLE SEARCH CONSOLE

[Google Search Console](#) is a tool for webmasters that promotes success in search results. With a focus on impressions, users are able to study things like click-through rates, search queries, crawl errors, links from outside websites, and HTML errors. These metrics have little to do with who actually visits your site; it's more related to the ways in which your site appears to those searching keywords and phrases, making the options available valuable for SEO marketers and web developers. Unlike Google Analytics, which presents flexible and customizable data in an easily-managed form but is largely objective, Google Search Console offers more suggestions, highlighting problem areas and opportunities for improvement. This can be a benefit for those targeting SEO development as the relationship between ranking and optimization is made a little clearer.

The service include tools that let webmasters

- Submit and check a [sitemap](#).
- Check and set the crawl rate, and view statistics about when [Googlebot](#) accesses a particular site.
- Write and check a [robots.txt](#) file to help discover pages that are blocked in robots.txt accidentally.
- List internal and external pages that link to the website.
- Get a list of links which Googlebot had difficulty in crawling, including the error that Googlebot received when accessing the [URLs](#) in question.
- See what keyword searches on Google led to the site being listed in the [SERPs](#), and the total clicks, total impressions, and the average click through rates of such listings. (Previously named 'Search Queries'; rebranded May 20, 2015 to 'Search Analytics' with extended filter possibilities for devices, search types and date periods).<sup>[3]</sup>
- Set a preferred domain (e.g. prefer example.com over www.example.com or vice versa), which determines how the site URL is displayed in SERPs.
- Highlight to [Google Search](#) elements of structured data which are used to enrich search hit entries (released in December 2012 as Google Data Highlighter).<sup>[4]</sup>
- View site speed reports from the Chrome User Experience Report.
- Receive notifications from Google for manual penalties.<sup>[5][6]</sup>
- Provide access to an [API](#) to add, change and delete listings and list crawl errors.<sup>[7]</sup>
- Rich Cards a new section added, for better mobile user experience.<sup>[8]</sup>
- Check the security issues if there are any with the website. (Hacked Site or Malware Attacks)
- Add or remove the property owners and associates of the web property.

### **1) Helps in finding the index errors-**

Google Search console helps you to find the index and crawl errors on the website, just sign in into your account, add your property, and then invite Google crawlers to your website. Once they crawl your website, they will show you the errors your website got, you can then fix the errors and re-invite crawlers to crawl your website again. This helps to solve a lot of errors which can affect the user experience on the website.

### **2) Helps you to know the queries and keywords you are ranking for-**

Google Search Console helps you to know the queries for which you got an impression on the Search Engine Results Page. It will also show the number of clicks you got for that query as well as the position for that keyword. isn't it the best thing? give your thoughts in the comment section below. This process takes time as you [grow your traffic](#) and continue your off-page SEO efforts. Keep a continuous watch every week in order to know the keywords you are already ranking for so that you can optimise and bet on those in order to rank them more higher.

### **3) Helps you to know which website is linking to you-**

Want to know who is linking to you? The magic of Search Console tells you the exact websites which link to you. You can know by clicking on 'Search Traffic' and then 'Links to your site', and guess what? BOOOM! the report is out there! Make sure that your website is fully [optimised](#) in order to help Google in your journey to rank you on page number 1. You can also read guides and blogs of the biggest marketers in the world namely [Neil Patel](#) and many more!

**4) Helps you to know if you have your Schema Markup in place-** ever heard about [schema.org](https://schema.org)? this thing helps you to set your markup data for the search engines. This helps search engines know the details of each and every page on company website. Google has made this a very important factor for ranking as well as a good [on-site SEO](#) practice.

**5) Helps you to know your internal links and if any broken links are present-** Internal linking is a very important and a 'MUST TO-DO' SEO practice. If a website has a good internal links structure then the odds of ranking the particular pages increase as the link juice, or the link authority is transferred to the respective pages.

'ERROR 404'? This tool helps you to find those errors and fix them too. Still thinking not to use this tool? This tool helps you to see your website from the eye of Google.

**6) There is much more!**

## JSS1MBA2DMDay07Module422Apr20 DM405 Google Search Console

### Review Questions

1. What are the main functions of Google Search Control
2. Discuss the difference between Google Analytics and Google search control
3. How does Google search control helps the Adminstrator in internal API management
4. Discuss how Adminstrator can tweak up the SERP listing based on Google Search analysis.
5. Use an example to illustrate how key words will help in boosting the search