

## Google Webmaster Tools Tutorial



## What is Google Webmaster Tools?

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- Similar to Google Analytics, Webmaster Tools provides diagnostic reporting and management tools for website publishers.
  - Each Google Account holder member has a Webmaster Tools Account administered by SearchForecast.
  - It's free to sign up to Google Webmaster Tools at <http://www.google.com/webmasters/tools/>
  - Using Webmaster Tools, website's site maps are uploaded, traffic and indexation in Google is maintained.
  - Monthly Checking of Webmaster Tools provided to clients by SearchForecast.
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The screenshot shows the Google Accounts interface. At the top left is the Google logo. Below it, the 'Accounts' section is visible. On the left sidebar, there are links for 'Account', 'Security', 'Profile and privacy', 'Google+', and 'Products' (which is highlighted in red). The main content area is titled 'Your products' with an 'Edit' link. A red box highlights the URL <https://accounts.google.com>. Below this, a grid of product tiles is displayed. A blue arrow points to the 'Sites' tile. The 'Webmaster Tools' tile at the bottom left of the grid is highlighted with a blue border. Other tiles include Google+, iGoogle, Maps, Partner Content, Picasa Web Albums, Reader, Talk, Toolbar Sync, Website Optimiser, and YouTube.

Google

Activity

Accounts

Account

Security

Profile and privacy

Google+

Products

Your products [Edit](#)

<https://accounts.google.com>

Google+ Google+

iGoogle

Maps

Partner Content

Picasa Web Albums

Reader

Sites

Talk

Toolbar Sync

Webmaster Tools

Website Optimiser

YouTube

**Webmaster Tools** Help Settings

**Home**

All Messages (144)

Sort: By site health Alphabetically Table

ADD A SITE

<a href="http://www.alexanderrealestate.com.au">www.alexanderrealestate.com.au</a>	No new messages or recent critical issues.	<span>Manage site</span>
<a href="http://www.alfordduff.com.au">www.alfordduff.com.au</a>	No new messages or recent critical issues.	<span>Manage site</span>
<a href="http://www.allwestrealestate.com.au">www.allwestrealestate.com.au</a>	No new messages or recent critical issues.	<span>Manage site</span>
<a href="http://www.athertonfn.com.au">www.athertonfn.com.au</a>	No new messages or recent critical issues.	<span>Manage site</span>
<a href="http://www.augustarealestate.com.au">www.augustarealestate.com.au</a>	No new messages or recent critical issues.	<span>Manage site</span>
<a href="http://www.bowenfirstnational.com.au">www.bowenfirstnational.com.au</a>	<span>Not verified</span> No new messages or recent critical issues.	<span>Manage site</span>
<a href="http://www.braileyfn.com.au">www.braileyfn.com.au</a>	No new messages or recent critical issues.	<span>Manage site</span>

Verify this site  
Delete site

Step 1 is to Verify the Website by selecting "Verify this site" from the drop down menu.



### Webmaster Tools

**Verification failed** for <http://www.bowenfirstnational.com.au/> using the Meta tag method (1 days ago). We couldn't find the verification meta tag.  
Verify your ownership of <http://www.bowenfirstnational.com.au/>. [Learn more.](#)

Recommended method   Alternate methods   History

#### Recommended: HTML tag

Add a meta tag to your site's home page.

1. Copy the meta tag below, and paste it into your site's home page. It should go in the <head> section, before the first <body> section.

```
<meta name="google-site-verification" content="DryDqaTmtegiNJQ9qYDo0VHUK4BTv648yDzUiXDDCmM" />
```

[Show me an example](#)

2. Click **Verify** below.




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



**VERIFY**


Not now

Step 2 is to copy/paste google-site-verification tag into home page html






Step 3 is to verify the site by clicking the 'Verify' button inside Webmaster Tools.

FirstNational RealEstate   

Help  




Sort: By site health Alphabetically 


[ADD A SITE](#)


<a href="http://www.alexanderrealestate.com.au">www.alexanderrealestate.com.au</a>	No new messages or recent critical issues.	<a href="#">Manage site</a> 
<a href="http://www.alfordduff.com.au">www.alfordduff.com.au</a>	No new messages or recent critical issues.	<a href="#">Manage site</a> 
<a href="http://www.allwestrealestate.com.au">www.allwestrealestate.com.au</a>	No new messages or recent critical issues.	<a href="#">Manage site</a> 
<a href="http://www.athertonfn.com.au">www.athertonfn.com.au</a>	No new messages or recent critical issues.	<a href="#">Manage site</a> 
<a href="http://www.augustarealestate.com.au">www.augustarealestate.com.au</a>	No new messages or recent critical issues.	<a href="#">Manage site</a> 

First National ensure all member sites are Google compliant.

## How do I access Webmaster Tools?

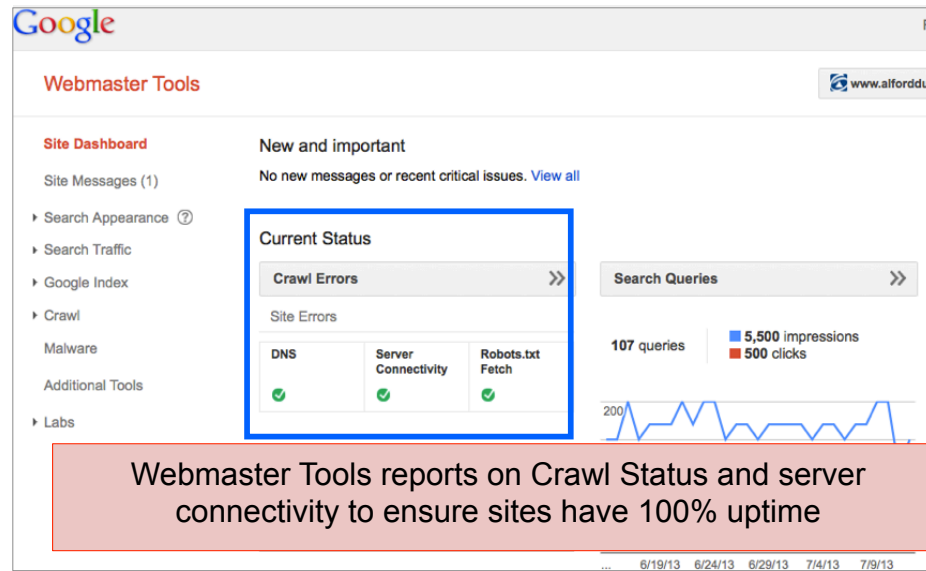
FirstNational RealEstate   

Help 

Sort:   

<a href="http://www.alexanderrealestate.com.au">www.alexanderrealestate.com.au</a>	No new messages or recent critical issues.	<input type="button" value="Manage site"/>
<a href="http://www.alfordduff.com.au">www.alfordduff.com.au</a>	No new messages or recent critical issues.	<input type="button" value="Manage site"/>
<a href="http://www.allwestrealestate.com.au">www.allwestrealestate.com.au</a>	No new messages or recent critical issues.	<input type="button" value="Manage site"/>
<a href="http://www.athertonfn.com.au">www.athertonfn.com.au</a>	No new messages or recent critical issues.	<input type="button" value="Manage site"/>
<a href="http://www.augustarealestate.com.au">www.augustarealestate.com.au</a>	No new messages or recent critical issues.	<input type="button" value="Manage site"/>

Click on your website inside Webmaster Tools to access the reporting information.





New and important messages  
No new messages

Webmaster Tools reports on the URLs submitted via Webmaster SiteMaps and those indexed.

### Current Status

#### Crawl Errors



##### Site Errors

###### DNS



###### Server Connectivity



###### Robots.txt Fetch



##### URL Errors

2 Server error  
507 Not found

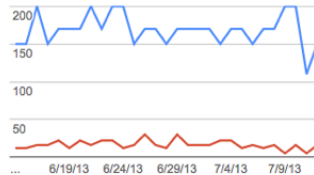
5 Soft 404  
1 Other

#### Search Queries



107 queries

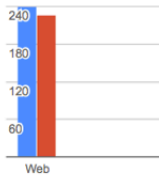
5,500 impressions  
500 clicks




#### Sitemaps

By me (1)

240 URLs submitted  
226 URLs indexed



Download this table Download chart data Basic With change Show 25 rows 1-25 of 108

Query	Impressions	Clicks 	CTR	Avg. position
☆ alford and duff	110	90	82%	1.0
☆ tenterfield real estate	500	16	3%	4.8
☆ real estate tenterfield	250	<10	-	4.8
☆ just listed homes	30	<10	-	6.5
☆ first national tenterfield	<10	<10	-	1.0
☆ first national real estate tenterfield	<10	<10	-	1.0
☆ deloraine tenterfield for sale	<10	<10	-	6.0
☆ 1037 woodside road tenterfield	<10	<10	-	4.0

Webmaster Tools reports on the position a Member site is located on Google results pages for each keyword.

Webmaster Tools automatically provides sitelinks in search results. Google selects them based on anchor text and alt text in HTML. They can't be manually controlled inside Webmaster Tools yet you can request Google to demote the links.

[Tenterfield Real Estate - First National Real Estate Alford & Duff ...](#)  
[www.alfordduff.com.au/](http://www.alfordduff.com.au/) ✓

Search for property and real estate on for sale and rent. Find homes for sale, houses and flats to rent or buy at First National Real Estate **Alford & Duff**.

[Google+ page](#) · [Be the first to review](#)

277 Rouse St Tenterfield NSW 2372, Australia  
+61 2 6736 3377

### [Buying](#)

Buy and sell real estate in Tenterfield, Wallangarra ...

### [Rural Real Estate](#)

Buy and sell rural real estate in Tenterfield, Wallangarra ...

### [Just Listed](#)

Buy and sell houses, apartments and homes in Tenterfield ...

### [Search](#)

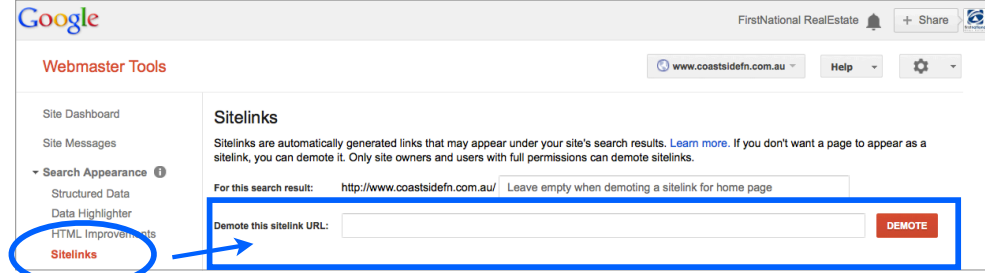
Search real estate listings. Buy, rent, or sell with First National ...

### [Commercial Real Estate](#)



Buy and sell commercial real estate in Tenterfield ...




### [Open for inspections](#)

View open for inspection real estate in Tenterfield ...





If you think the sitelink is inappropriate, Webmaster Tools allows each sitelink to be demoted from the Google results page for each Member site. There is no guarantee Google will demote the link yet it strongly encourages them to do so.

FirstNational RealEstate  

 [www.alfordduff.com.au](#)  

### Internal Links

Find internal links to <http://www.alfordduff.com.au/>

Show **25 rows** 1-25 of 169  

Target pages	Links
<a href="#">/Rent/Rental-Properties</a>	349
<a href="http://www.alfordduff.com.au/">http://www.alfordduff.com.au/</a>	339
<a href="#">/Site-Map</a>	338
<a href="#">/Buy/Residential-Real-Estate</a>	337
<a href="#">/About-Us/First-National-Real-Estate-Australia</a>	224
<a href="#">/Utolia-Forms/Property-Demand</a>	216

Webmaster Tools reports on the Internal Links - allowing internal links on Member sites to be monitored.

## Webmaster Tools

www.burtongroves.com.au

Help

Site Dashboard

Site Messages

Search Appearance ?

Search Traffic

Google Index

**Index Status**

Content Keywords

Remove URLs

Crawl

Malware

Additional Tools

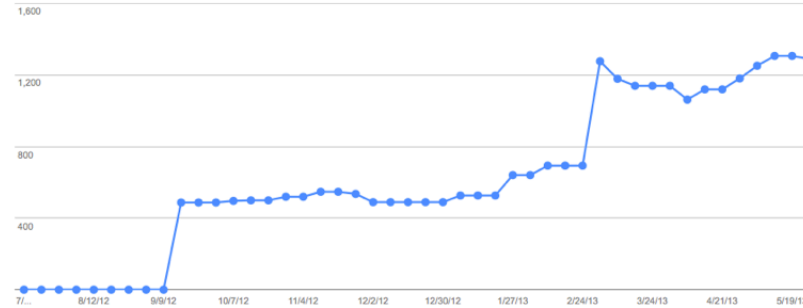
Labs

Index Status Showing data from the last year

Basic

Advanced

Total indexed 936





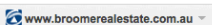




## Webmaster Tools

Webmaster Tools reports on keyword significance on the Member website. These keywords are used for search engine optimization.

Site Dashboard	Content Keywords	
Site Messages	Keyword	Significance
▸ Search Appearance ?	1. <a href="#">estate</a> (2 variants)	<div></div>
▸ Search Traffic	2. <a href="#">property</a> (2 variants)	<div></div>
▾ Google Index	3. <a href="#">park</a> (4 variants)	<div></div>
Index Status	4. <a href="#">national</a>	<div></div>
<b>Content Keywords</b>	5. <a href="#">rent</a> (3 variants)	<div></div>
Remove URLs	6. <a href="#">residential</a>	<div></div>
▸ Crawl	7. <a href="#">groves</a> (2 variants)	<div></div>
Malware	8. <a href="#">sorry</a>	<div></div>
Additional Tools	9. <a href="#">imagery</a>	<div></div>


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### Remove URLs

Use **robots.txt** to specify how search engines should crawl your site, or request **removal** of URLs from Google's search results ( have you read our [removal requirements?](#) ). Only site owners and users with full permissions can request removals.

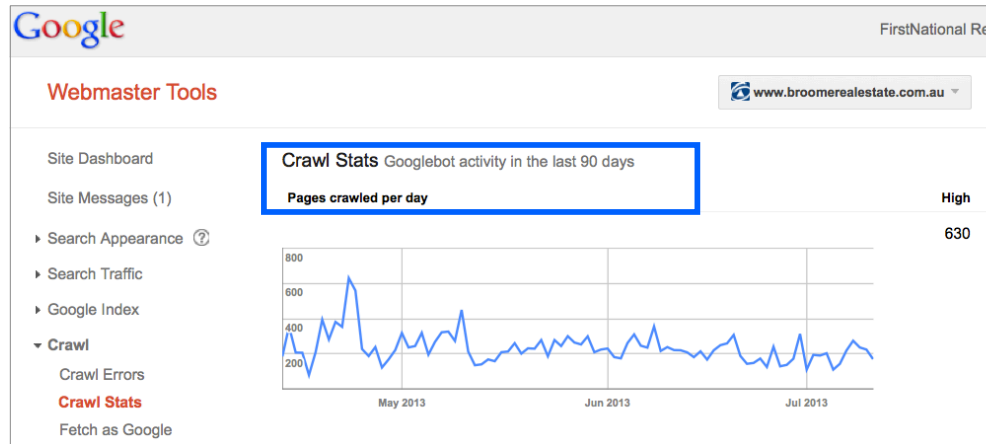
Create a new removal request

Show: Pending (0) 

URL	Status	Removal Type
No URL removal requests.		

Webmaster Tools allows URLs to be removed from Google's search engine manually. This ensures that old URLs can be removed and not appear in the Google results pages results.





Webmaster Tools allows each members site to be analyzed for how active Googlebot (the Google search engine) is in crawling the pages on each Member website.

Google FirstNational RealEstate

**Webmaster Tools** Your request was completed successfully. www.elliottshiner.com.au Help

Site Dashboard  
Site Messages (1)  
Search Appearance ?  
Search Traffic  
Google Index  
Crawl  
Crawl Errors  
Crawl Stats  
**Fetch as Google**  
Blocked URLs  
Sitemaps  
URL Parameters  
Malware

**Fetch as Google**

Fetches remaining: **473**  
URL and linked pages submissions remaining: **10**

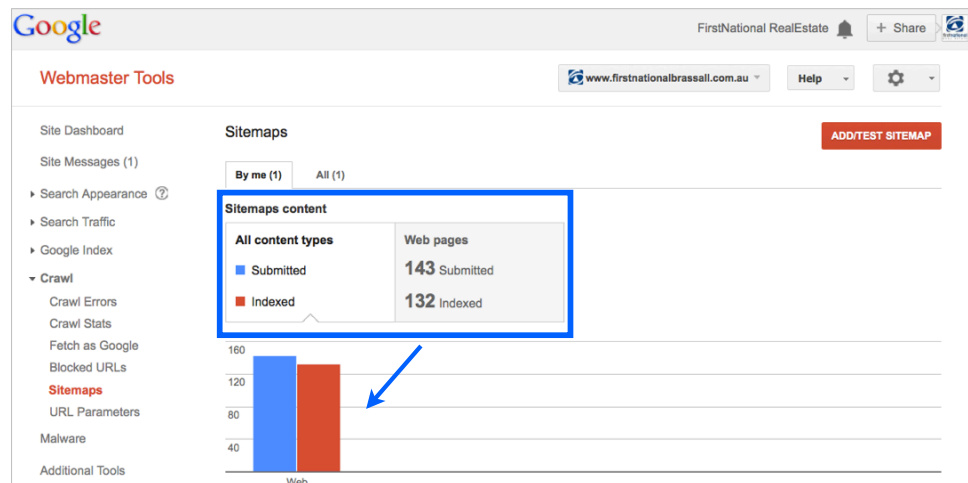
<http://www.elliottshiner.com.au/> Web **FETCH**

Leave URL blank to fetch the homepage. Requests may take a few minutes to process.

Show 25 rows 1-1

URL	Googlebot type	Fetch Status	
<a href="http://www.elliottshiner.com.au/">http://www.elliottshiner.com.au/</a>	Web	<span>Success</span>	<span>Submit to index</span>

Webmaster Tools allows the website administrator to check that URLs are responding on the server.



Webmaster Tools reports on the URLs submitted via Webmaster SiteMaps and those indexed.

The screenshot shows the Google Webmaster Tools interface for the website [www.fncowra.com.au](http://www.fncowra.com.au). The left sidebar contains a list of tools: Site Dashboard, Site Messages, Search Appearance (with a help icon), Search Traffic, Google Index, Crawl, **Malware** (highlighted in red), and Additional Tools. A blue arrow points from the 'Malware' link in the sidebar to a box in the main content area. This box is titled 'Malware' and contains the text 'Google has not detected any malware on this site.'.

Webmaster Tools is constantly checked to ensure that no Malware has been placed by hackers into the webfiles.

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# Thank You!

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