

# I Can Use Google Webmaster Tools To...

## Site Configuration

- Submit sitemaps, including .html, .xml, and the cruelly ignored .kml (*hardcore local SEO? Yes please!*)
- Create a robots.txt and block out pages and files I don't want Google to see
- Emergency request the removal of a URL (*be sure to robots.txt first!*)
- Remove sitelinks (*but no adding them ☹*)
- Tell Google my domain has moved (*be sure to add & verify first!*)
- Set my geographic target (*Remember: you can register sub-domains as their own websites!*)

## Your Site On The Web

- Use "Search Queries" to explore examine keyword trends and rankings
- Use "Search Queries" to identify areas for content improvement or new opportunities
- Use "Search Queries" to discover if you've been hacked!
- Use date ranges and filters to greatly refine the data (and make it useable!)
- Use filters to understand how my mobile customers are searching
  
- Use "Links to Your Site" to identify key linking partners
- Use "Links to Your Site" to identify popular content (*Use this to share more – and know who links out*)
- Use "Links to Your Site – How Your Data is Linked" to evaluate anchor text profiles (*Natural? Diverse?*)
  
- Use "Keywords" to help guide and improve your content
- Use "Internal Links" to identify whether or not you're giving new content link love
- Use "Subscriber Stats" to create a subscriber sitemap for Google

## Diagnostics

- Use "Malware" to find and identify malicious code on your site
- Use "Crawl errors" to find out if your site is healthy (*internal linking? Updated URLs?*)
- Use "Crawl errors" to find out if your sitemap is current
  
- Use "Crawl Stats" to find out how crawl-able your site is
- Use "Fetch as Googlebot" to identify crawling, coding & content issues (*how does Google see you?*)
- Use "Fetch as Googlebot" to test your Robots.txt settings
  
- Use "HTML Suggestions" to identify duplicate content
- Use "HTML Suggestions" to identify lost SEO opportunities
- Use "HTML Suggestions" to improve your click through rates (*bonus: running a ppc campaign..?*)

## Labs

- Use "instant previews" to identify crawling errors (*as if the other tools weren't enough!*)
- Use "Site performance" to gauge site speed – and improve user experience (*..and maybe rankings!*)

# I Can Use Google Analytics To...

## Analytics Settings

- Use "Settings" to grant client/agency access
- Use "Settings" to filter out company/personal IP addresses (*keep in mind – these can change!*)
- Use "Settings" to add/setup goals (*make sure your pages are built first!*)

## Traffic Sources

(Dimensions, Advanced Filters, Regular Expressions & Comparative Date Ranges = Your 4 New Best Friends)

- Use "Overview" to get a sense for overall site performance
- Use "Dimensions" to find highly specific information
- Use "Referring Sites" to identify potential linking/content opportunities; identify popular content
- Use custom filters, regular expressions in "Keywords" to get highly specific information
- Use "Keywords" to evaluate the effectiveness of your targeted keywords (*bounces, time on site*)
- Use "Keywords" to identify new keyword opportunities (*retroactive keyword research!*)
- Use "Keywords" & "Advanced Filters" to analyze and understand organic traffic gains/losses

### 4 REGULAR EXPRESSIONS YOU OUGHTA KNOW:

"|" (pipe): OR. You'll use this most often.

^ (carat) – Starts with

\$ (dollar sign) – Ends with. Opposite of the carat.

? (question mark) – Last character can be ignored

## Content

- Use "Top Content" to identify popular content
- Use "Top Content" to identify canonical issues & duplicate content problems
- Use "Content Drilldown" to gauge user engagement per sub-domain
- Use "Top Landing Pages" & "Dimensions: keyword" & "Advanced Filter" to improve content; mapping
- Use "Top Exit Pages" to identify where you're losing people's attention

## Goals

- Use "Overview" to track overall goal trends
- Use "Reverse Goal Path" to identify, simplify and improve conversion activity
- Use "Funnel Visualization" to identify the pages driving interest in conversions

Visitors (Most of this information more meaningful when combined)

- Use "Map Overlay" to understand user demographics & identify new locales to target (*get specific!*)
- Use "Loyalty" to evaluate user interaction
- Use "Length of Visit" to evaluate user interaction
- Use "Depth of Visit" to evaluate user interaction
- Use "Browsers" & "Screen Resolutions" to check site design
- Use "Mobile Devices" to see if you're a mobile traffic loser