

WordCamp Minneapolis 2020

LEVERAGING GOOGLE SEARCH CONSOLE AND GOOGLE
ANALYTICS TO ITS FULLEST FOR SEO

@ryanerwin33
#WCMSP

Ryan Erwin

SEO Manager
Digitas Chicago

<https://www.linkedin.com/in/ryanerwin>

erwin33@gmail.com

Slides will be posted
@
www.ryanerwin.blog

@ryanerwin33
#WCMSP

Setup/Audit the Foundation

@ryanerwin33
#WCMSP

Google Analytics

Free service setup by google that allows a website owner to monitor the analytics of their site by tracking and reporting on visitors and the actions they take, once on your web property.



Google Search Console

Free service setup by Google that allows a website owner to

“monitor, maintain and troubleshoot your site’s presence in Google Search results.”



A Few Plugins To Check Out

@ryanerwin33
#WCMSP

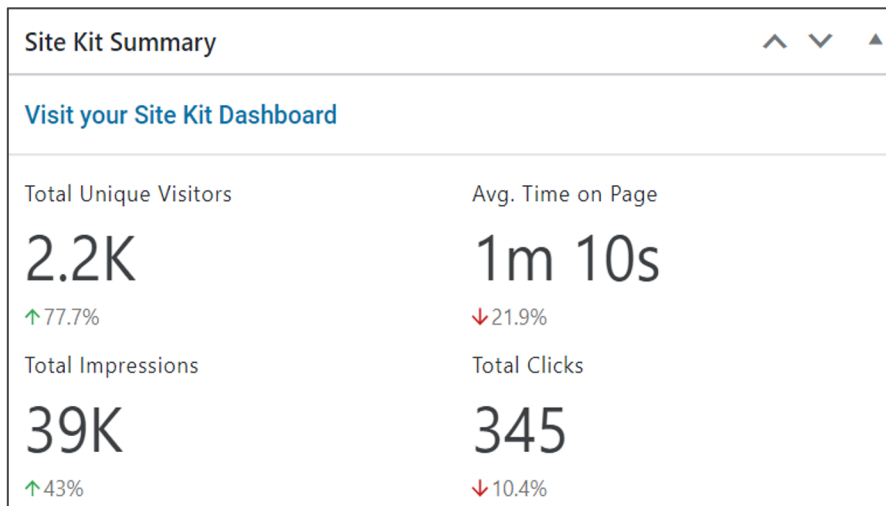
WordPress Plugin: Monster Insights

- A great plugin with a free version as well as a paid version that unlocks additional features
- All views available right within the WP admin



WordPress Plugin: Google Site Kit

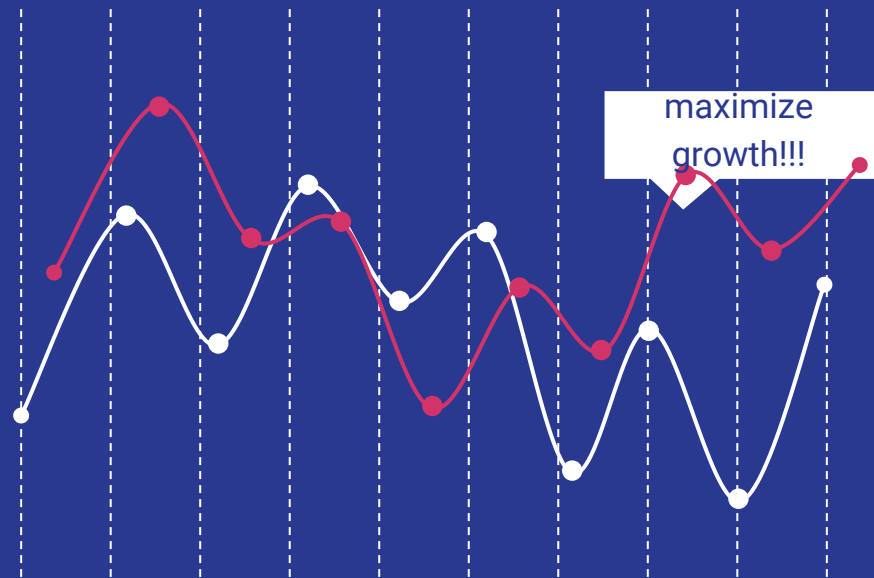
- New plugin authored by Google
- Integrates GA, GSC, Tag Manager and PageSpeed Insights into one dashboard
- Also can integrate AdSense and Optimize
- Search Console tab gives a great snapshot of clicks, impressions, average CTR & Position as well as top keywords searched
- All right within the WP admin



Bing Webmaster Tools

Setup and verify with Google
Search Console to maximize
visibilty in organic search.

<5 minutes to setup



Setup is key!

Create a solid foundation

Ensuring that Google Analytics and Google Search Console are/get setup correctly can be the difference between success and failure in organic search.

Common Misses In GA Setup

@ryanerwin33
#WCMSP

Google Analytics & Search Console Integration

- Critical integration point
- Set it and forget it integration
- Connect GSC to Search Console by clicking on “Adjust Search Console” in the Admin section of Google Analytics
- Then CLICK “Property Settings” and scroll to the bottom



Are GA and GSC already integrated?



This report requires Search Console integration to be enabled.

Set up Search Console data sharing

What is Search Console?

Search Console is a free product that provides data and analytics to help improve your site's performance in Google search.

Enabling Search Console data within Analytics

Once you connect a site you own in Search Console to your Analytics property, its data becomes visible in your Search Engine Optimization reports. You can visit the Property Settings page in Analytics account management to change which of your Search Console sites' data you wish to show, and control which views on your Web Property have access to view the data.

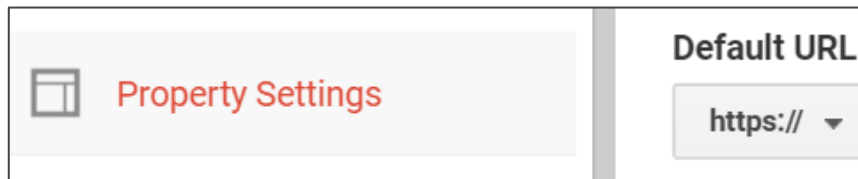
How to use Search Console data within Analytics

Search Console provides data about what users see in Google search results before they decide to click to your site (or some other site). You can use this data to identify opportunities and prioritize development effort to increase the number of visitors to your site. Examples:

- Identify landing pages on your site that have good clickthrough rates (CTR), but have poor average positions in search results. These could be pages that people want to see, but have trouble finding.
- Identify search queries (keywords) for which your site has good average positions, but poor click through rates. These are queries for which your pages get attention and improved content could lead to more visitors.

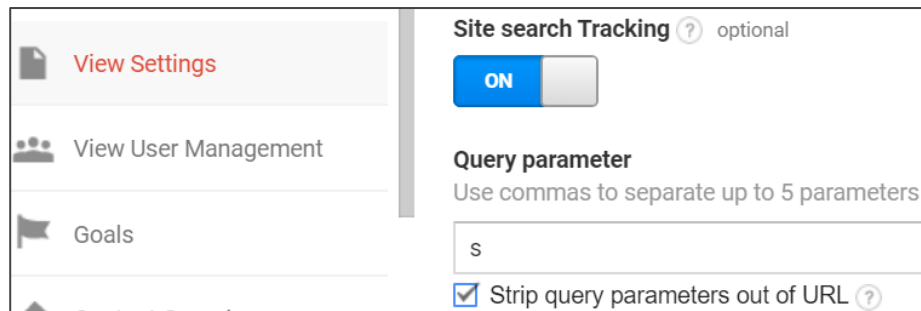
Ensure Site Is Set To HTTPS

- HTTPS is a ranking signal in Google's search algorithm
- Still come across sites that do not have SSL certificates
- Free certificates are provided by many vendors and work just fine
- Ensure SSL is installed and site redirect is set to HTTPS version AND then check GA
 - Admin > Property Settings > Default URL



Enable Site Search Settings

- Site search settings allows you to turn on tracking for search terms on your site
- Great listening tool for users looking for content that they might not be easily finding
 - Admin > View Settings > Site search Tracking
- Most WordPress sites carry a default Query parameter of s
 - Check by conducting a search and viewing the query string in the URL

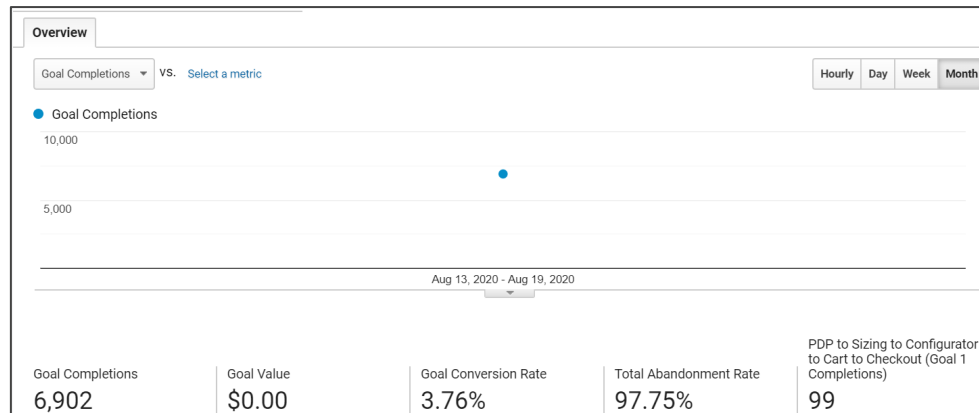


Leverage Site Search Report

- Listening Tool
- Most users will land on a page from search and then engage with your content via navigation or anchor text links within the landing page
- Terms showing up frequently in the search report are telling you something
- Ask yourself:
- Is there content for this search term?
- If not, CREATE IT!
- If so, where is it? How can I navigate to it? Is it in index? Is it an orphaned page? Troubleshoot each and every search term in that report to maximize each visitor's activity on your site.

Setup Goals

- Goals can be applied to most actions on the site
- They allow you to measure the success of a specific objective you want visitors to complete in (4) ways w and w/o value assigned:
- Destination
- Duration
- Pages/Screens per session
- Event



Utilize Annotations

- Annotations are a great way to memorialize important events over the life of a site
- Great way to explain peaks and valleys within traffic data
- Larger sites may have turnover with marketing vendors, so if you are a site owner, insist this feature be utilized



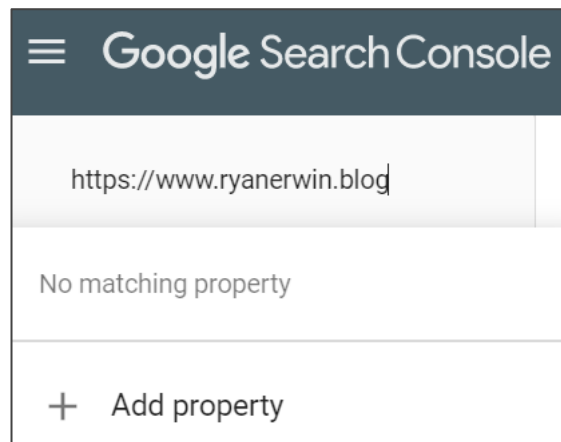
The screenshot shows a user interface for creating an annotation. At the top left, there are filters: "Show: All | Starred". On the right, there is a link "+ Create new annotation". Below the filters, there is a star icon, a date selector set to "Aug 18, 2020", and a large text input field containing a single character "I". To the right of the text field is a character count "0/160". Further right, there are visibility options: "Visibility:" followed by two radio buttons, "Shared" (which is selected) and "Private" (which has a blue question mark icon next to it). At the bottom right, there are two buttons: "Save" and "Cancel".

Common Misses In GSC Setup

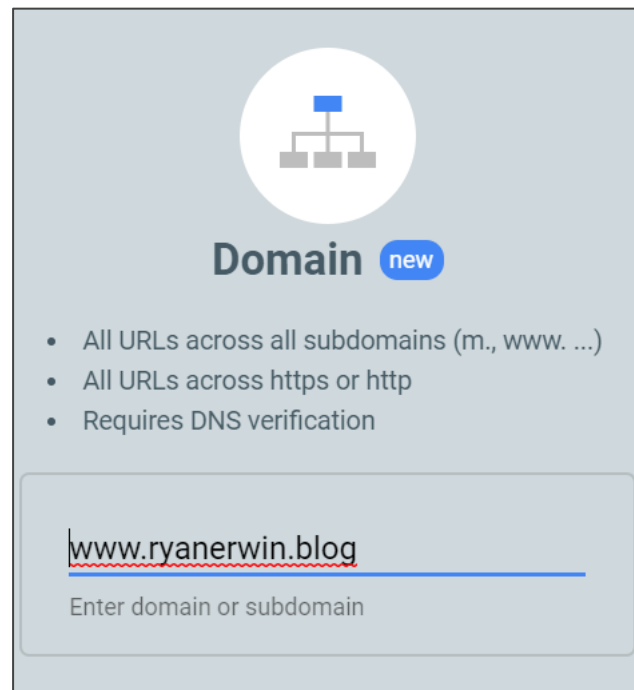
@ryanerwin33
#WCMSP

Add and Verify Site in Search Console

- Add a domain or site property
- Validate
- Let the data flow!



The screenshot shows the Google Search Console interface. At the top, there is a dark header with the Google Search Console logo. Below the header, there is a search bar containing the text "https://www.ryanerwin.blog". Below the search bar, there is a message "No matching property". At the bottom, there is a button with a plus sign and the text "Add property".



The screenshot shows the 'Add Domain' dialog in Google Search Console. At the top, there is a circular icon with a tree structure. Below the icon, the word 'Domain' is displayed next to a blue 'new' badge. Below this, there is a list of bullet points: 'All URLs across all subdomains (m., www. ...)', 'All URLs across https or http', and 'Requires DNS verification'. At the bottom, there is a text input field containing the text 'www.ryanerwin.blog' with a red squiggly underline, and a placeholder text 'Enter domain or subdomain'.

XML Sitemaps

- Submit xml sitemap to Search Console so Google can understand the information architecture of your site
- If using the SEO plugin Yoast, which dynamically generate your sitemap, submit: sitemap_index.xml
- Most recent version of WordPress has XML sitemap functionality built in for the first time
- Once you submit your sitemap and it validates, you won't really need to touch it

The image shows two identical-looking forms from Google Search Console, one for 'Site property' and one for 'Domain property'. Each form has a title 'Add a new sitemap' on the left and the property type on the right. Below the title is a text input field with a placeholder 'Enter sitemap URL'. In the 'Site property' form, the field is pre-filled with 'https://example.com/'. To the right of the input field is a grey 'SUBMIT' button.

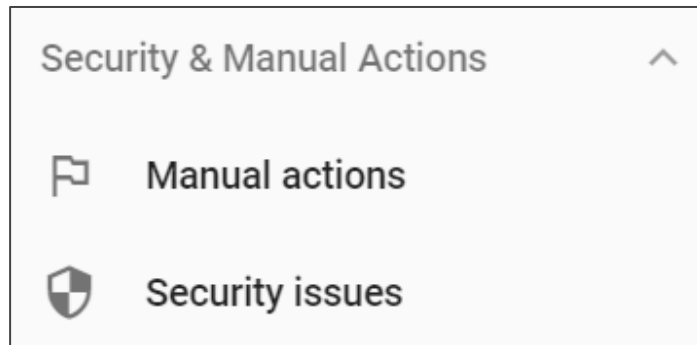
Property Type	Form Title	Input Field Placeholder	Input Field Value	Button
Site property	Add a new sitemap	Enter sitemap URL	https://example.com/	SUBMIT
Domain property	Add a new sitemap	Enter sitemap URL		SUBMIT

XML Sitemap Maintenance

- Remove old sitemaps
- Status codes...
- Ensure that all URLs within the sitemap are 200 status code
- Avoid wasting crawl budget
- Ensure that URLs belong in the applicable sitemap

Investigate Security & Manual Actions

- Immediately address and mark for reconsideration
 - Can be site hacking
 - Black hat tactics
 - Investigate and remediate

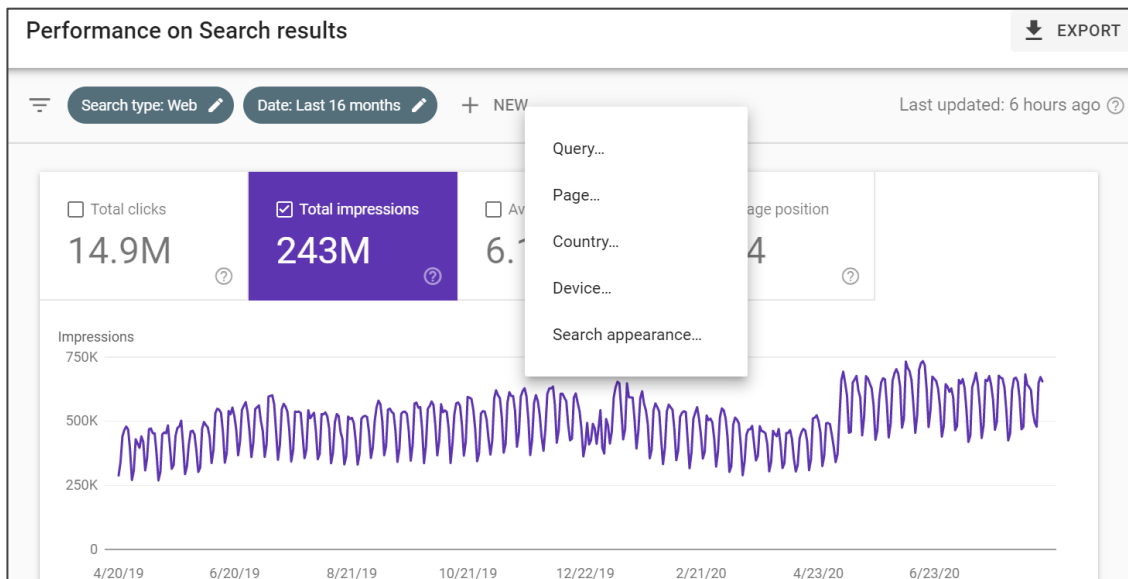


Key Search Console Reports

@ryanerwin33
#WCMSP

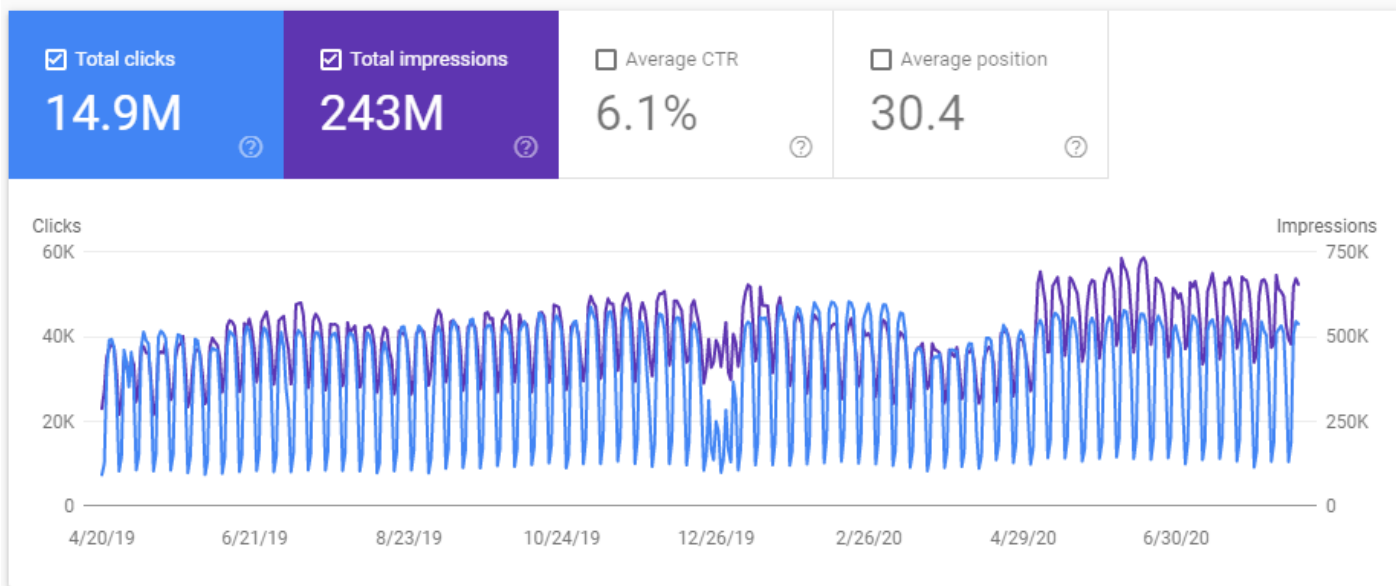
Performance Report

- Data goes back 16 months
- Clicks, Impressions, average CTR & Position
- Add additional parameters as illustrated in the screenshot
- Provides valuable insight into how visitors see your site in search and if they take action
- Data in GSC stops on click in SERP



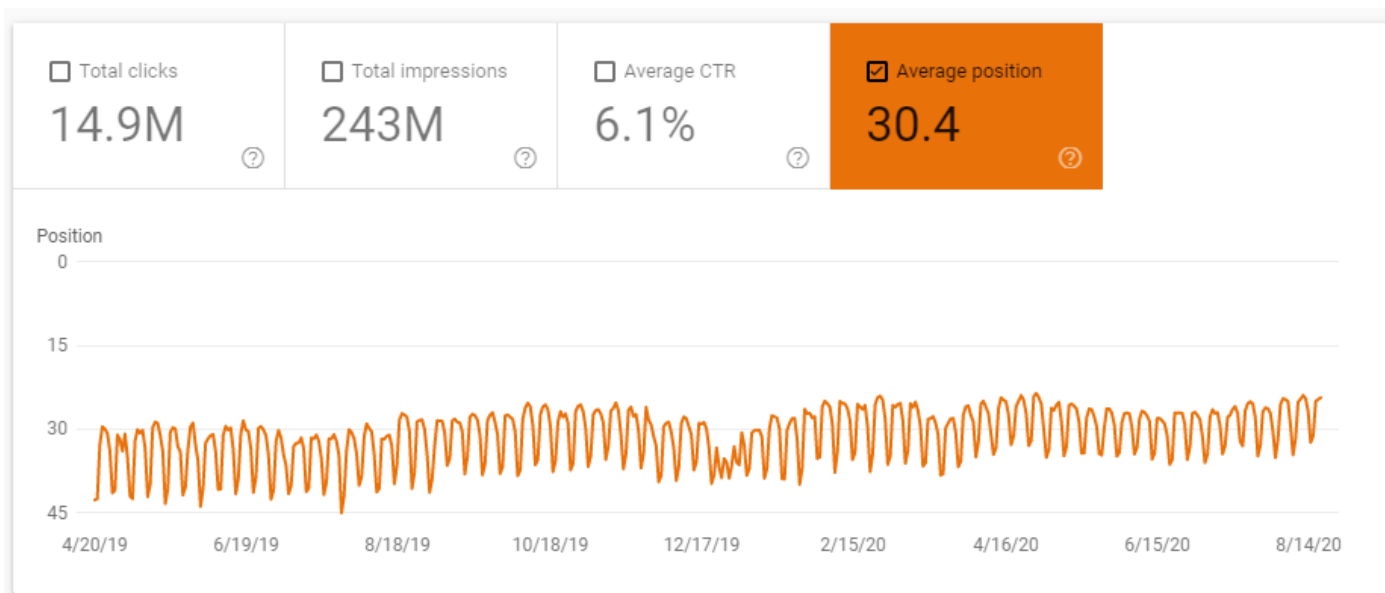
Performance Report

- Clicks and Impressions (visibility in search)



Performance Report

- Average position is decreasing and more search terms are appearing on page 1

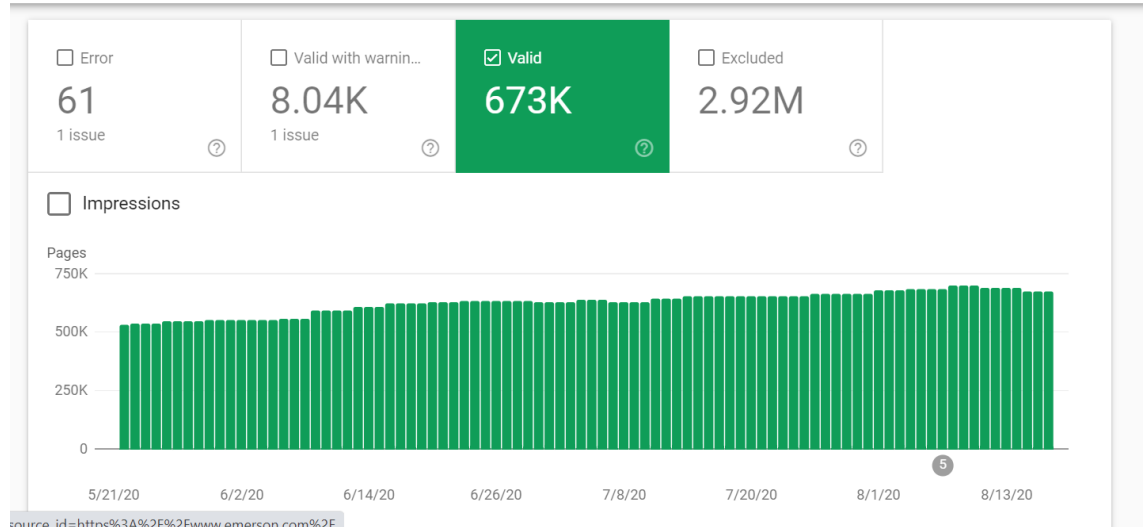


Coverage Report

- Data goes back 3 months
- Shows sample of data
- Validate indexation
- Understand what pages are not in index and why







Coverage

EXPORT















Coverage Report: Errors

- Errors in coverage report


Status	Type	Validation ↓	Trend
Error	Server error (5xx)	! Not Started	
Error	Submitted URL seems to be a Soft 404	N/A	
Error	Submitted URL not found (404)	N/A	
Error	Submitted URL marked 'noindex'	N/A	
Error	Submitted URL has crawl issue	N/A	
Error	Submitted URL blocked by robots.txt	N/A	

Coverage Report: Excluded

Status	Type	Validation ↓	Trend
Excluded	Alternate page with proper canonical tag	N/A	
Excluded	Blocked by robots.txt	N/A	
Excluded	Crawl anomaly	N/A	
Excluded	Crawled - currently not indexed	N/A	
Excluded	Duplicate, Google chose different canonical than user	N/A	
Excluded	Soft 404	N/A	
Excluded	Duplicate without user-selected canonical	N/A	
Excluded	Not found (404)	N/A	
Excluded	Page with redirect	N/A	
Excluded	Excluded by 'noindex' tag	N/A	
Excluded	Duplicate, submitted URL not selected as canonical	N/A	
Excluded	Discovered - currently not indexed	N/A	


URL Inspection Tool

- This is the source of truth on Google
- Use this to inspect a URL and understand what's going on

 Inspect any URL in "ryanerwin.blog"

https://ryanerwin.blog/wordcamp-minneapolis/

URL Inspection



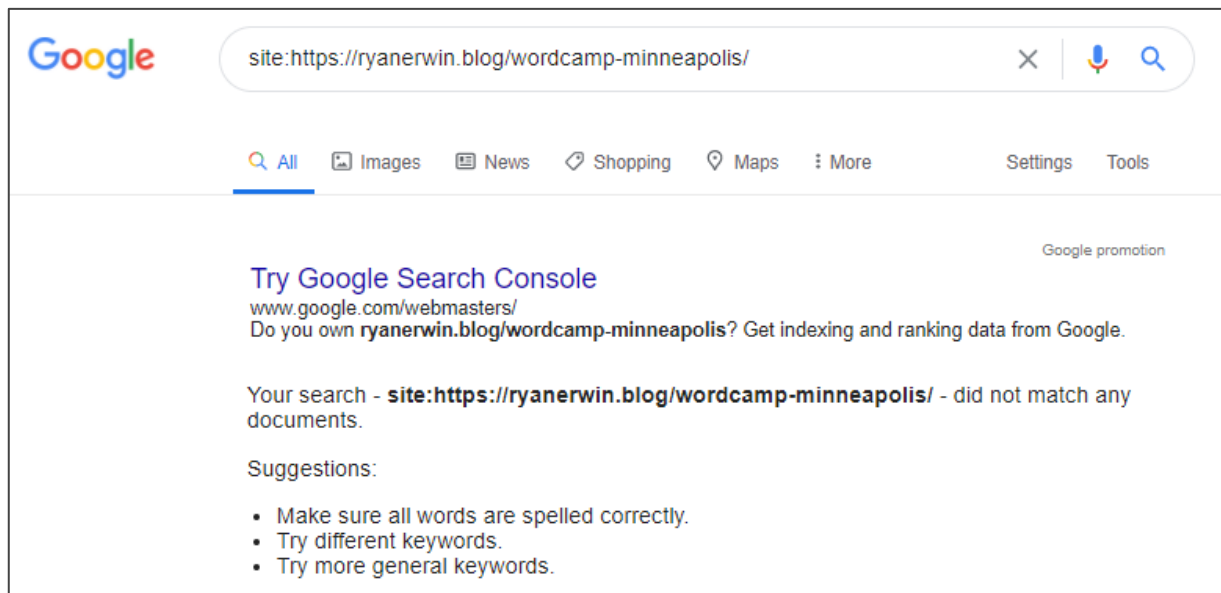
URL is not on Google
This page is not in the index, but not because of an error. See the details below to learn why it wasn't indexed. [Learn more](#)

VIEW CRAWLED PAGE


Page changed? **REQUEST INDEXING**

Site: Search Operator


- Quick check in index with a site:URL-HERE




URL Inspection Tool

 **URL is on Google, but has issues**
It can appear in Google Search results (if not subject to a manual action or removal request). However, some issues prevent it from being eligible for all enhancements. [Learn more](#)

[VIEW CRAWLED PAGE](#) [Page changed?](#) [REQUEST INDEXING](#)

 **Coverage**

Indexed, not submitted in sitemap 

Discovery


Sitemaps	N/A
Referring page	None detected

URL might be known from other sources that are currently not reported

Crawl

Last crawl	Aug 20, 2020, 11:05:21 PM
Crawled as	Googlebot desktop
Crawl allowed?	Yes
Page fetch	Successful
Indexing allowed?	Yes

Indexing

User-declared canonical	https://ryanerwin.blog/wordcamp-minneapolis/
Google-selected canonical 	Inspected URL

[LEARN MORE](#) [OPEN REPORT](#)

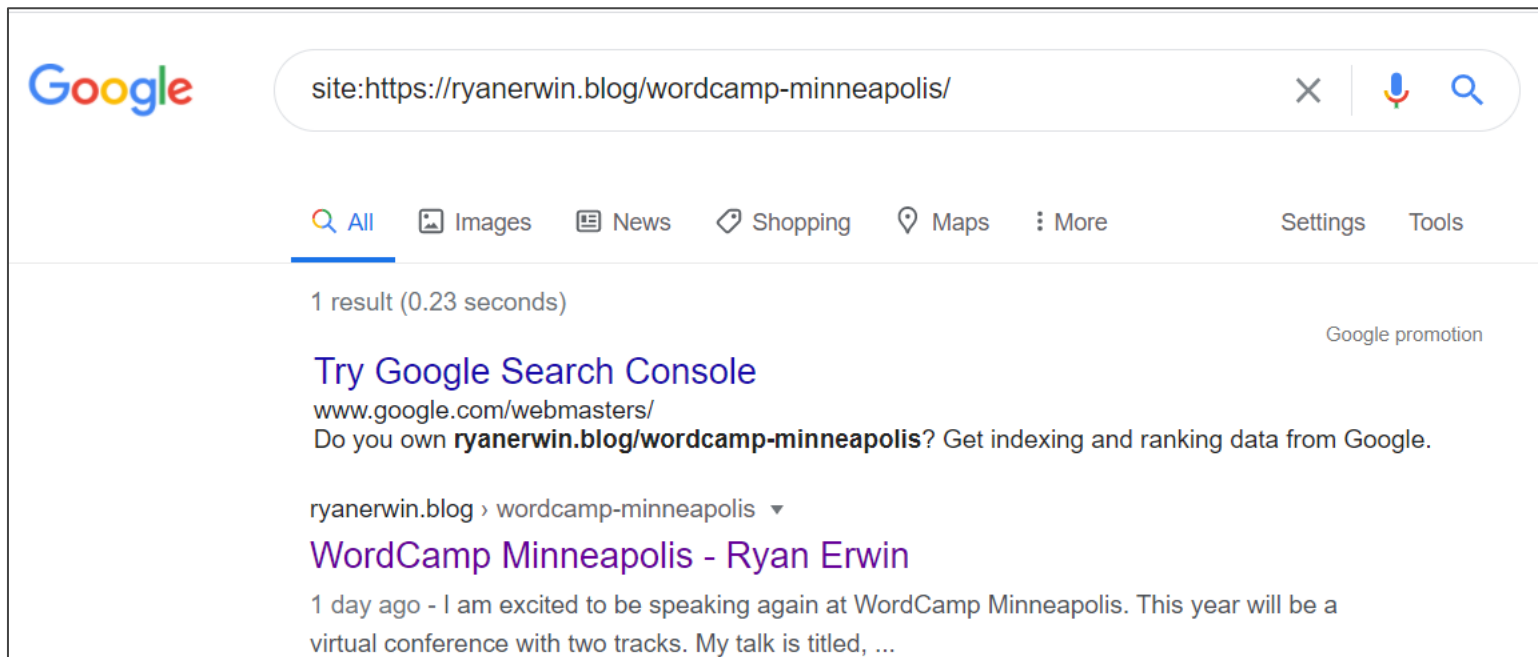
XML Sitemap Manual Validation

- I can manually validate its there by navigating to the XML sitemap

URL	Images	Last Mod.
https://ryanerwin.blog/	0	
https://ryanerwin.blog/ryan-erwin-digital-marketing-consulting/	0	2020-08-15 02:40 +00:00
https://ryanerwin.blog/wordcamp-waukesha/	0	2020-08-15 02:40 +00:00
https://ryanerwin.blog/business-development-for-freelancers-and-development-agencies-seo-best-practices/	0	2020-08-15 02:40 +00:00
https://ryanerwin.blog/bloghouse-indianapolis-indiana/	0	2020-08-15 02:40 +00:00
https://ryanerwin.blog/indianapolis-great-food-culture-and-energy/	3	2020-08-15 02:40 +00:00
https://ryanerwin.blog/wordcamp-st-louis/	0	2020-08-15 02:40 +00:00
https://ryanerwin.blog/memphis-food-cultural-destination/	8	2020-08-15 02:40 +00:00
https://ryanerwin.blog/wordcamp-minneapolis/	0	2020-08-20 04:21 +00:00

Site: Search Operator

- Quick check in index with a site:URL-HERE





Thank you!

@ryanerwin33
#WCMSP

Slides will be posted
@
www.ryanerwin.blog

...or Google: Ryan Erwin SEO

@ryanerwin33
#WCMSP



Questions?

...or Google: Ryan Erwin SEO

@ryanerwin33
#WCMSP

Ryan Erwin

SEO Manager
Digitas Chicago

Please reach out with any questions as I am happy to connect and help.

<https://www.linkedin.com/in/ryanerwin>

erwin33@gmail.com
