

Google Search Console



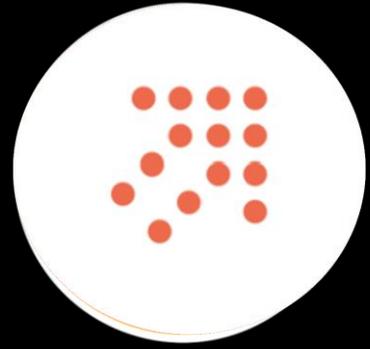
Lunch & Learn Webinar Series

Setting up Google Search Console for Success

- 📍 Online
- 📅 Monday 9 February
- 🕒 12pm - 1.30pm
- 🟢 First Step into Digital



—Your—
Marketing
—Specialist—



Setting Up Your Google Search Console for Success

York & North Yorkshire
**GROWTH
HUB**



Funded by
UK Government

Lunch & Learn Webinar Series

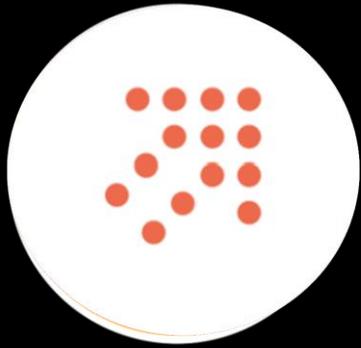
Setting up for success with Google Tools

-  Online
-  Every Monday in February
-  12pm - 1.30pm
-  First Step into Digital



Introduce yourself in the chat

- What you do
- Where you're based
- What you're having for lunch



Google Success Series

Setting up your Google Business Profile for Success



What you'll learn

- Improve your visibility and credibility.
- Put your business on the map.
- Optimise your Profile to appear in Search results.
- Confidently collect reviews to build trust.
- Insights to understand how customers are finding you.

Replay Available

Setting up Google Analytics for Success



What you'll learn

- Set up Google Analytics to track user activity
- How to use Google Tag Manager
- Understand your website performance over time
- Which marketing channels drive traffic and results
- Use data to drive decision making

Monday 16th February

Setting up profitable Google Ads

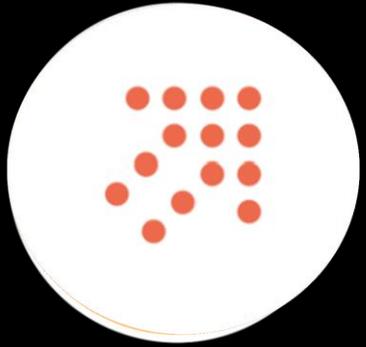


What you'll learn

- How Google Ads actually work
- What makes a successful ad
- Select the right keywords and optimise ad copy
- Avoid common overspending mistakes
- Create a Google Search campaign

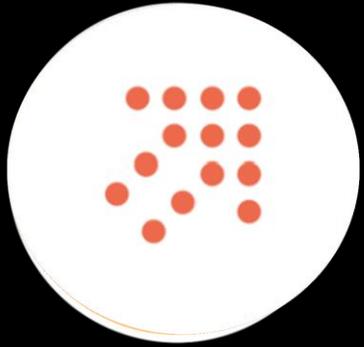
Monday 23rd February

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What to Expect Today

- Record breakingly quick introduction
- Check-in where you are today
- What is a Google Search Console (and why do you need it)
- Understanding GSC reports and filtering the data
- Content optimisation opportunities
- Page indexing
- Adding your website and verifying ownership
- Check-out

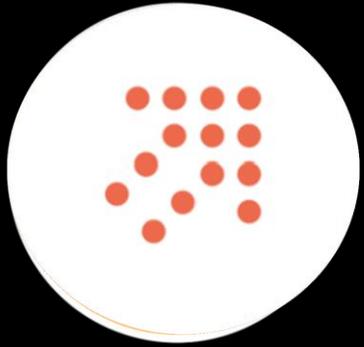


Who Am I



- Your Marketing Specialist
- 20 years experience
- Staples, Damart, Portakabin, Butterkist
- Helped over 900 small businesses...
- from Accountants to Zumba instructors
- ‘Stonkingly Good’ Award Winner
- Love walks on the beach & stunning sunsets





Resources

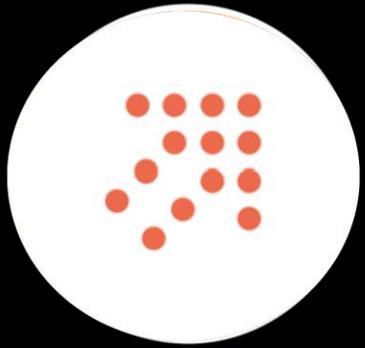
Google Search Console

<https://search.google.com/search-console>

Progress Tracker

<https://forms.gle/8tS3F7oqcicRjRyX8>



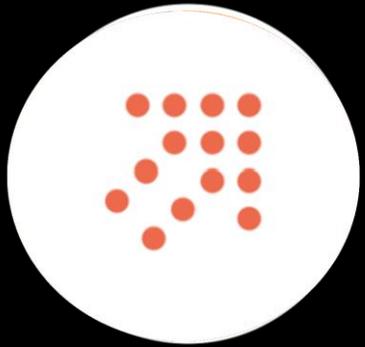


CHECK IN Q1

Do you have Google
Search Console?

YES

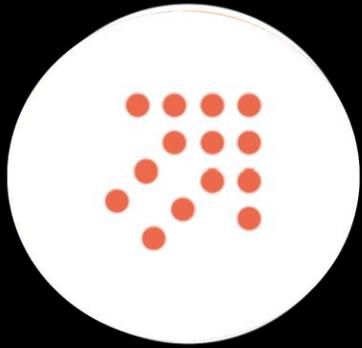
NO



CHECK IN Q2

How often do you
check your website
performance?



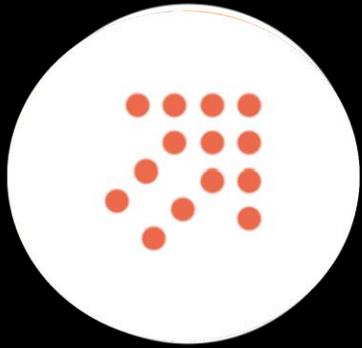


CHECK IN Q3

Do you know how
many website visitors
you get every
month?

YES

NO

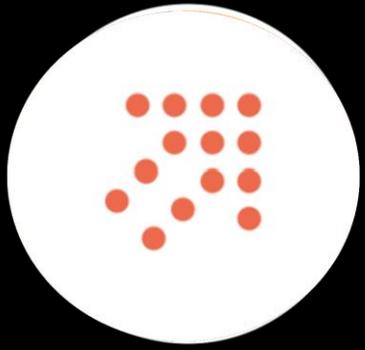


CHECK IN Q4

Do you know which
keywords your
website is ranking on
the 1st page?

YES

NO

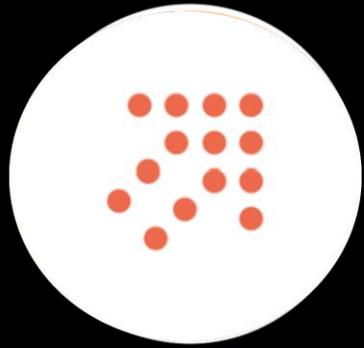


CHECK IN Q5

Do you know which
keywords people
actually click on to
get to your website?

YES

NO



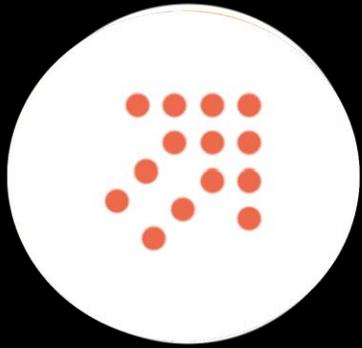
What is Google Search Console

Free tool from Google that helps you understand how your website performs in Google search

Shows you how google crawls, indexes and serves your site to users

Tells you when there are technical errors on your site

Insights & Diagnostic tool - Don't need it to appear in search results – but it can help you improve your search performance, ranking & visibility.

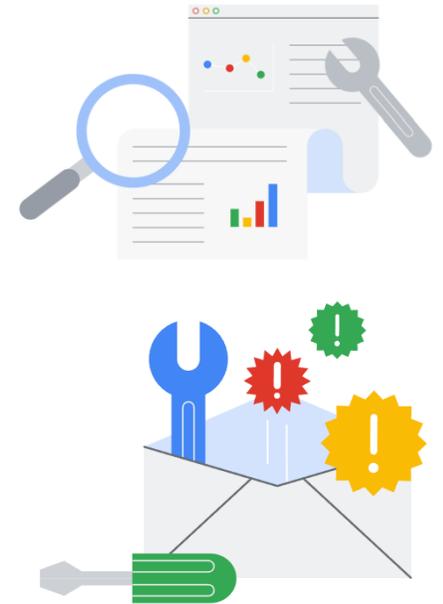


Why Do You Need Google Search Console

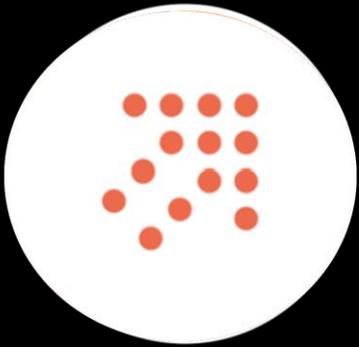
- ✓ See how many people visit your website from a Google Search
- ✓ See which search terms (keywords) people click on to visit your site
- ✓ See how many people see your search result listing for a specific search query
- ✓ See which position your website ranks for each search term/query
- ✓ See which pages/blog posts are popular or declining
- ✓ Submit pages for Google to index
- ✓ Identify any technical issues that might affect your search performance



Keyword = search term = search query = **Queries**



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Google Search Console

☰ Google Search Console

★ https://www.yourmarke... ▾

- 🏠 Overview
- 💡 Insights
- 📈 Performance
- 🔍 URL inspection

▾ Indexing

- 📄 Pages
- 🗺️ Sitemaps
- 🗑️ Removals

▾ Experience

- 📊 Core web vitals

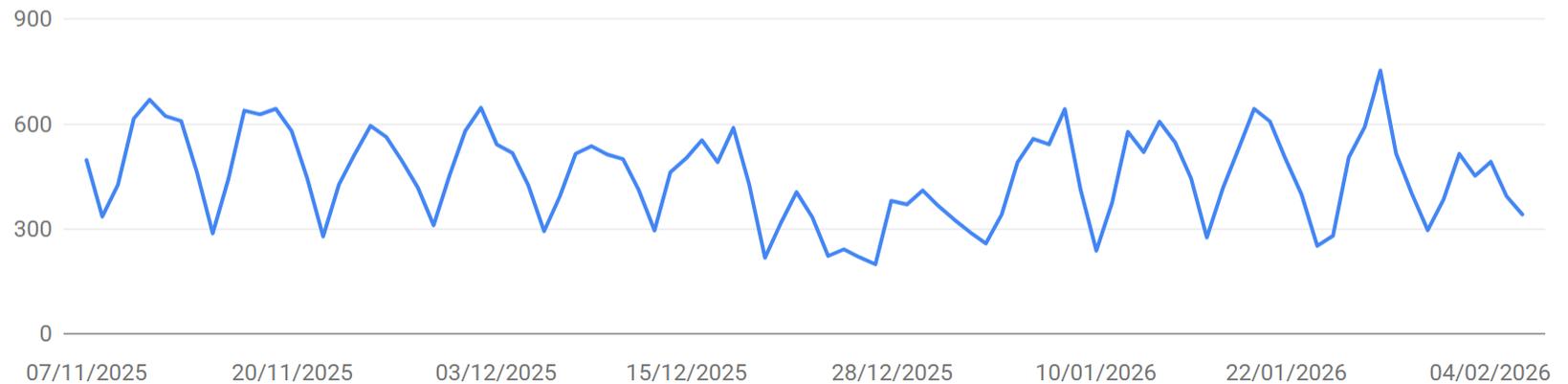
▾ Shopping

- 🛒 Merchant opportunities

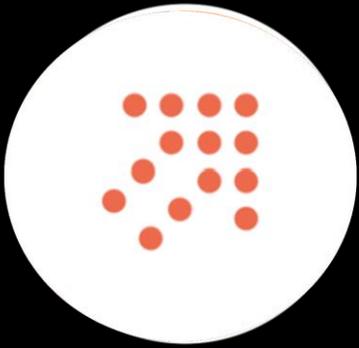
Performance

[Full report >](#)

— 41,617 total web search clicks



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Navigating Google Search Console

Google Search Console

https://www.yourmarke...

- Overview
- Insights
- Performance
- URL inspection

- Indexing
 - Pages
 - Sitemaps
 - Removals
- Experience
 - Core web vitals
- Shopping
 - Merchant opportunities

- Overview
- Performance
- Recommendations
- Indexing
- Experience (Core Web Vitals)
- Shopping (Google Merchant Centre)

Google Search Console

https://www.yourmarke...

- Overview
- Insights
- Performance
- URL inspection

- Indexing
 - Pages
 - Sitemaps
 - Removals
- Experience
 - Core web vitals
- Shopping
 - Merchant opportunities

Performance

41,617 total web search clicks

Recommendations

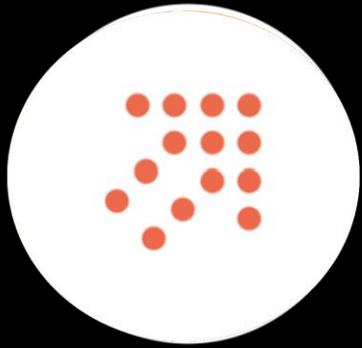
- A page recently got fewer clicks than usual. Check this page's performance to investigate further. [Check page performance](#)
- A page recently got more impressions than usual. Check this page's performance to investigate further. [Check page performance](#)

Indexing

Pages

3,205 not indexed pages | 777 indexed pages

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Clicks from a Google Search

Overview



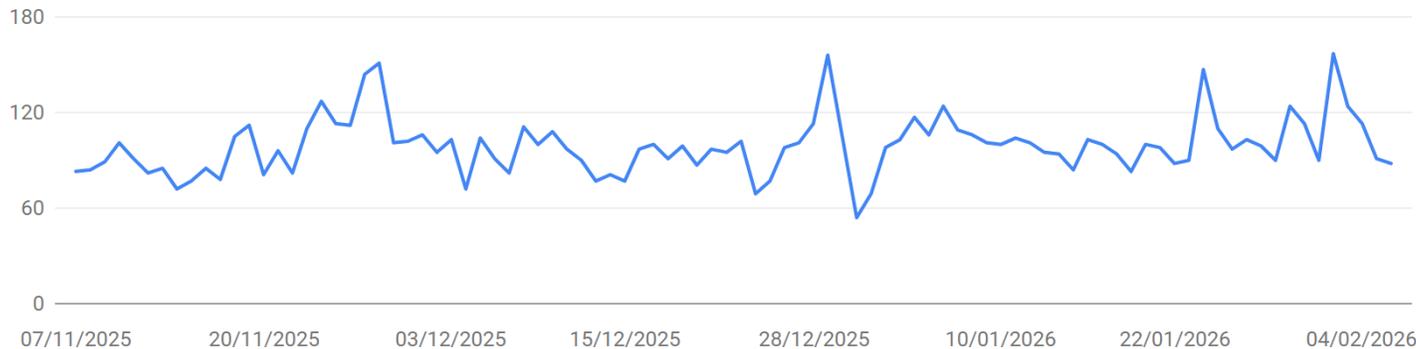
Get insights into your site's Search performance

[Explore your insights >](#)

Performance

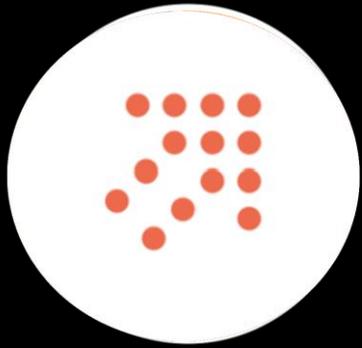
[Full report >](#)

— 9,111 total web search clicks

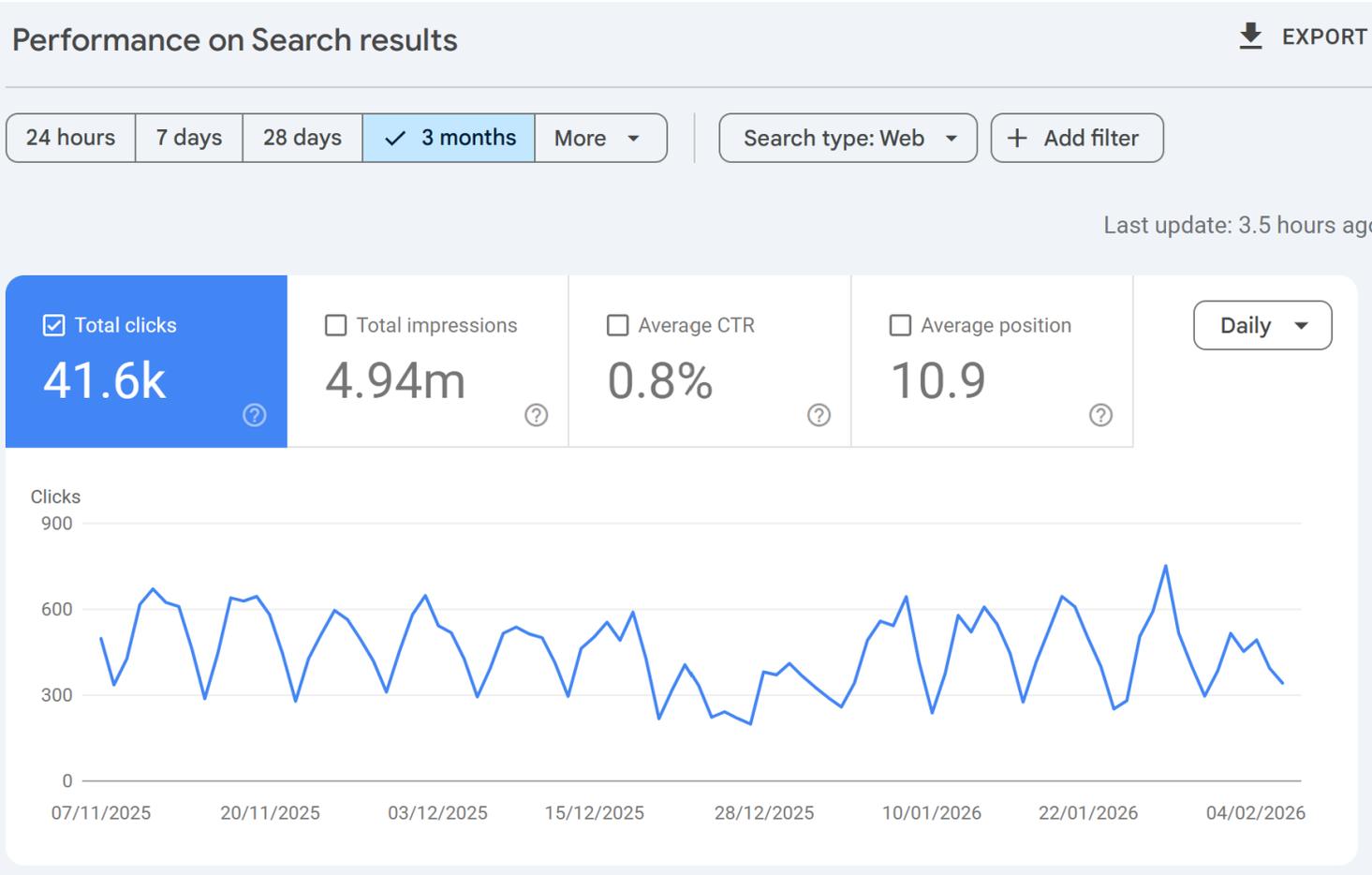
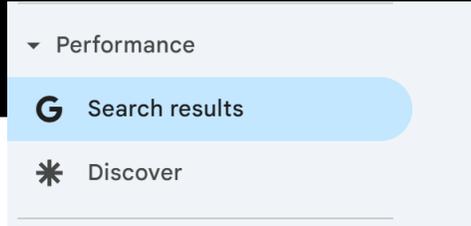


How many people visit your site from a Google search?

This is the main data you see in the home page of your Search Console Account in the Performance section of the Overview menu.

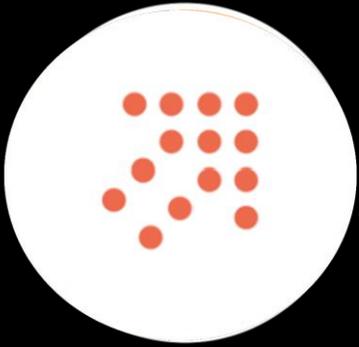


Clicks from a Google Search



Deeper Insights from the Full Report or from Search Results menu tab

Analyse by date range to compare over different time periods from 24 hours to 16 months or custom date fields.



Clicks from which Search Queries

- Performance
- Search results**
- Discover

QUERIES PAGES COUNTRIES DEVICES SEARCH APPEARANCE DAYS

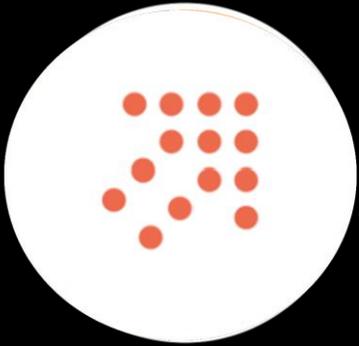
Top queries

↓ Clicks

how to make phone numbers a clickable link	579
marketing consultant	375
seo specialist	342
your marketing specialist	226
louise mason	125
google ads workshop	107
marketing strategy	15

Filter data by number of clicks by search query, page, country, device, search appearance, days.

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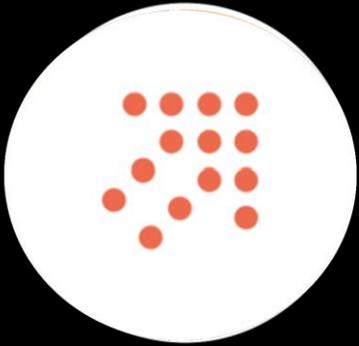


Clicks from which Search Queries

- Performance
- Search results**
- Discover

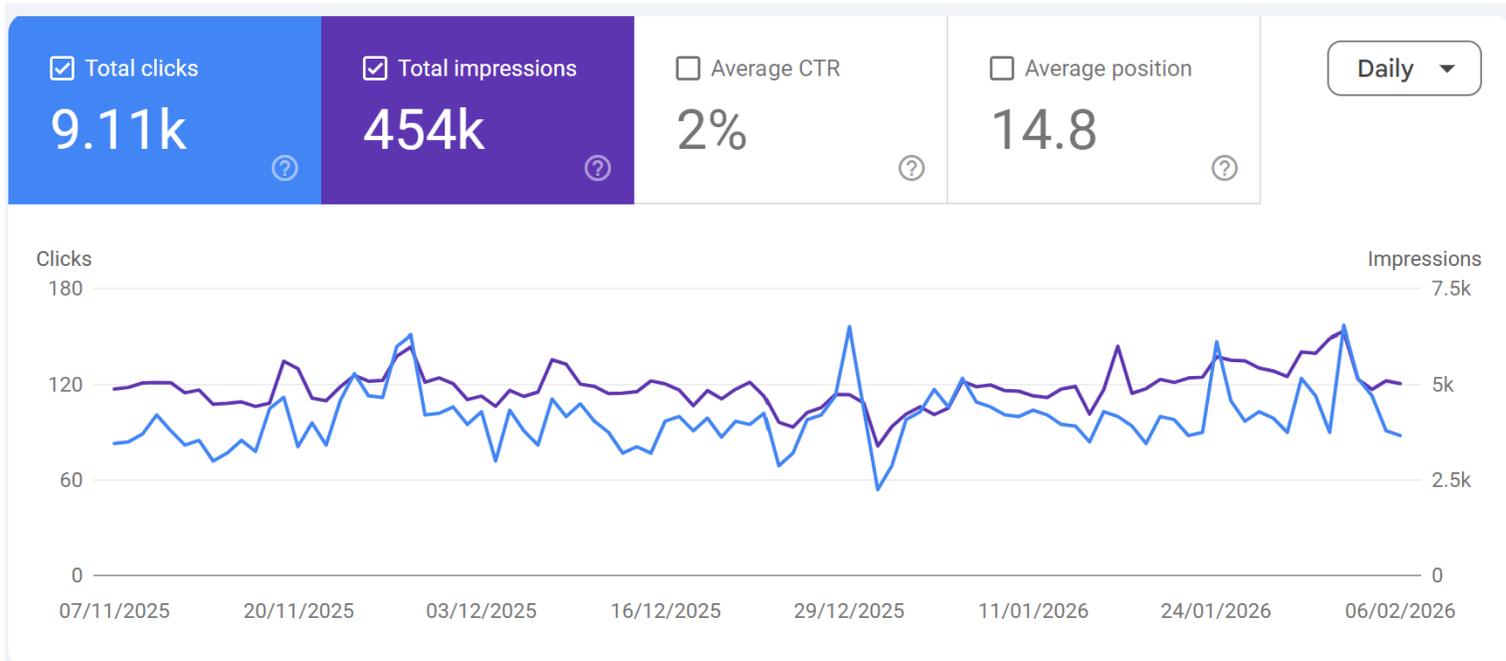
QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DAYS
Page				Clicks	
https://www.yourmarketingspecialist.co.uk/phone-number-a-clickable-link/ ↗				579	
https://www.yourmarketingspecialist.co.uk/marketing-consultant/ ↗				375	
https://www.yourmarketingspecialist.co.uk/seo-specialist/ ↗				342	
https://www.yourmarketingspecialist.co.uk/ ↗				226	
https://www.yourmarketingspecialist.co.uk/about-louise-mason/ ↗				125	
https://www.yourmarketingspecialist.co.uk/workshops/google-ads/ ↗				107	
https://www.yourmarketingspecialist.co.uk/marketing-strategy/ ↗				15	

Filter data by number of clicks by search query, page, country, device, search appearance, days (date).



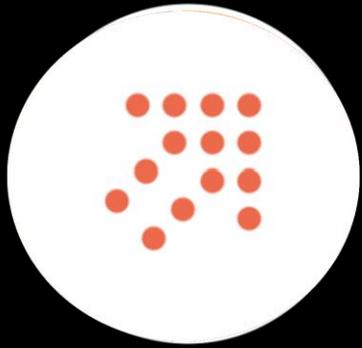
Search Result Views (Impressions)

- Performance
- Search results**
- Discover

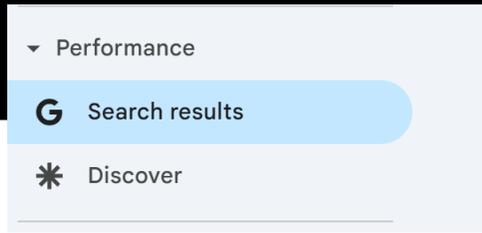


See how many people see your search result listing for a specific search query = number of impressions





Search Result Views (Impressions)

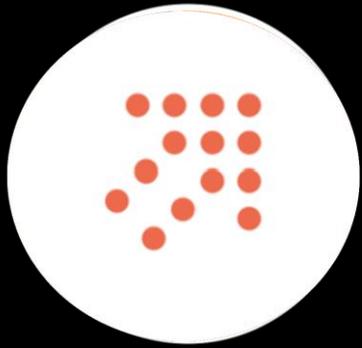


Top queries	↓ Clicks	Impressions
how to make phone numbers a clickable link	579	2,388
marketing consultant	375	1,220
seo specialist	342	952
your marketing specialist	226	1,386
louise mason	125	2,958
google ads workshop	107	462
marketing strategy	15	660

See how many people see your search result listing for a specific search query = number of impressions

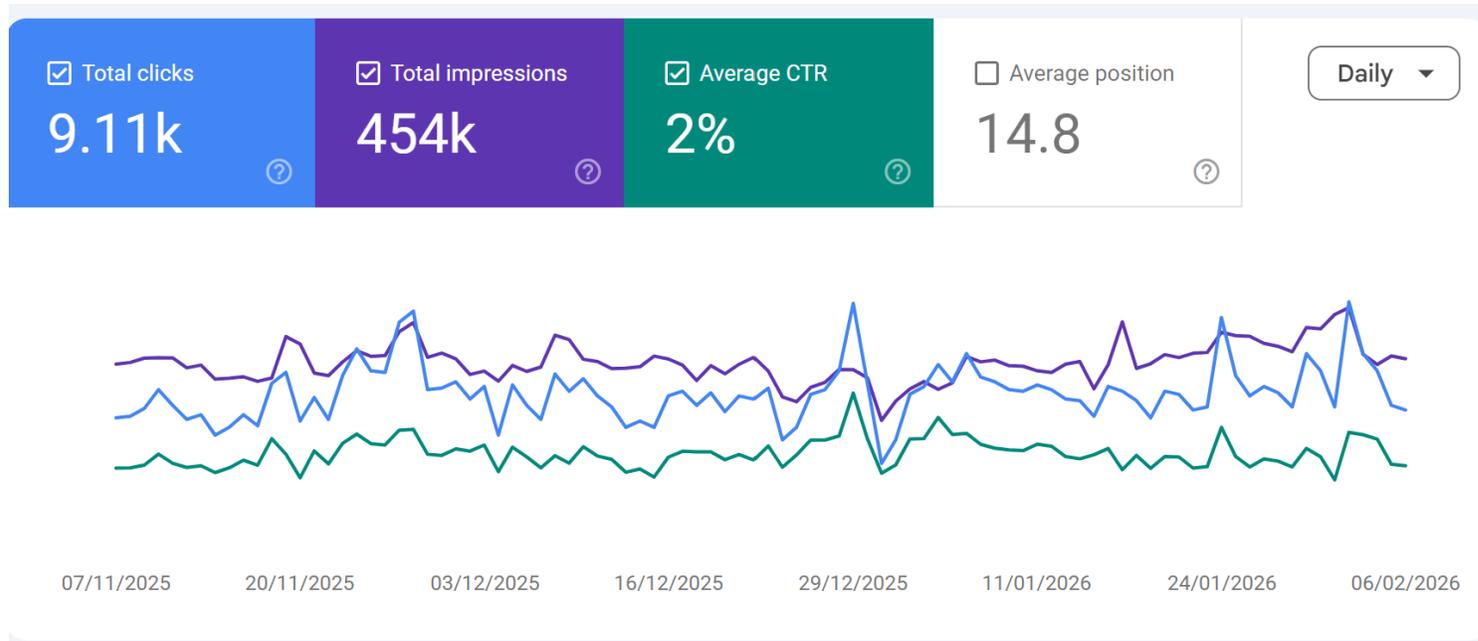


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How Many People See You in Google Search and Click

- Performance
 - Search results
 - Discover

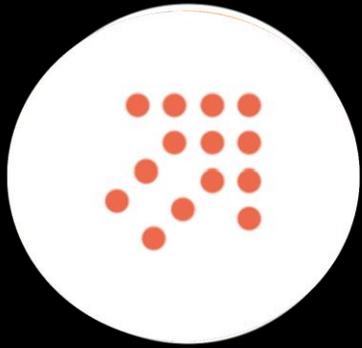


The percentage of people who saw the search engine listing and clicked

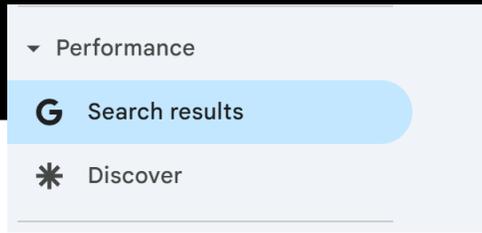
Click Through Rate
 $\text{Clicks/Impressions} = \text{CTR}$



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How Many People See You in Google Search and Click

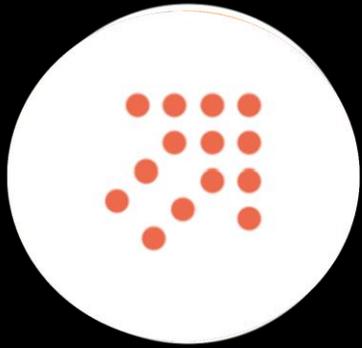


Filter by search query, page, etc



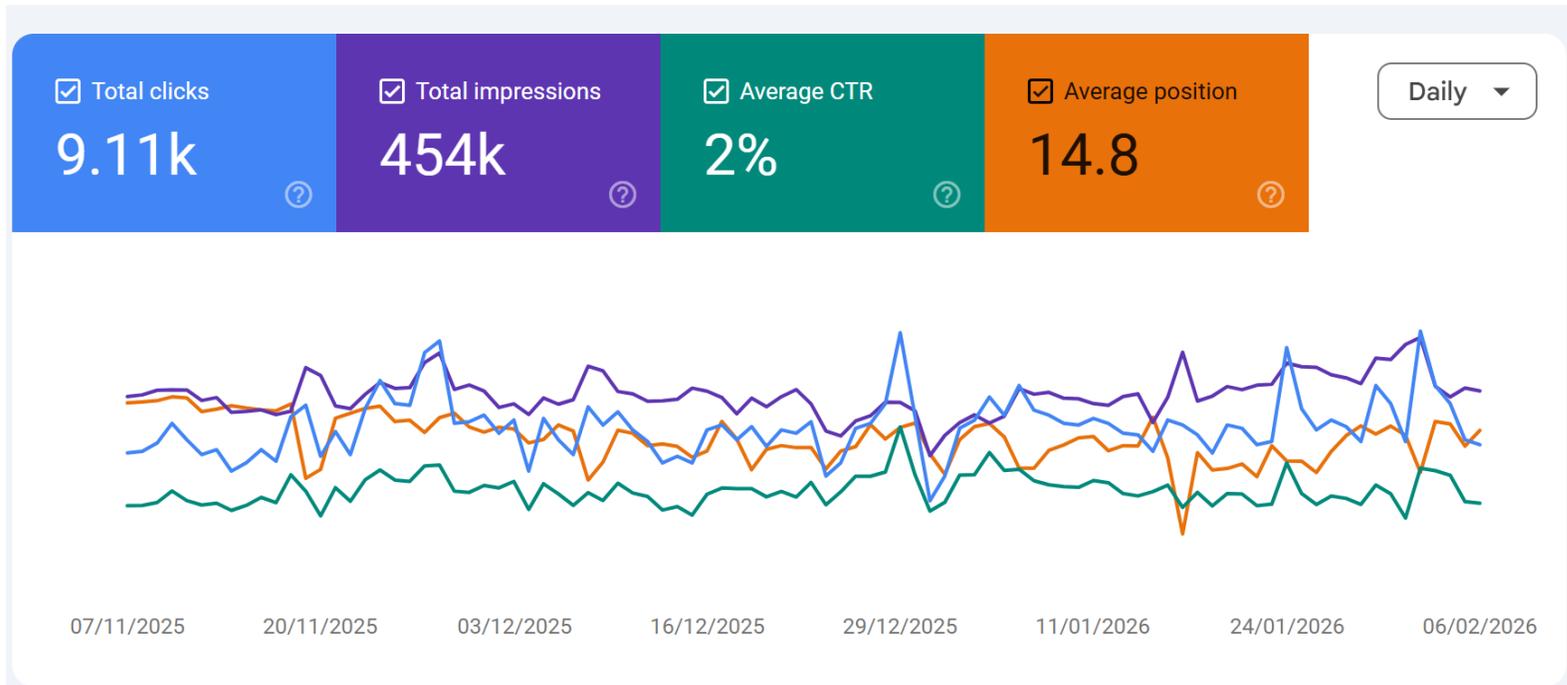
Top queries	↓ Clicks	Impressions	CTR
how to make phone numbers a clickable link	579	2,388	5.9%
marketing consultant	375	1,220	10.8%
seo specialist	342	952	13.9%
your marketing specialist	226	1,386	5.4%
louise mason	125	2,958	2.2%
google ads workshop	107	462	10.4%
marketing strategy	15	660	6.8%

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Which Position Do You Appear in Google Search

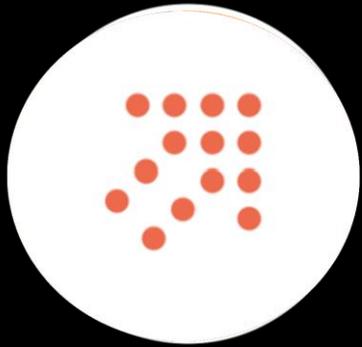
- Performance
- Search results**
- Discover



Rank = Position in Google



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Position by Search Query

▼ Performance

- G Search results**
- * Discover

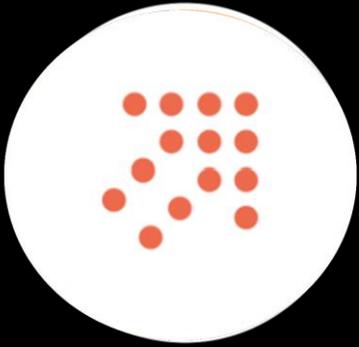
Top queries	↓ Clicks	Impressions	CTR	Position
how to make phone numbers a clickable link	579	2,388	5.9%	1.8
marketing consultant	375	1,220	10.8%	1.5
seo specialist	342	952	13.9%	1.0
your marketing specialist	226	1,386	5.4%	5.1
louise mason	125	2,958	2.2%	3.8
google ads workshop	107	462	10.4%	1.6
marketing strategy	15	660	6.8%	3.2

Positions 1-3 = Ranking top of Google



Position 10 = First Page of Google

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Which Pages Rank on Google

▼ Performance

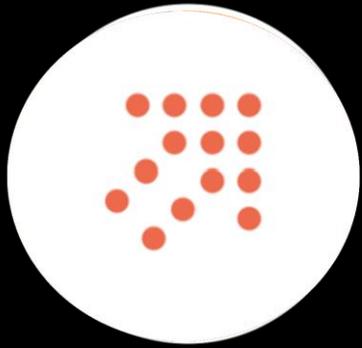
G Search results

* Discover

	Clicks	Impressions	CTR	Position
https://www.yourmarketingspecialist.co.uk/phone-number-a-clickable-link/	579	9,388	5.9%	1.8
https://www.yourmarketingspecialist.co.uk/marketing-consultant/	375	3,220	10.8%	1.5
https://www.yourmarketingspecialist.co.uk/seo-specialist/	342	2,952	13.9%	1.0
https://www.yourmarketingspecialist.co.uk/	226	10,386	5.4%	5.1
https://www.yourmarketingspecialist.co.uk/about-louise-mason/	125	5,958	2.2%	3.8
https://www.yourmarketingspecialist.co.uk/workshops/google-ads/	107	462	10.4%	1.6
https://www.yourmarketingspecialist.co.uk/marketing-strategy/	15	660	6.8%	3.2
https://www.yourmarketingspecialist.co.uk/marketing-strategy/	15	660	6.8%	3.2

Sort by ascending/descending order to see which pages are ranking but getting click.

Or getting impressions but not ranking.



Which Content is Popular

- Overview
- Insights
- URL inspection

Your content ?

[View more >](#)

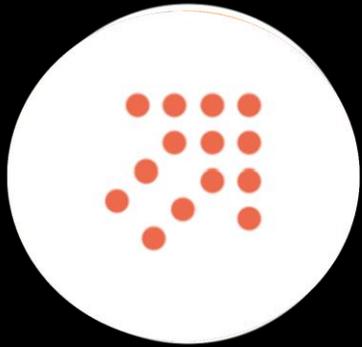
Top Trending up Trending down

Clicks

	The 7 Cs of Communication Articles Revolution Learning & Development https://www.revolutionlearning.co.uk/article/the-7-cs-of-communication/	↓ <1%	7.79k
	The 3 Elements of Communication – Body Language, Voice and Words Articles ... https://www.revolutionlearning.co.uk/article/body-language-voice-words/	↑ 36%	417
	The 5 Levels of Listening Articles Revolution Learning & Development https://www.revolutionlearning.co.uk/article/the-5-levels-of-listening/	↑ 78%	377
	5 Sources of Power in Organisations Articles Revolution Learning & Development https://www.revolutionlearning.co.uk/article/5-sources-of-power-in-organisations/	↑ 237%	310
	The Conscious Competence Learning Model Articles Revolution Learning & Development https://www.revolutionlearning.co.uk/article/conscious-competence-learning-model/	↑ 47%	255

From the Insights menu -
See which posts and pages
are trending up or down

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Why Is Content Declining?

Overview

Insights

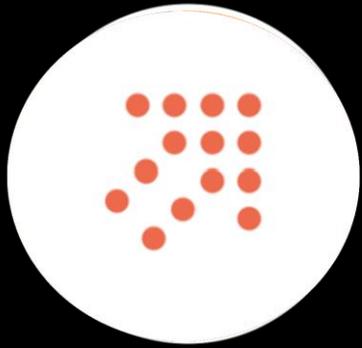
URL inspection

Performance on Search results

24 hours 7 days 28 days 3 months Compare Search type: Web

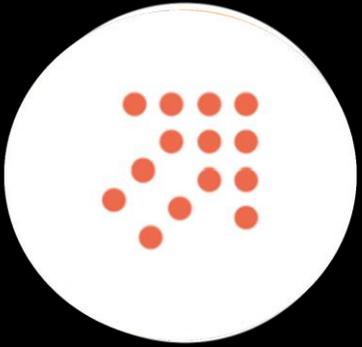
Clicks Last 28 days	Clicks Previous 28 days	Clicks Difference	Impressions Last 28 days	Impressions Previous 28 days	Impressions Difference
26	42	-16	39,925	54,216	-14,291
1	3	-2	2,626	3,585	-959
1	0	1	260	450	-190
1	0	1	78	206	-128

1. Click on the content
2. Compare last 28 days with previous
3. See if there has been a change in number of impressions – could be a signal that this isn't as popular a search term
4. See if there has been a change in Position



Content Optimisation Opportunities

Opportunity	Signs	Action
Ranking not Clicking	<ul style="list-style-type: none">•High Impressions•Low CTR•Position 1-10	Improve Meta Descriptions with a reason to click (CTA) Make Page Titles more compelling = clickable blue link
Ranking on page 1-2	<ul style="list-style-type: none">•Position 4-20•High Impressions	Update page/post to include search query terms in headings, urls, page copy, image titles, include internal and external links Add more detailed content, context, FAQs...
Unexpected Keywords	<ul style="list-style-type: none">•Impressions, clicks or first page position for queries that haven't been optimised	Create a new blog post, product page, service page, downloadable resource.
Low search volume	<ul style="list-style-type: none">•Low Impressions•High CTR•Position 1-5	Keyword research and competitor research to find alternative related search terms to create content around.



Page Indexing

To be eligible to appear in Google search results a page has to be indexed by the Google Bot.

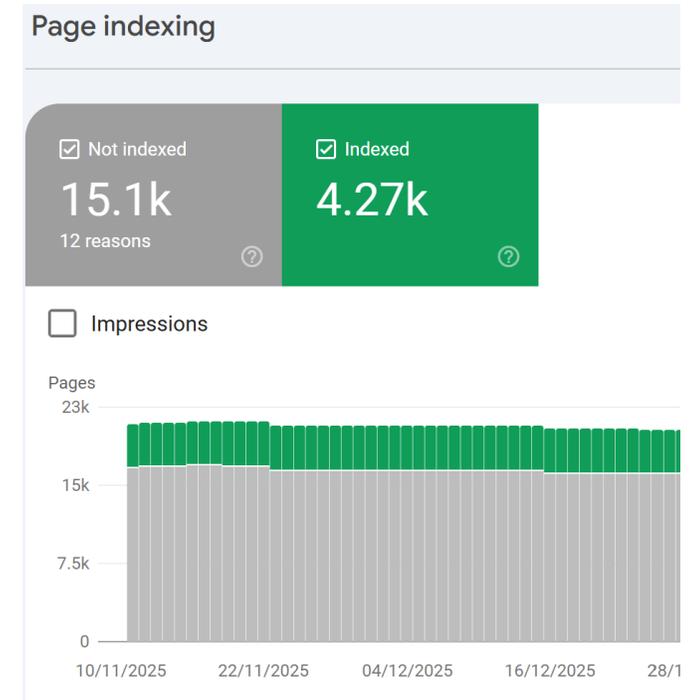
Indexing does not guarantee high ranking.

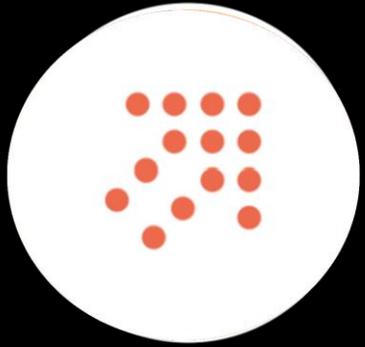
The Indexing Report in Google Search Console will show which pages are and are not indexed.

When a page isn't indexed you can explore the reasons, troubleshoot and submit to be indexed.

Note: there are some circumstances when a page shouldn't be indexed.

You can request indexing for specific URLs using the Inspect Url tool or submit an xml sitemap.





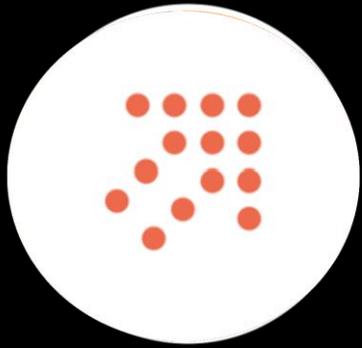
What is an XML Sitemap

An XML sitemap is different to having an auto generated sitemap link on your website (usually in the footer)

When to submit a sitemap?

- After your Search Console account has been verified
- New website build
- After a website refresh or redesign
- After a big content update, adding new services or products (especially in large volumes)

For single page updates you can use the URL Inspection tool to index the page



Submit XML Sitemap

Indexing

- Pages
- Sitemaps**
- Removals

Sitemaps

<https://www.yourmarketingspecialist.co.uk/>

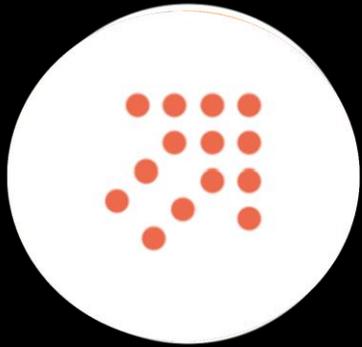
Submitted sitemaps

Sitemap	Type	Submitted ↓	Last read	Status	Discovered pages	Discovered videos
/page-sitemap.xml	Sitemap	8 Feb 2026	8 Feb 2026	Success	70	0
/pages-sitemap.xml	Unknown	8 Feb 2026		Couldn't fetch	0	0
/post-sitemap.xml	Sitemap	8 Feb 2026	8 Feb 2026	Success	122	0
/sitemap.xml	Sitemap index	8 Feb 2026	8 Feb 2026	Success	1,080	0

Sitemap section on the Indexing menu

Xml sitemaps are often
Yourdomain.com/sitemap.xml
Or /sitemap_index.xml

You can get sitemap plug ins for web builders. E.g. The Yoast plugin will generate you sitemap in WordPress



Why Pages Aren't Indexed



Why pages aren't indexed

Pages that aren't indexed can't be served on Google

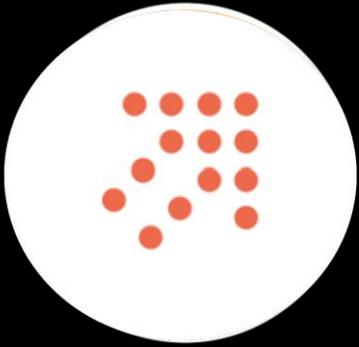


Reason	Source	Validation	Trend	Pages
Alternative page with proper canonical tag	Website	Not Started		8,570
Not found (404)	Website	Not Started		2,153
Excluded by 'noindex' tag	Website	Not Started		1,901
Page with redirect	Website	Not Started		771
Soft 404	Website	Not Started		234

Canonical Tag is when duplicate content has been correctly tagged (not an error)

Not Found – 404 Error Page
Page url no longer exists, has been changed or page deleted – set up a redirect to most relevant page (or home page)

Redirected pages are correctly not indexed.



Adding Your Website to Google Search Console

Select property type



Domain

- All URLs across all subdomains (m., www. ...)
- All URLs across https or http
- Requires DNS verification

Enter domain or subdomain

CONTINUE

or



URL prefix

- Only URLs under entered address
- Only URLs under specified protocol
- Allows multiple verification methods

Enter URL

CONTINUE

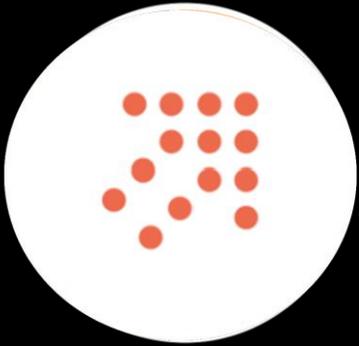
[LEARN MORE](#) [CANCEL](#)

Log in with your gmail account

Add your website as a property

The least technical way for beginners is to use the URL Prefix method

—Your—
Marketing
—Specialist—



Verification Methods

Verify ownership

<https://marketingglowup.com/>

Recommended verification method

HTML file Upload an HTML file to your website

1. Download the file: [googlee90289fba9e7b9e8.html](#)
2. Upload to: <https://marketingglowup.com/>

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

[Full details](#)

VERIFY

Default method is to upload a HTML File to the root directory of your website– need access to your cpanel web hosting.

The easiest ways is to verify through your Google Analytics or Google Tag Manager account. If you have GA4 already installed – simply click verify.

Google Analytics

Use your Google Analytics account

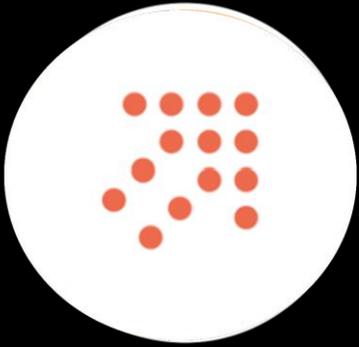
1. Your homepage must contain either your [analytics.js](#) or [gtag.js](#) snippet.
2. Your tracking code should be in the <head> section of your page.
3. You must have the “edit” permission for the Google Analytics property.

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

[Full details](#)

VERIFY

—Your—
Marketing
—Specialist—



Domain Level Verification

Domain name provider

Associate a DNS record with Google



1 Select record type: **TXT (recommended)** [Learn more](#)

2 Sign in to your domain name provider (e.g. godaddy.com or namecheap.com)

3 Copy the TXT record below into the DNS configuration for marketingglowup.com

google-site-verification=lnPBzyHtNZEeUAeuMeod9OxPC

COPY

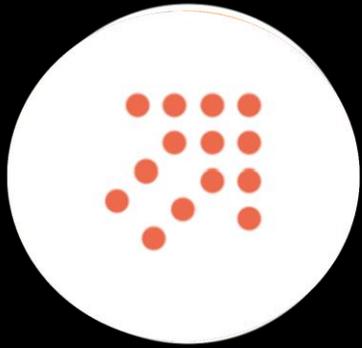
4 Press **verify** below

Note: DNS changes may take some time to apply. If Search Console doesn't find the record immediately, wait a day and then try to verify again [Learn more](#)

VERIFY

Need access to your domain name provider and be comfortable creating a new text record in your DNS.

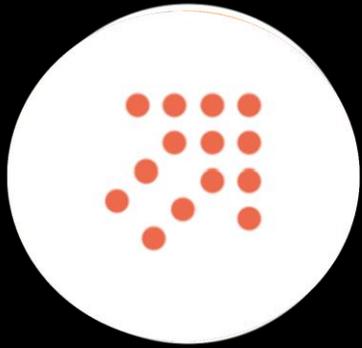
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CHECK OUT

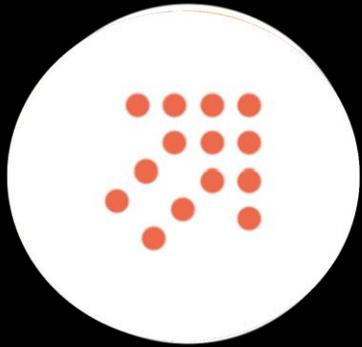
How Confident do you feel about using Google Search Console?



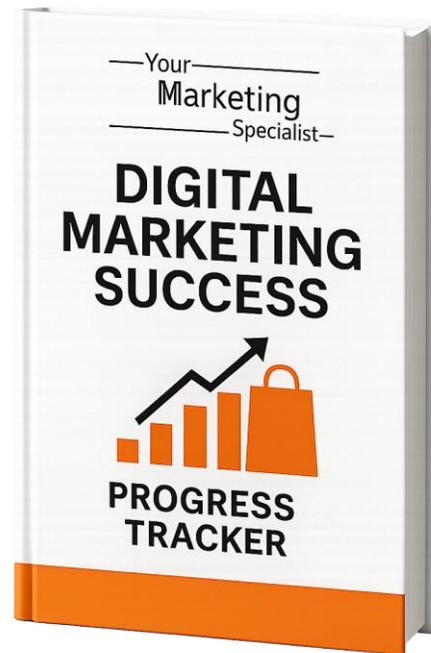


Check-out

WHAT ONE
ACTION ARE YOU
GOING TO COMMIT
TO TAKING AFTER
TODAY'S
TRAINING?



Check-out



Submit your Progress Tracker
<https://forms.gle/8tS3F7oqcicRjRyX8>

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FACEBOOK GROUP

Join the Community



[facebook.com/groups/
maximisationzone](https://facebook.com/groups/maximisationzone)