

# Search Engine Optimization 102

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Diving into Google Search Console



Regional Tourism  
ORGANIZATION



JOIN SEARCH WARRANT'S

# Marc Rand

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SEARCH ENGINE OPTIMIZATION 102  
**TUESDAY, JUNE 15**  
**11AM - 12PM**

search  
warrant  
online marketing

RT09  
Regional Tourism  
ORGANIZATION



# With whom else do we work?



- Consulting on more than \$80M/year in paid search advertising until 2020
- Designed new global measurement & management system for SEM
- Trained IBMers on 4 continents

- Building and growing a high-performance SEM program
  - Consulting on web analytics and KPIs



**GUROBI**  
OPTIMIZATION



- Search and social advertising
- Natural search engine optimization

- Led initial SEO work resulting in 400% traffic growth
  - Cut cost per paid search lead by 25%
- Developing and deploying performance dashboards



## Marc Rand

- Cognos - 2004-09
- IBM - 2009-12
- Weathervane - 2013-18
- Search Warrant - 2018-today



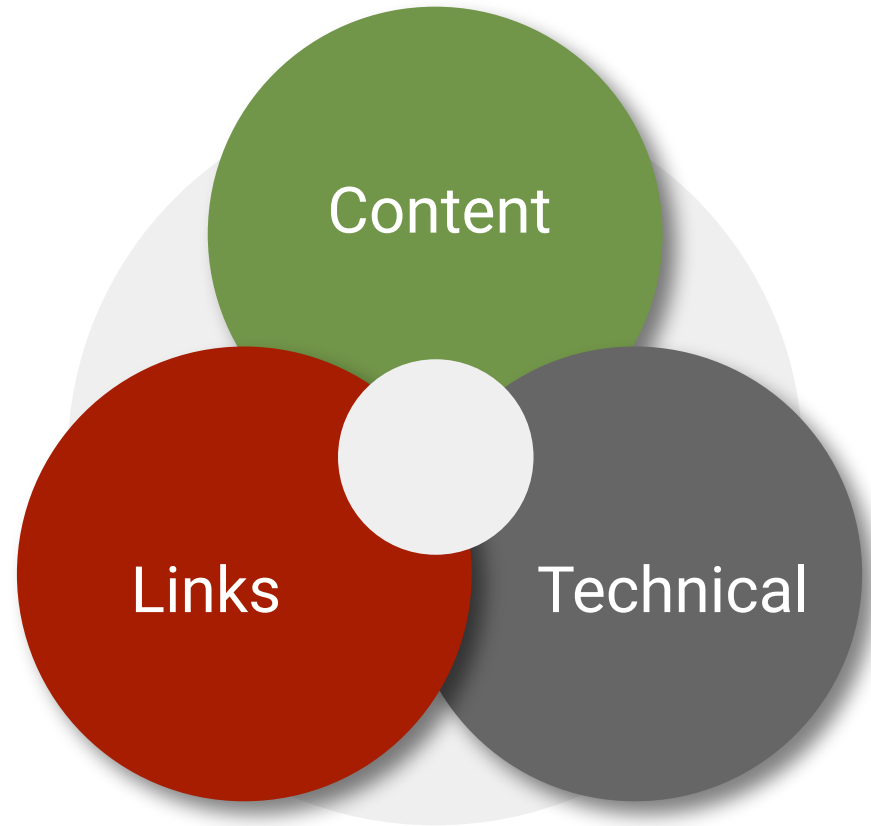
VP Customer Success

# Objectives

- ❑ Become familiar with Google Search Console
- ❑ Identify and understand how to implement 4 areas of actionable SEO
  - ❑ Searches & Content
  - ❑ Can Google See you?
  - ❑ Talking with Google - SiteMaps
  - ❑ Core Vitals - is your site performing?
- ❑ What Next?

# What is SEO?

3 Pillars of SEO



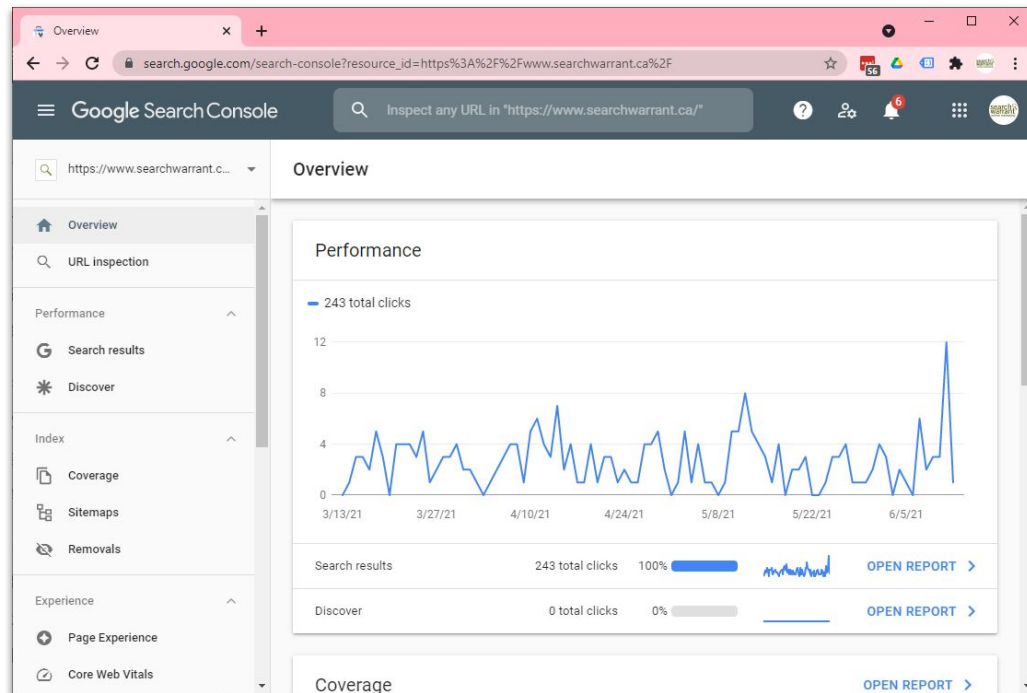
# What is Google Search Console?

Google Search Console (formerly Google Webmaster Tools) is a free platform for anyone with a website to monitor how Google views their site and optimize its organic presence.

## Explore / Uncover:

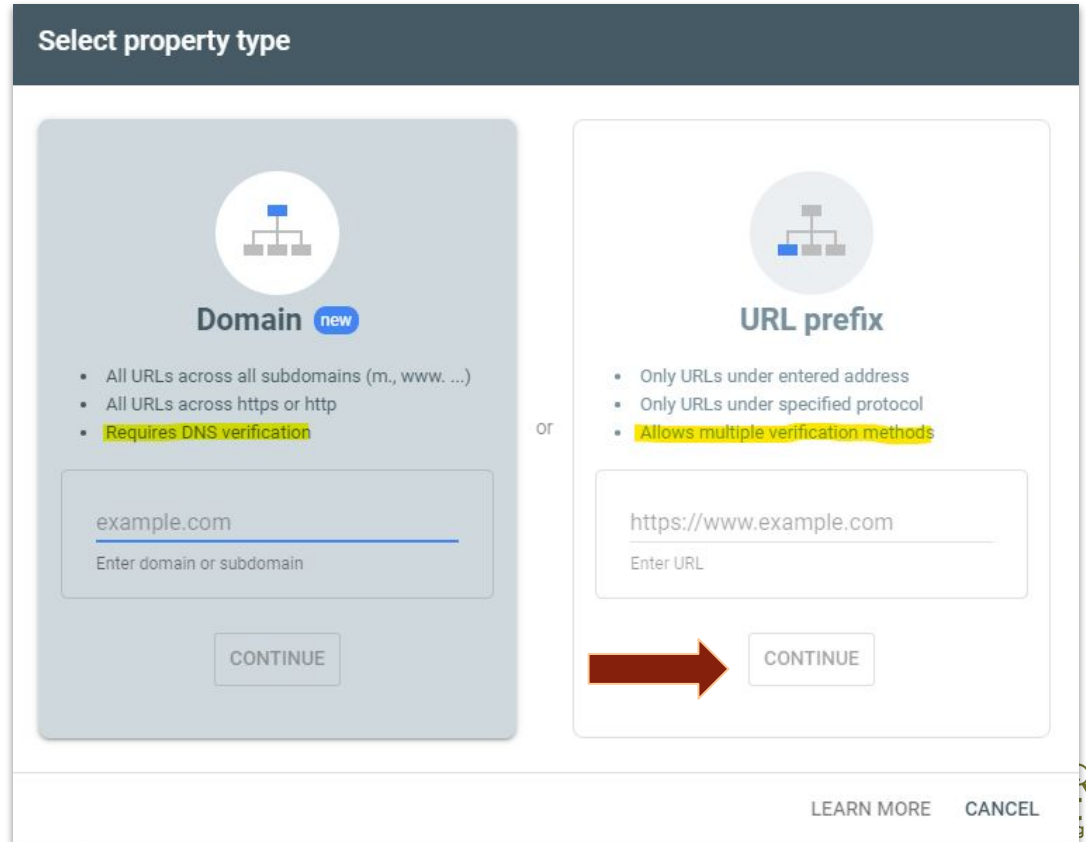
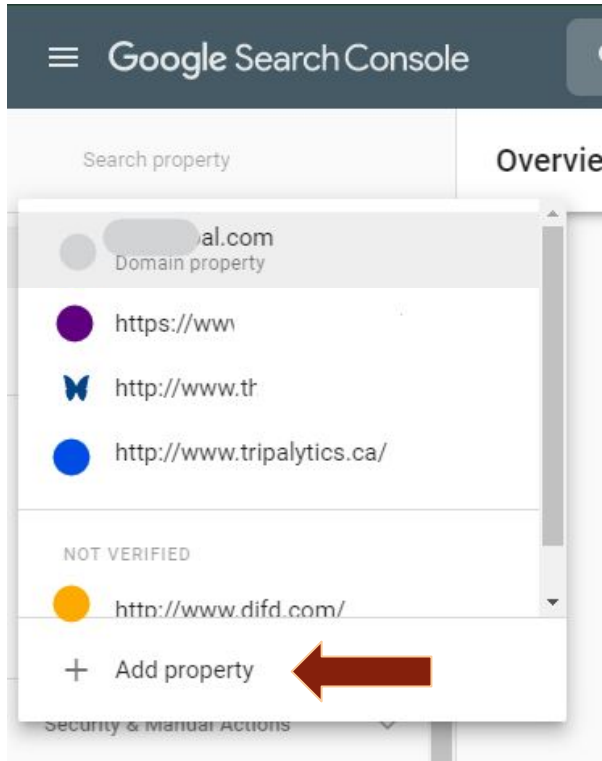
- 1) What positions does your website content appear?
- 2) Can Google find your content? Is your content in the Google Index?
- 3) How can you make your website perform better and thus rank better?

... why wait? Let's get started!



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

# How to Access Google Search Console



# Verify with Various Options

## Verify ownership

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


### Recommended verification method

#### HTML file

Upload an HTML file to your website



1. Download the file:

 [google9f44429df09dbdae.html](#)

2. Upload to: <https://www.wsj.com/>

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

[Full details](#)

VERIFY

### Other verification methods

#### 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



#### Domain name provider

Associate a DNS record with Google



REMOVE PROPERTY

DONE

# Search Results

What queries, pages, and devices is your content showing up?

Explore / Uncover:

- 1) Are your important pages ranking well? Do the queries for that page make sense?
- 2) Are there pages on the bottom of page 1 that could be improved to rank better?

Action Items:

- 1) Update title and description tags for your most important pages.

# Discover

## What is Discover in Google?



**Google Discover** is the content feed that appears on **Google's** mobile home page on the web and its apps. **Discover** feed are personalized based on users' search history, interests, as well as topics and places they follow. Jul. 16, 2020

**How to get your content in Google Discover.** Google's new guidance says to focus on these elements:

- Having page titles that capture the essence of the content, but in a non-clickbait fashion.
- Avoiding tactics to artificially inflate engagement by using misleading or exaggerated details in preview content (title, snippets, images) to increase appeal, or by withholding crucial information required to understand what the content is about.
- Avoiding tactics that manipulate appeal by catering to morbid curiosity, titillation, or outrage.
- Having content that's timely for current interests, tells a story well, or provides unique insights.
- Providing clear dates, bylines, information about authors, the publication, the publisher, company or network behind it, and contact information to better build trust and transparency with visitors.
- Including compelling, high-quality images in your content, especially large images that are more likely to generate visits from Discover. Large images need to be at least 1200 px wide and enabled by the [max-image-preview:large setting](#), or by using [AMP](#). Avoid using a site logo as your image.

# Google News



Google News is a news aggregator service developed by Google. It presents a continuous flow of links to articles organized from thousands of publishers and magazines. Google News is available as an app on Android, iOS, and the Web. Google released a beta version in September 2002 and the official app in January 2006. [Wikipedia](#)

## Do you have news and timely articles?

You can use the [Publisher Center](#) ☒ tool to share your content with Google News by submitting RSS feeds, website URLs, or videos. To provide the best experience for readers, you can choose between direct control and traffic using Accelerated Mobile Pages (AMP) or custom styling of feed-backed content.

Even if you don't set up a publication in the Publisher Center, **Google might find your site through our normal web crawl**. If you don't want to surface in Google News, you can [block access to content](#) on your sites without affecting your continued indexing and ranking in Google Search.

## Action Items:

- 1) [Follow these procedures](#) provided by Google to ensure available content is exposed with Google News

# Coverage

Is Google indexing all your content? If not what can you do about it?

Explore / Uncover:

- 1) Which pages have 'Error's and are the important? Are they easy to fix?
- 2) Are there 'Excluded' pages that shouldn't be? Are you able to fix it?

Action Items:

- 1) Address the largest and most important pages first. You'll unlikely have time to fix them all so fix some. Use this detailed report to understand how to fix each type of error:


<https://www.contentkingapp.com/academy/index-coverage/>

# Sitemaps

Sitemaps help Google see all of your content and prioritize the pages it should visit more frequently.

Explore / Uncover:

- 1) Do you have a sitemap?
- 2) Are there errors?

Submitted sitemaps					
Sitemap	Type	Submitted ↓	Last read	Status	Discovered URLs
/sitemap.xml	Sitemap index	Sep 13, 2018	Jun 11, 2021	Success	920 
Rows per page: 10 1-1 of 1					

Action Items:

- 1) Likely your wordpress or web hosting service will create a sitemap automatically.

# Security Issues

Google will report any issues it finds here.

Explore / Uncover:

- 1) Check to see if there are any errors - there likely aren't

Action Items:

- 1) If there is an error you'll likely need the help of a professional.
- 2) Check this monthly

Performance ^

Search results

Discover

Google News

Index ^

Coverage

Sitemaps

Removals

Experience ^

Page Experience

Core Web Vitals

Mobile Usability

Enhancements v

Security & Manual Actions ^

Manual actions

Security issues

# Page Experience

# Core Web Vitals

A set of specific factors that Google considers important in a webpage's overall user experience.

## Explore / Uncover:

- 1) Check differences between desktop and mobile devices. Which need fixing the most?
- 2) Are there significant fraction of pages with errors & warnings?

## Action Items:

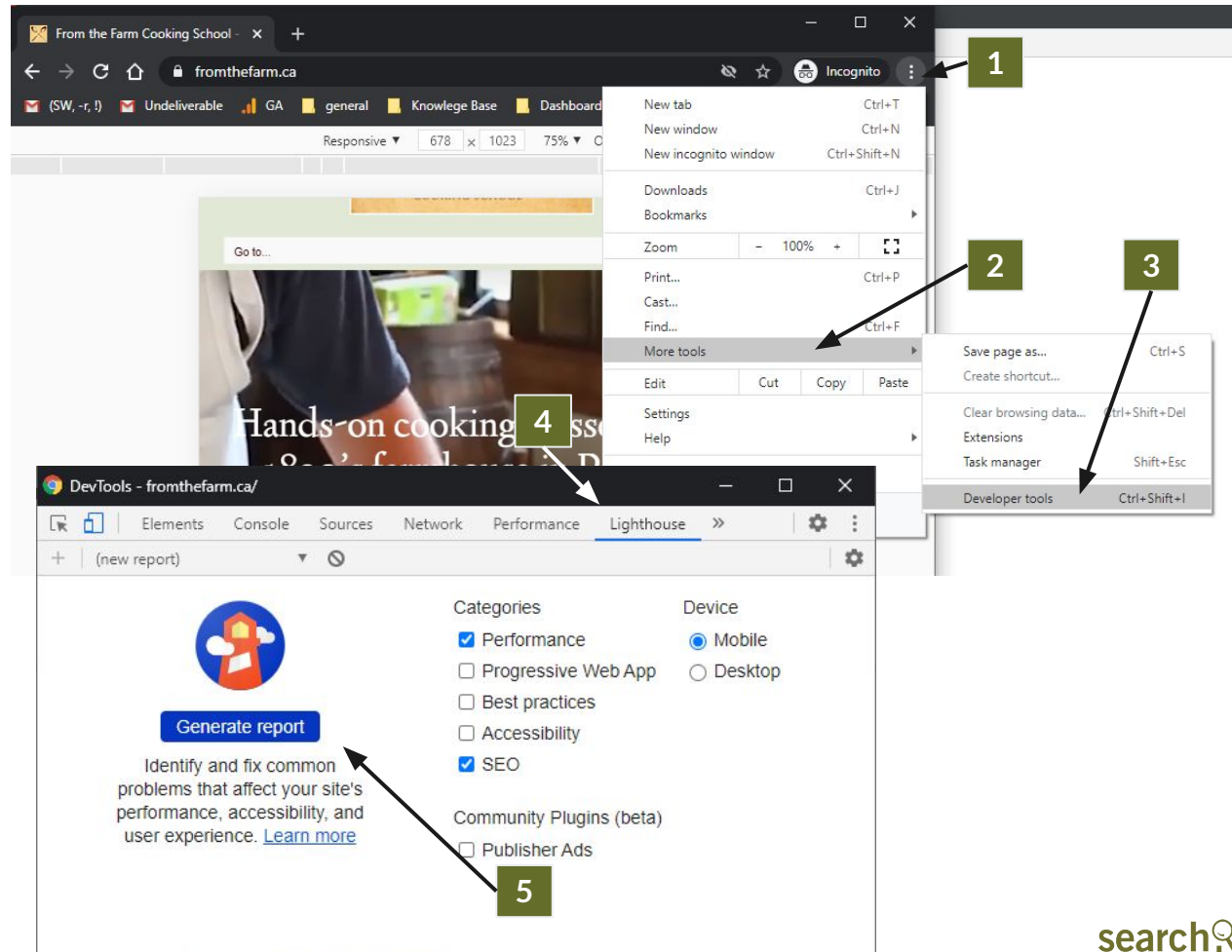
- 1) If you are a DIY person run a lighthouse report (see next slide) and either fix the issues yourself or take the report to your web developer and find out what it'll cost to fix. Good details to help improve the pages here:

<https://backlinko.com/hub/seo/core-web-vitals>

# Lighthouse

## Run Lighthouse Report

- Open an Incognito window in Chrome.
- Enter your website URL.
- Click the following numbers steps.
- Make sure to pick categories “Performance” and “SEO” before pressing ‘Generate report’.



# Lighthouse

## Fix Lighthouse Suggestions

Lighthouse provides a score, prioritized items to fix and details about how to make the technical fixes.

Do the fixes yourself or send them to your web developer!

DevTools - fromthefarm.ca/

Elements Console Sources Network Performance Lighthouse

6:05:53 PM - fromthefarm.ca

https://fromthefarm.ca/

12 77

77

SEO

These checks ensure that your page is optimized for search engine results ranking. There are additional factors Lighthouse does not check that may affect your search ranking. [Learn more.](#)

**Content Best Practices** — Format your HTML in a way that enables crawlers to better understand your app's content.

▲ Links do not have descriptive text — 1 link found

Descriptive link text helps search engines understand your content. [Learn more.](#)

☐ Show 3rd-party resources (0)

Link destination

/cooking-in-france/ (fromthefarm.ca)

Link Text

LEARN MORE

▲ Image elements do not have [alt] attributes

**Crawling and Indexing** — To appear in search results, crawlers need access to your app.

▲ Links are not crawlable

**Mobile Friendly** — Make sure your pages are mobile friendly so users don't have to pinch or zoom in order to read the content pages. [Learn more.](#)

# Mobile Usability

Shows which pages have usability problems when viewed on mobile devices. The top level view shows all pages with more than a threshold level of mobile usability issues.

## Explore / Uncover:

- 1) Start with errors found at the top of the list.

## Action Items:

- 1) Fix those errors that you can.

Details	
Status	Type
Error	Text too small to read
Error	Clickable elements too close together



# Recap

1. **Get Access To Google Search Console.**  
Work through as much of the guide as you can. It's very comprehensive but it will also be resource intensive.
2. **Focus on Your Skills / Resources**  
Identify those portions of the tool that you can have immediate impact on. Outsource skills you don't have - but no you know what priority to make them.
3. **Repeat Bi-Weekly / Monthly**  
SEO is never won-and-done. Like your teeth you need to get frequent checkups, do Bi-weeking check ins.

# Thank You

