



NIDM Koramangala Module : Google Search Console

hello@nidmindia.in

140/C, Koramangala 4th Block, Bangalore - 560034

What is Google Search Console?

Google Search Console is a web service by Google which allows webmasters to check indexing status, search queries, crawling errors and optimize visibility of their websites. Search Console tools and reports help you measure your site's Search traffic and performance, fix issues, and make your site shine in Google Search results.

This tool was formerly known as Webmasters tool.

Search console gives us results about page indexing, speed, errors, etc. but we as digital marketers will be focusing on the search performance section of search console.

Account Creation

To create the account we must paste a tag in the DNS section of the domain name provider.

Verify domain ownership via DNS record

example.in

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 **example.in**

google-site-verification=TjJP6C4QXQFTa4n82CCys5lomBLh3A82adRt(

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](#)



Can't verify via domain name provider?

For more verification methods, [try a URL prefix property instead](#)

REMOVE PROPERTY

VERIFY LATER

VERIFY

Welcome to Google Search Console

To start, select property type



Domain new

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

example.in

Enter domain or subdomain

CONTINUE

or



URL prefix

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

https://www.example.com

Enter URL

CONTINUE

Impressions: The number of times any URL from your site appeared in search results viewed by a user, not including paid Google Ads search impressions.

Clicks: The number of clicks on your website URLs from a Google Search results page, not including clicks on paid Google Ads search results.

Average Position: The average ranking of your website URLs for the query or queries. For example, if your site's URL appeared at position 3 for one query and position 7 for another query, the average position would be 5 $((3+7)/2)$.

CTR: Click-through rate, calculated as $\text{Clicks} / \text{Impressions} * 100$.

$$\text{CTR} = \frac{\text{Clicks}}{\text{Impressions}} \times 100$$



Status > Performance

EXPORT

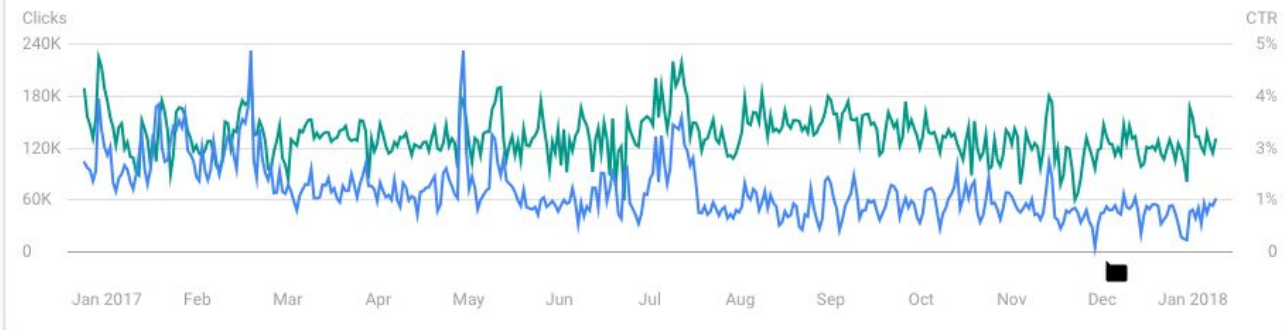
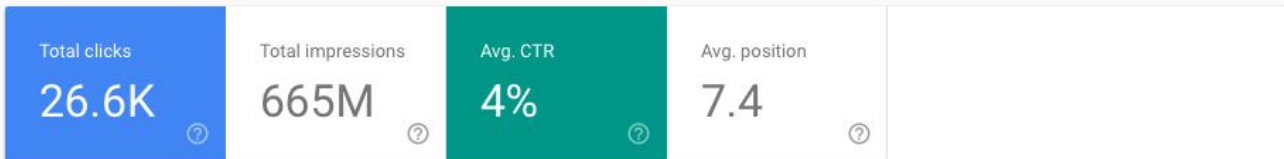


Search type: Web

Date: Full duration

+ NEW

Last updated: Jan 3, 2017



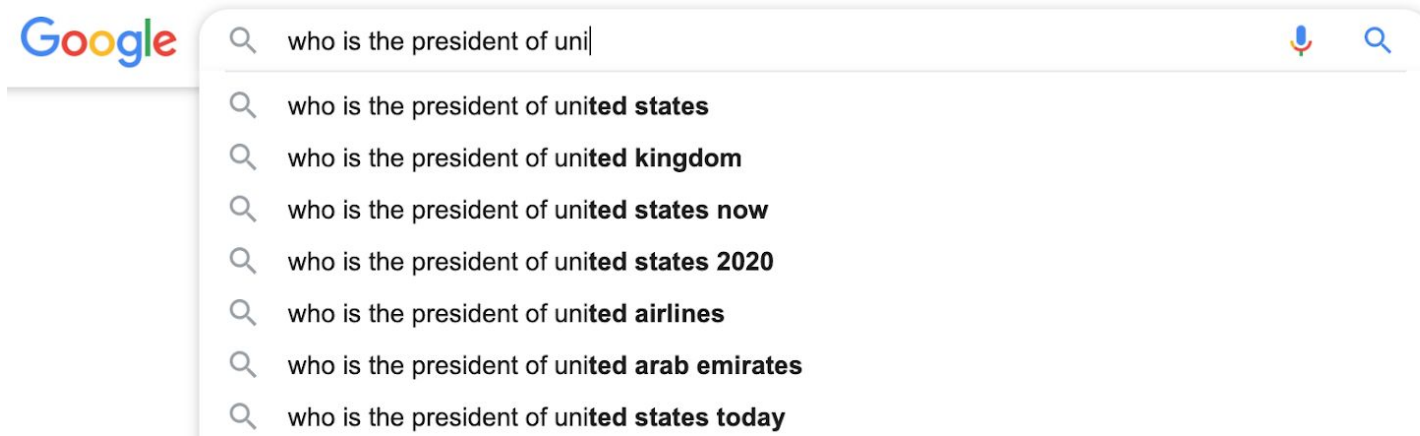
QUERIES	PAGES	COUNTRIES	DEVICES	⋮
Queries			↓ Clicks	CTR

Search Query

A search query is a phrase or a keyword combination users enter in search engines to find things of interest

A **keyword** refers to a word or group of words that are usually associated with particular content or topic. An example of a keyword would be “united states president”.

On the other hand, a search query refers to the real-life combination of words that people enter in search engines to find a particular content or information. In this screenshot below, you can see some examples of search queries that people are using to find the “united states president”.



Queries: The Google Search queries that generated impressions of your website URLs in Google organic search results.

The Queries report lists the Google Search queries that generated impressions of your website URLs in Google organic search results.

Understanding the correlation between how users search and the relevancy of your pages to those queries provides insight into how to optimize your content.


The number of impressions that each page generates and the average position of impressions let you understand how well the search engine correlates your content to user queries.

Clicks and click-through rate let you understand how well users correlate the search results with their intentions.

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	
					☰ ⬇
Query		↓ Clicks	Impressions	CTR	Position
things to do in jakarta		1,732	19,943	8.7%	4.8
what to do in jakarta		1,179	11,854	9.9%	4.7
jakarta things to do		272	3,192	8.5%	4.6
where to go in jakarta		213	2,008	10.6%	4.6
places to visit in jakarta		186	4,554	4.1%	6.3
things to do jakarta		132	1,418	9.3%	4.8
what to see in jakarta		120	1,477	8.1%	4.6
jakarta what to do		109	1,126	9.7%	4.3

Landing Pages report

The Search Console Landing Pages report lists the landing pages for your site, and includes the Acquisition, Behavior, and Conversion metrics for all page URLs associated with your site.

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES		
							
Top pages				↓ Clicks	Impressions	CTR	Position
	https://nidmindia.in/			516	37,872	1.4%	15
	https://nidmindia.in/reviews/			52	1,481	3.5%	17.1
	https://nidmindia.in/digital-marketing-course/			9	565	1.6%	8.2
	https://nidmindia.in/user-login/			7	323	2.2%	8
	https://nidmindia.in/e-commerce-marketing-training-in-bangalore/			5	129	3.9%	15.4


Countries report

The Countries report lets you see which countries produce the best search performance and user engagement for your landing pages.

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES	
Country			↓ Clicks	Impressions	CTR	Position
India			572	27,070	2.1%	6.5
United States			7	1,639	0.4%	33.2
United Arab Emirates			7	143	4.9%	12
Germany			4	134	3%	26

Devices report

The Devices report lets you see which category of devices (desktop, tablet, or mobile) delivers the best search performance and user engagement.

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES			
								
Device			↓ Clicks	Impressions	CTR	Position		
Desktop			341	29,246	1.2%	13.6		
Mobile			257	11,196	2.3%	19.9		
Tablet			0	31	0%	7.9		
					Rows per page: 10	1-3 of 3	<	>

Google Search Console set up video link with Hostinger:

<https://youtu.be/WkbQr5dSGLs>

Google Search Console strategies to improve SEO performance:

https://youtu.be/FXVEb_eklhk



Thank You!!

hello@nidmindia.in

140/C, Koramangala 4th Block, Bangalore - 560034