

Google Search Console

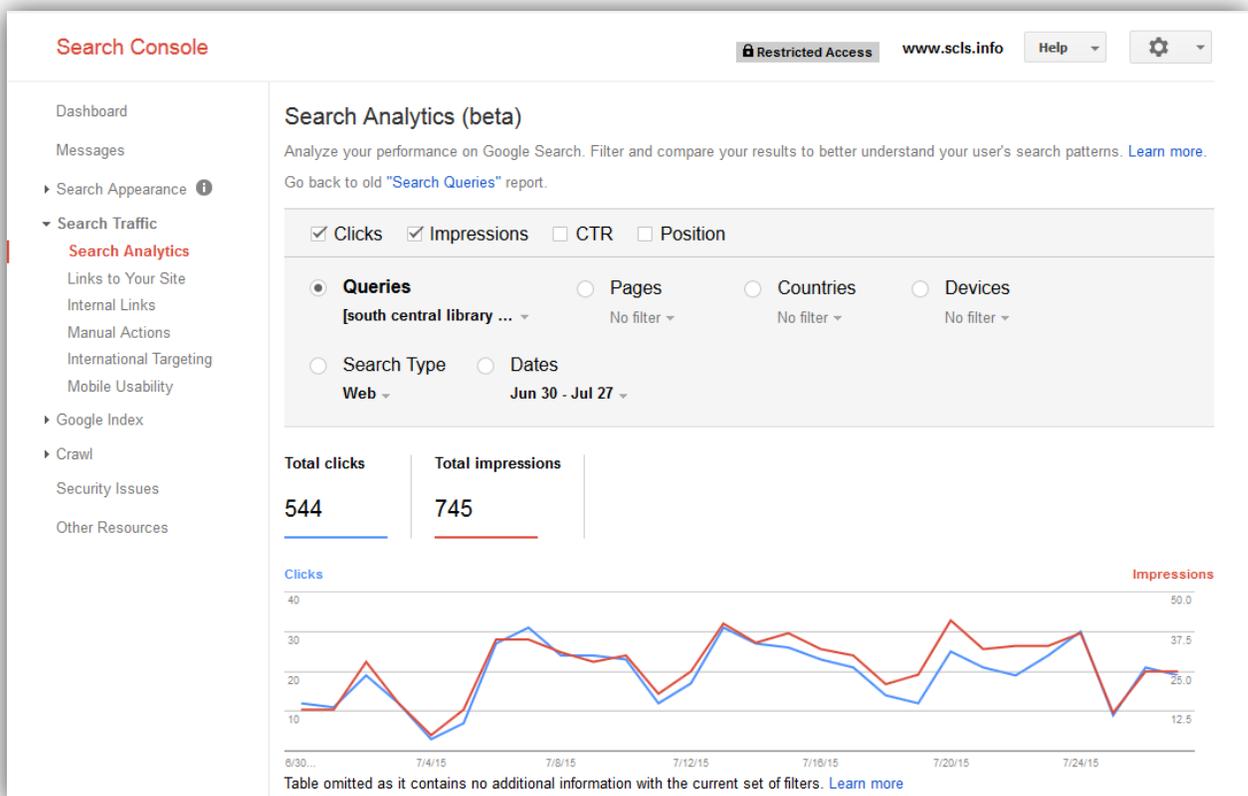
Google Search Console is a powerful free tool to see how your website performs in Google search results and to help monitor the health of your website.

How does your site perform in Google Search results?

Search Analytics is the main tool in Search Console to see how your site performs in Google search results. Using the various filters on Search Analytics you can see:

- The top search queries people used to find your website
- Which countries your web traffic is coming from
- What devices visitors are using (desktop, mobile, or tablet)
- How many people saw your site in a search results list (measured as impressions)
- How many people clicked on your site from their search results
- Your website's ranking in a search results list for a given term

For example, the search query used most often to find the SCLS website is 'South Central Library System.' When people search 'South Central Library System' www.scls.info is the first result in the list. As shown below, this July, 745 people used this search query and 544 people clicked on the search result to bring them to www.scls.info.



Monitoring your website health

Google Search console also has tools to monitor your website's health. The Security Issues tab lets you know if there are any signs that your site has been hacked and has information on how to recover. The Crawl Error tool lets you know if Google was unable to navigate parts of your website in order to index it for searching. If Google can't crawl your website, it often means visitors can't see it either, so it is a good idea to address any errors you find here. You can also see how well your website is built to run on mobile devices with the Mobile Usability tool.

Much, much more

There are many more tools available through Google Search Console to help you optimize your website. If you are redesigning or updating your website, it can be useful to look at the available data to guide the changes you make and to measure if they were successful.

Accessing Google Search Console

You can access Google Search Console by using a Google account to log in at www.google.com/webmasters/tools/. Then follow the directions here to connect your website to Google Search Console: <https://support.google.com/webmasters/answer/34592?hl=en&authuser=1> . You may require assistance from your website manager or website host to connect your website.

For a good overview of Search Console visit this website:
<http://webdesign.tutsplus.com/articles/everything-you-need-to-know-about-google-search-console--cms-24069>

More information can also be found through Google support:
<https://support.google.com/webmasters/?hl=en#topic=3309469>