

# Google G-Suite

Quick Wins in Google's  
Marketing Workspace



Google Marketing Platform

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# 01

## Introduction

### Easy Tracking And Analysis Tasks To Improve Your Organic Search Engine Ranking Place

Working on your SEO and improving your website is only useful if you have the tools to track your progress. This guide covers the easy ways to track and analysis your organic search engine performance using free tools from Google.

# 02

## Google Search Console

### 1 What Is It?

Google Search Console is a free tool provided by Google. It gives you data on ranking, organic traffic, keywords, and issues your website has in Google search.

### 2 Why It's Important

With the data Google Search Console gives you, you can report and measure your site's performance, as well as fix issues. You can use Search Console to resolve Google penalties, page speed issues, ranking drops, and keyword cannibalisation, which will help to improve your organic search performance.

### 3 When To Use It

You don't have to sign up for Search Console to be included in Google Search results, but having Google Search Console can give you data that helps to increase your organic performance.

Google Search Console can be used as a general indication of your SEO performance across different search engines, but actually, its data is specific to your performance on Google. To monitor your performance specifically on Bing you will need Bing Webmaster Tools or Baidu Webmaster Tools for Baidu.

# Google Search Console

## 4 How to use it

Once you have set your Google Search Console up you will stay logged in as long as you are logged into your Google account. From the main page, you will see an overview of your performance and issues. From there you can access different tools, including:

### URL Inspector

This is the search bar at the top of the page. Enter your URL in this bar to gain insight into when the page was last crawled, whether it's been indexed, and how it performs for mobile usability, breadcrumbs, and other enhancements. You can also use the URL inspector to request indexing of a specific page too.

### Performance

This is a report that is accessed in the left-hand navigation. You will find a trend chart as well as data on what keywords your rank for with what pages and how many impressions, sessions each one drives. This report is customisable with filters for queries, dates, content types, pages, and more.

### Coverage

This report is also accessible in the left-hand navigation panel. It will give you lists of URLs with issues, like server errors, 404s, URLs blocked by robots.txt, and more.

### Sitemaps Tool

The sitemap tool in the left-hand nav allows you to view your current XML sitemap or upload a new one.

### Removals Tool

The removals tool allows you to request to urgently remove pages from Google Search. Click the 'new request' button to temporarily remove a page or report it as inappropriate content.

### Experience Reports

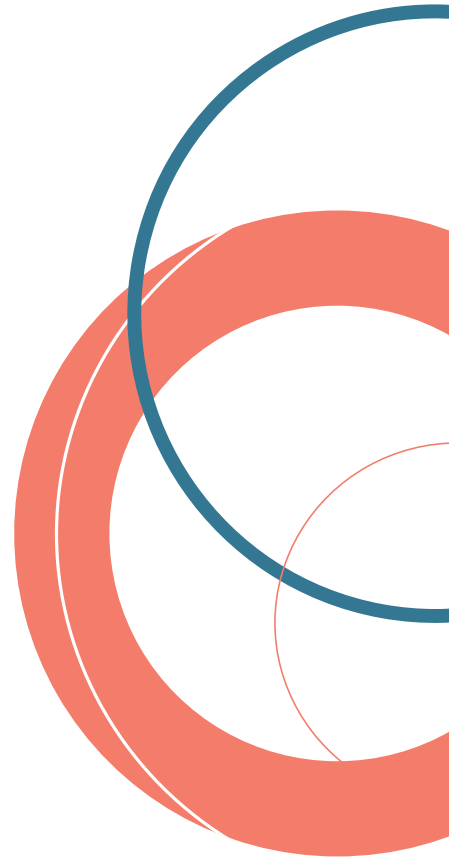
The experience section of the left-hand navigation includes reports for important metrics like core web vitals, mobile usability, and page experience. Each report gives a list of URLs that have issues or could be improved as well as URLs that have passed.

### Enhancement Reports

The enhancement reports section gives you URLs with issues with breadcrumbs, logos, site links, reviews, and more.

### Security & Manual Actions

These reports will tell you if Google has given you a penalty or action that will prevent you from ranking.



# Google Search Console

## 5 How to set it up

If you have not already set up Google Search Console for your website, you will need to follow these 6 steps:

1. **Sign into your Google business account**
2. **Go to: <https://search.google.com/search-console/welcome>**
3. **Click “Add a property”**
4. **Choose “Website” from the drop-down menu and enter your domain**
5. **Choose how to verify your website, whether that is HTML file upload, domain name provider, HTML tag, GA tracking code, or GTM container snippet).**
6. **Follow the instructions provided and go back to Google Search Console once complete to access your account**

### Key Takeaways:

You now have the basic background and knowledge in how to set up and work with Google Search Console.

# 03

## Google Analytics

### 1 What Is It?

Google Analytics collects information from websites, recording the way a user interacts and what a user does each time they view a page. Analytics is a free tool by Google that can give you information like traffic numbers, session duration, pages per session, bounce rate, traffic sources, conversion rate, revenue, and more.

### 2 Why It's Important

Having all the data in one place can help you to analyse what is working on your website and what isn't. You can be as specific as you want with your data too, with information on your customers like demographics, devices, behaviour, and more. This will help you to improve your website as well as your marketing, as you can monitor the effectiveness of your online marketing campaigns, content, and strategies.

### 3 When To Use It

Google Analytics uses a JavaScript code to collect data, so you will need this code to each page that you want to track.

# Google Analytics

## 4 How to use it

Once you have set your Google Analytics up you will stay logged in as long as you are logged into your Google account. From the main page, you will see an overview of your performance in real-time, including where users have come from, what pages they are looking at, and how many users are on your site. From there you can access different tools to:

### Add Users

Add your team to your Google Analytics to collaborate and report. You can do this in Settings > User Management

### Link Other Tools Up

Share data between Google Ads, Google Search Console, and Google Analytics to consolidate your data. You can do this in Admin > Property

### Create Custom Goals

Set up goals to track that are specific to your site like form submissions. You can do this in Admin > View > Goals

### Create Custom Reports

Make reporting even easier by creating a custom report. You can export this into an excel or PDF format too.

### Track Interactions

Monitor how users are interacting with pages by setting up event tracking to follow things like link clicks.

### Monitor Performance

Get data on users, engagement levels, page performance, purchase funnel, checkout process, and more.





## Google Analytics

### 5 How to set it up

If you have not already set up Google Analytics for your website, you will need to follow these 5 steps:

1. **Create or sign in to your Google account**
2. **Go to [www.google.com/analytics](http://www.google.com/analytics)**
3. **Create a new property in your Analytics account**
4. **Set up a reporting view in your property**
5. **Follow the instructions to add the tracking code to your website so you can collect data in your Analytics property**



#### Key Takeaways:

You now have the basic background and knowledge in how to set up and work with Google Analytics.

# 03

## Google My Business

### 1 What Is It?

Google My Business, sometimes known as GMB, is a free tool that allows you to list your business on Google Maps and search results. You can use it to manage and display information about your business, including opening hours, address, contact deals, promotions, photos, and website link.

### 2 Why It's Important

A third of all searches have local intent [according to Google](#). Having a Google My Business listing can help to improve your chances of ranking for those local searches, by having a hyper localized result. Your listing will improve your chances to connect with these customers, right in the search results by posting information, photos, and updates.

### 3 When To Use It

Although Google My Business is a tool to list your business as a location, it can be used whether you have physical stores or not. If you have physical stores, you should list and manage each one individually in the tool. If you have no stores you can create your listing without displaying an address.

# Google My Business

## 4 How to use it

Google My Business is used by brands to increase their online presence across Google. But to do this using your listing you will need to:

### Provide Consistent

Information – the details you list in your Google My Business profile should be consistent with information found elsewhere, like other directories, Facebook, and your website. It should also be updated regularly so that customers get accurate information.

### Use Keywords

Just like your on page content, the content in your Google My Business listings should be keyword rich including service and location-related keywords.

### Add Photos

Keeping your listing updated with current photos can help to show to Google and a user that the information you provide is up-to-date. It can also showcase your location or your services.



### Be Aware

Be aware that searchers can request changes to your listing, which Google may accept whether they are accurate or not. As such, you should monitor your business listing to make sure no changes are made that give false information.

### Manage Customer Reviews

Customers can leave a review on your Business listing, whether negative or positive. You should encourage people to leave reviews because Google ranks highly reviewed listings well. But you should also aim to respond to as many customer reviews as you can, both good and bad.

### Post

Create posts for your Business listing just like you would with other social media channels. These posts can be about promotions, recent articles, or events that your business has had.

# Google My Business

## 5 How to set it up

If you have not already set up Google Analytics for your website, you will need to follow these 6 steps:

1. **Sign in to Google My Business**
2. **Go to [www.google.com/business](http://www.google.com/business)**
3. **Add your business. Enter your business name**
4. **Enter your location**
5. **Fill in your contact information**
6. **Finish and manage your listing**

You will need to repeat steps 3 to 6 for every location your business has. So if you have stores, you should create a listing for each individual store.



### Key Takeaways:

You now have the basic background and knowledge in how to set up and work with Google My Business.

# 04

## Tracking, Analysis, And Your SEO

Setting up these tools will help you to track and analysis the impact you have on your SEO and where you need to direct your efforts.

For more support and quick fixes, visit

[sellerdeck.co.uk/insights](https://sellerdeck.co.uk/insights)





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