

Google Webmaster Tools

The hidden jewell to
skyrocket
your traffic

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youtube.com/jimboot



@jimboot

be searched

StewArtMedia.biz
be found



Australian Government
Austrade



Department of Infrastrucutre

MultiMedia Victoria

Department of Victorian
Communities – Youth Central,
Skilled Migration

Department of Industry, Innovation
and Regional Development



Australia's home ground



contact | blog | bio

David Meerman Scott

Marketing and Leadership Speaker



Rich media
content
production



1300 Flowers

Fresh from our local florists | 1300flowers.com.au



Online Crisis Analysis



Microsoft®

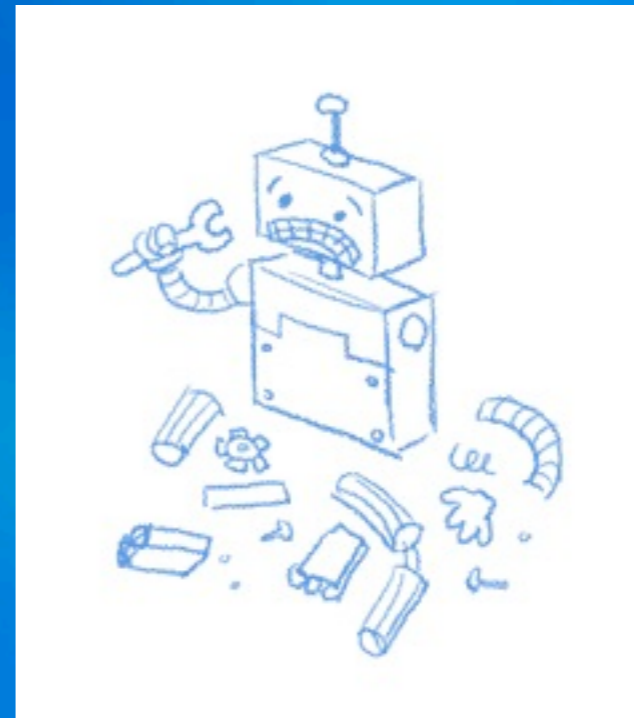
Search starts at home

- Health of site informs strategy
- Use site:mysite.com with GWT (Google webmaster tools)
- Make sure you monitor alerts from GWT



The Google Dr. (thanks Phil)

- Configuration
- Site Health
- Search Traffic
- Optimisation



Content Keywords

What does Google think you're about?

Webmaster Tools

- Dashboard
- Messages
- ▶ Configuration
- ▶ Health
- ▶ Traffic
- ▼ **Optimization**
 - Sitemaps
 - Remove URLs
 - HTML Improvements
 - Content Keywords**
 - Other Resources
- ▶ Labs

Content Keywords

Keyword	Significance
1. lighting (4 variants)	
2. products (2 variants)	
3. fans (3 variants)	
4. ceiling (2 variants)	

Good

Content Keywords

Keyword	Significance
1. loading	
2. loan	
3. tailored	

BAD

Configuration

Moving home? Do it with GWT

The screenshot shows the 'Change of Address' configuration page in Google Webmaster Tools. On the left is a navigation menu with items: Dashboard, Messages, Configuration (highlighted), Settings, Sitelinks, URL Parameters, Change of Address (highlighted in red), Users, Health, and Traffic. The main content area is titled 'Change of Address' and includes the following text: 'Tell Google when you move your site to a new domain. [Guidelines for moving your site.](#) First: 1. Set up your content on your new domain. 2. Redirect content from your old site using [301 redirects](#). 3. [Add and verify your new site to Webmaster Tools](#). Tell us the URL of your new domain'. Below this is a form with the text 'stewartmedia.biz has moved to:' followed by a dropdown menu labeled 'Select a verified site...' and a 'Submit' button. A faint, semi-transparent version of the same form is visible below the main one.

Configuration

New site? Did you tell Google?

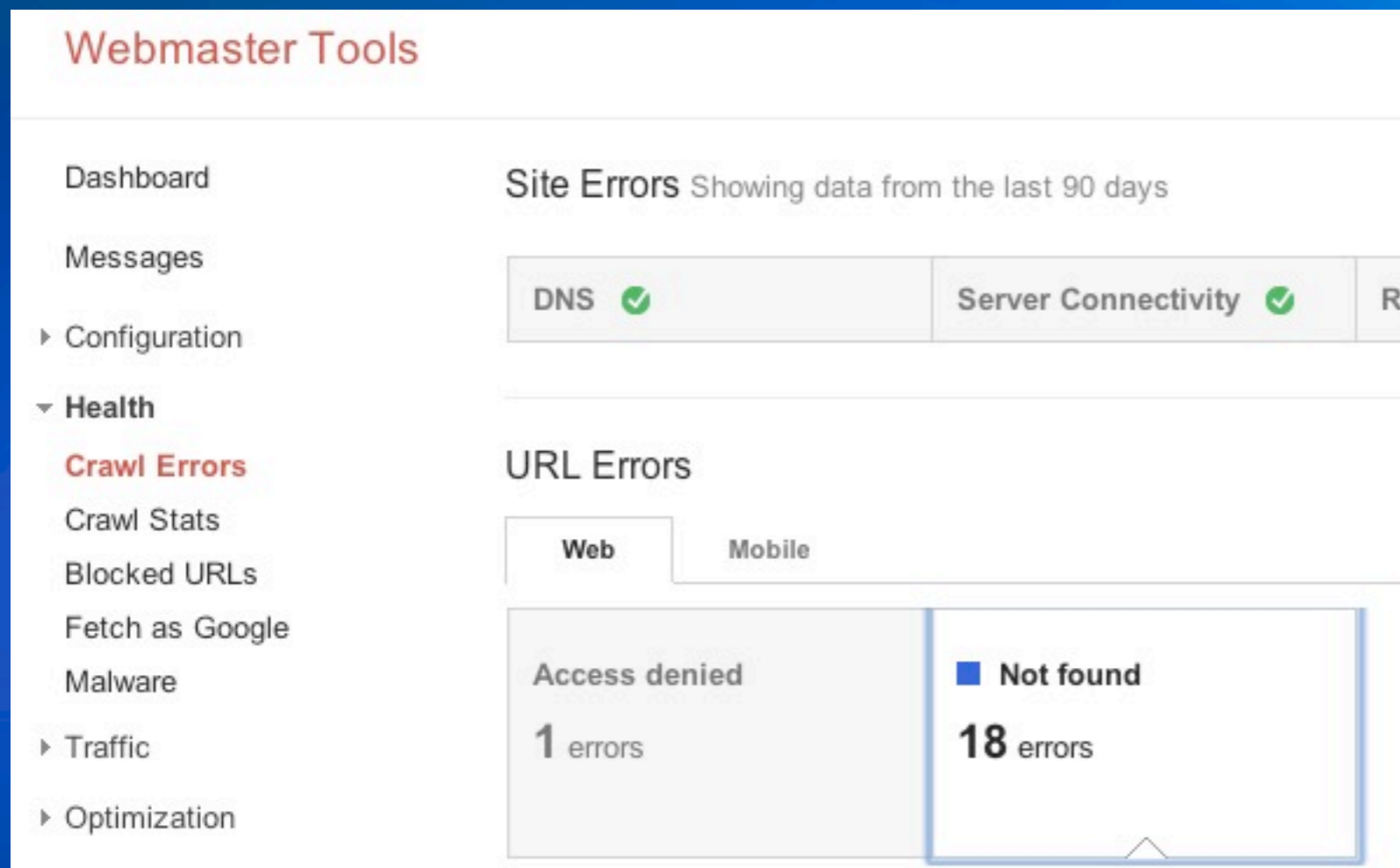


All old URLs
must be 301
to new equivalents



Backlinks you can fix

Just 301 the incoming link



Webmaster Tools

Dashboard
Messages
Configuration
Health
Crawl Errors
Crawl Stats
Blocked URLs
Fetch as Google
Malware
Traffic
Optimization

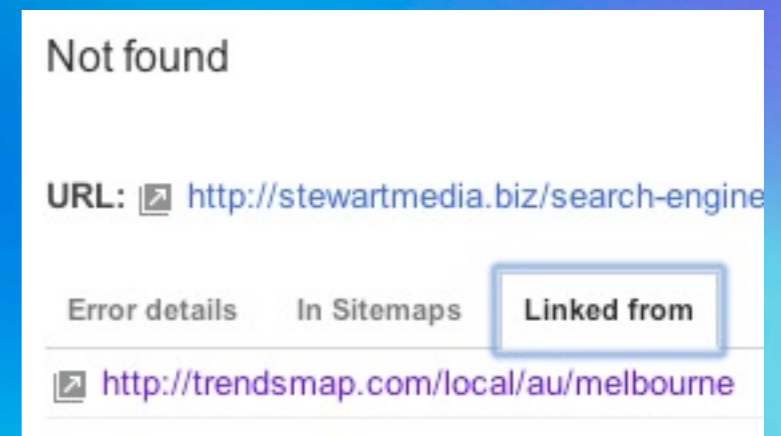
Site Errors Showing data from the last 90 days

DNS	Server Connectivity	Redirects
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URL Errors

Web | Mobile

Access denied 1 errors	Not found 18 errors
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Not found

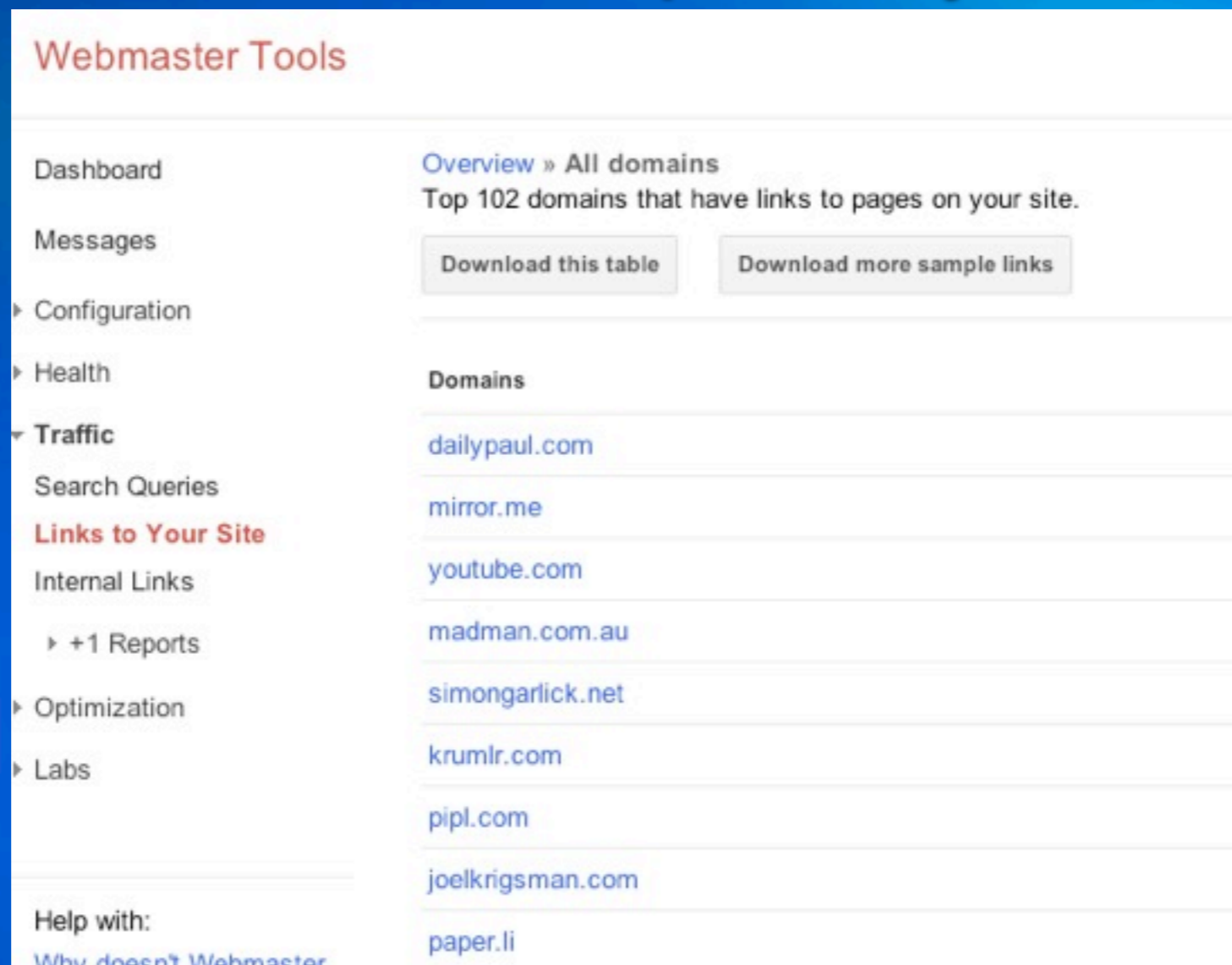
URL: <http://stewartmedia.biz/search-engine>

Error details In Sitemaps **Linked from**

<http://trendsmap.com/local/au/melbourne>

Backlinks -post Penguin

Remove the spammy ones

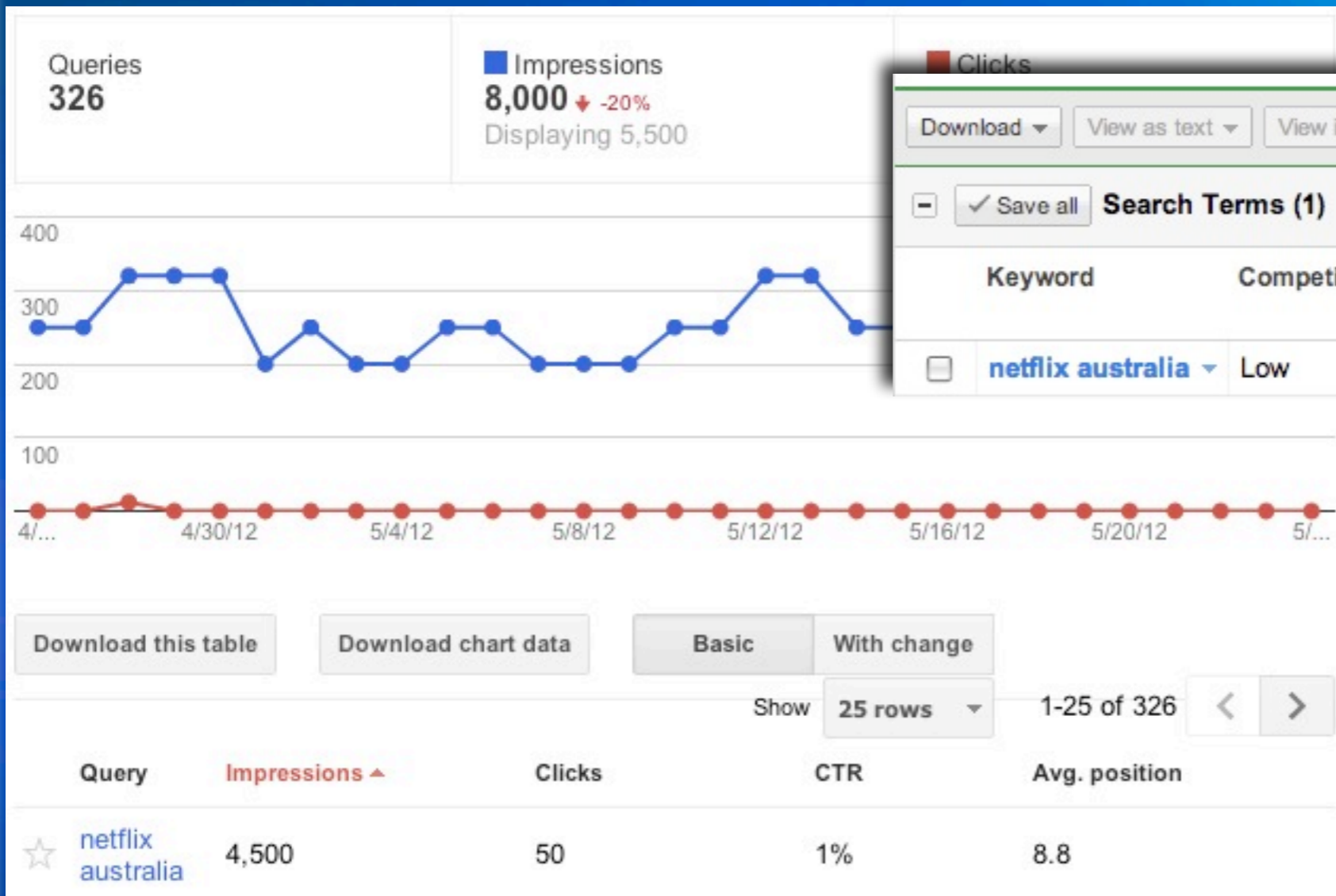


The screenshot shows the Google Webmaster Tools interface. On the left is a navigation menu with items like Dashboard, Messages, Configuration, Health, Traffic, Search Queries, Links to Your Site (highlighted), Internal Links, Optimization, and Labs. The main content area is titled 'Overview » All domains' and shows 'Top 102 domains that have links to pages on your site.' There are two buttons: 'Download this table' and 'Download more sample links'. Below this is a list of domains under the heading 'Domains':

Domains
dailypaul.com
mirror.me
youtube.com
madman.com.au
simongarlick.net
krumlr.com
pipl.com
joelkrigsman.com
paper.li

Search Queries

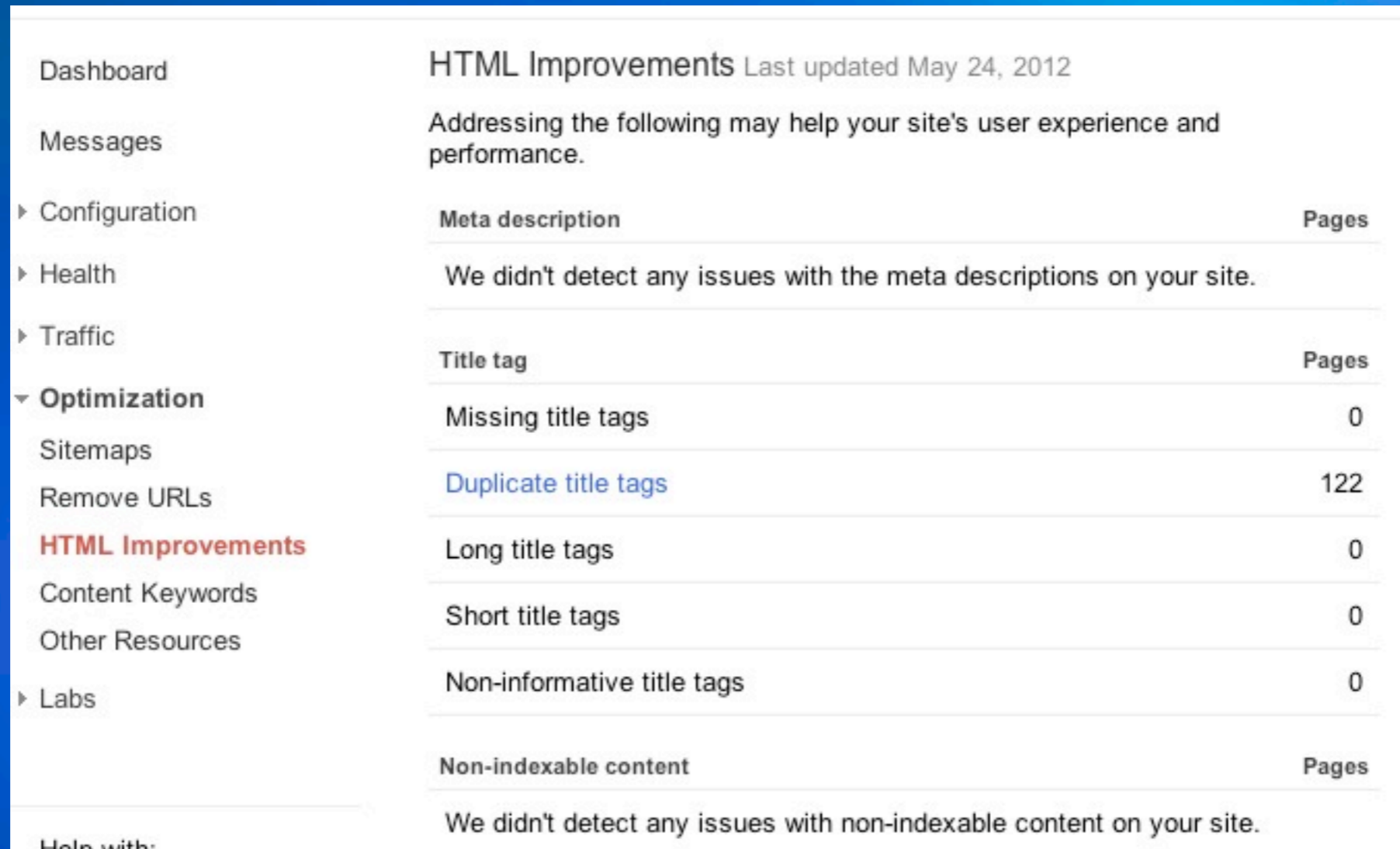
Numbers reality check



Adwords
tool predicts
double of
GWT

HTML Suggestions

In case you didn't know



The screenshot shows the 'HTML Improvements' section of Google Webmaster Tools. It includes a sidebar with navigation options like 'Dashboard', 'Messages', 'Configuration', 'Health', 'Traffic', 'Optimization', 'Sitemaps', 'Remove URLs', 'Content Keywords', 'Other Resources', and 'Labs'. The main content area is titled 'HTML Improvements' and is dated 'Last updated May 24, 2012'. It contains a message: 'Addressing the following may help your site's user experience and performance.' Below this, there are three sections of suggestions, each with a table of affected pages:

Meta description	Pages
We didn't detect any issues with the meta descriptions on your site.	

Title tag	Pages
Missing title tags	0
Duplicate title tags	122
Long title tags	0
Short title tags	0
Non-informative title tags	0

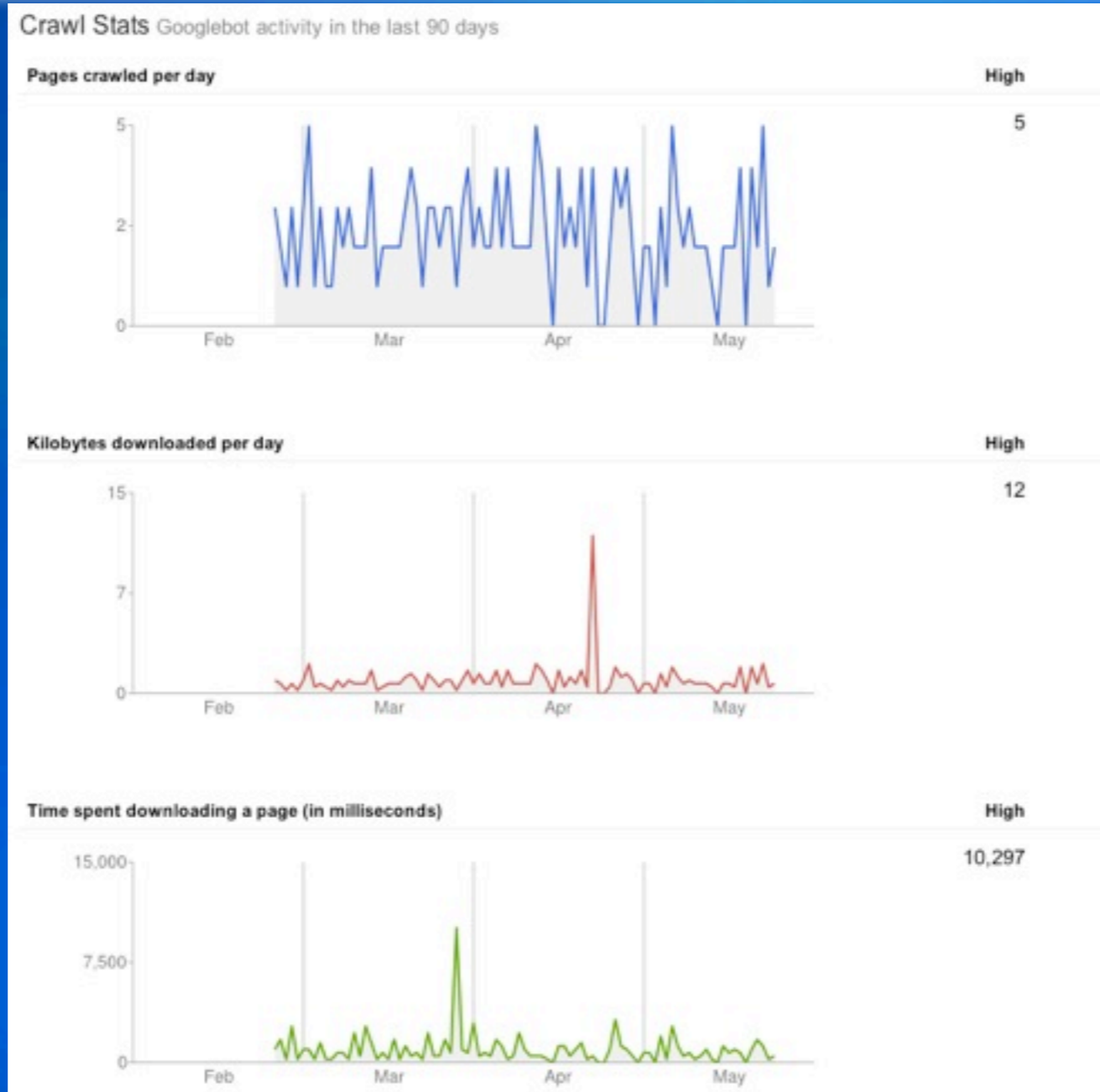
Non-indexable content	Pages
We didn't detect any issues with non-indexable content on your site.	

Soft 404s

- DavidMeermanScott.com jumps 10 spots
- Flowers client jumps 20 for “flowers” onto 1st page
- Soft 404s create an infinite no. of pages - fix them

Crawl Stats

- Dashboard
- Messages (2)
- ▶ Configuration
- ▼ Health
 - Crawl Errors
 - Crawl Stats**
 - Blocked URLs
 - Fetch as Google
 - Malware
- ▶ Traffic
- ▶ Optimization
- ▶ Labs



webpagetest.org

1/2 sec delay
decreases
conversions
by 20%!

GWT Summary

- Fix errors
- Check keyword content authority
- Improve site performance
- Look for new opportunities

THANKS!
Questions?

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facebook.com/melbourneseo



linkedin.com/in/jimboot



youtube.com/jimboot



@jimboot

be searched

StewArtMedia.biz
be found

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