



Training

Google Search Console Fundamentals

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Today we'll talk about the following topics

Introduction to Google Search Console

Verification and Setup

Performance Analysis

Content and Search Appearance

Site Health and Optimisation

Each of these areas provides a foundational understanding of how Google Search Console can benefit charities and help them achieve their online goals.

Little bit about me...

15 Years experience working in SEO

Both agency and client side

Vodafone, River Island, Wilko & PACT

Worked with CharityWise since launch

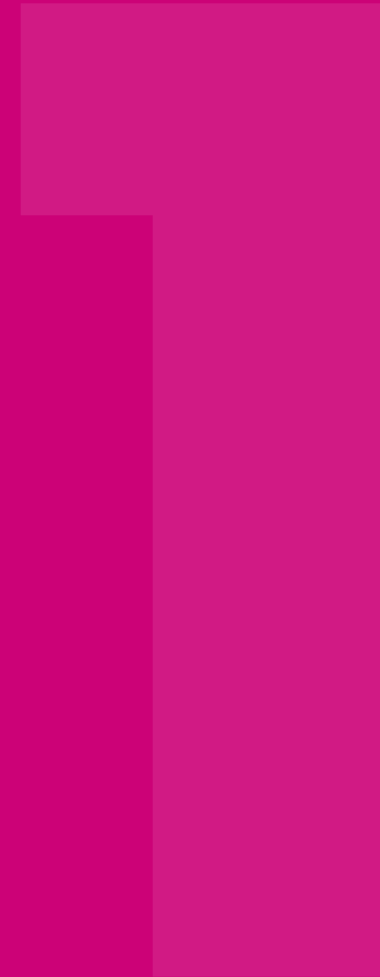
Head of SEO at Fresh Egg



Introduction to Google Search Console

Overview of what Google Search Console is and its importance for website owners.

Explanation of how it helps charities improve their online presence and visibility in Google search results.



What is the Google Search Console?

It's a free tool provided by Google that helps you understand and manage how your website appears in Google search engine result pages (SERP's).

For beginners stepping into the digital world, it's like having a guidebook to navigate and improve your website's performance on the world's most popular search engine.

Google Search Console vs Google Analytics

Search Console

- Tracks site activity in SERPs
- Rolling 16 months' data
- Limited filtering options
- Looks at Google organic traffic only
- Few days' lag for live data
- Restricts data to samples
- Provides organic search terms
- Shows how Google index views site pages
- No annotations

Analytics

- Tracks user activity on your site
- Keeps data from the point the tag is firing (UA)
- Extensive filtering options
- Looks at all channel traffic, including organic
- Offers real-time activity tracking
- Only samples data with large sites/lots of data
- Hides organic search terms (“not provided”)
- Shows how users interact with site pages
- Allows annotations


Verification & Setup

Step-by-step guidance on how to verify ownership of a charity website in Google Search Console.

Instructions on how to set up the necessary configurations to start tracking website performance and search appearance.



Setting up




Domain new

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

example.com

Enter domain or subdomain

or



URL prefix

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

https://www.example.com

Enter URL

Verify domain ownership via DNS record

dave.com

- 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 **dave.com**

google-site-verification=cN2OZ-8miWM3jEs260lPE28fXjEsTN4T6s9w

- 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](#)



Performance Analysis





Understanding the performance data available in Google Search Console, including search queries, clicks, impressions and click-through rates (CTR).


Interpreting key metrics to assess the effectiveness of a charity website's search presence and identify areas for improvement.

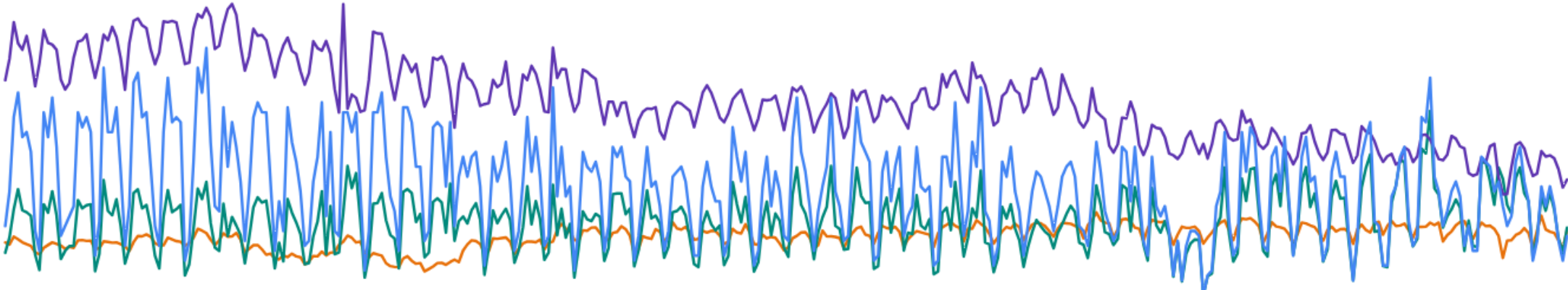


Understanding the Landscape

Search type: Web  Date: Last 12 months  + New

<input checked="" type="checkbox"/> Total clicks 8.1K 	<input checked="" type="checkbox"/> Total impressions 10.8M 	<input checked="" type="checkbox"/> Average CTR 0.1% 	<input checked="" type="checkbox"/> Average position 48.4 
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 Chart totals and table results might be partial when filters are applied. [Learn more](#)



Content and Search Appearance

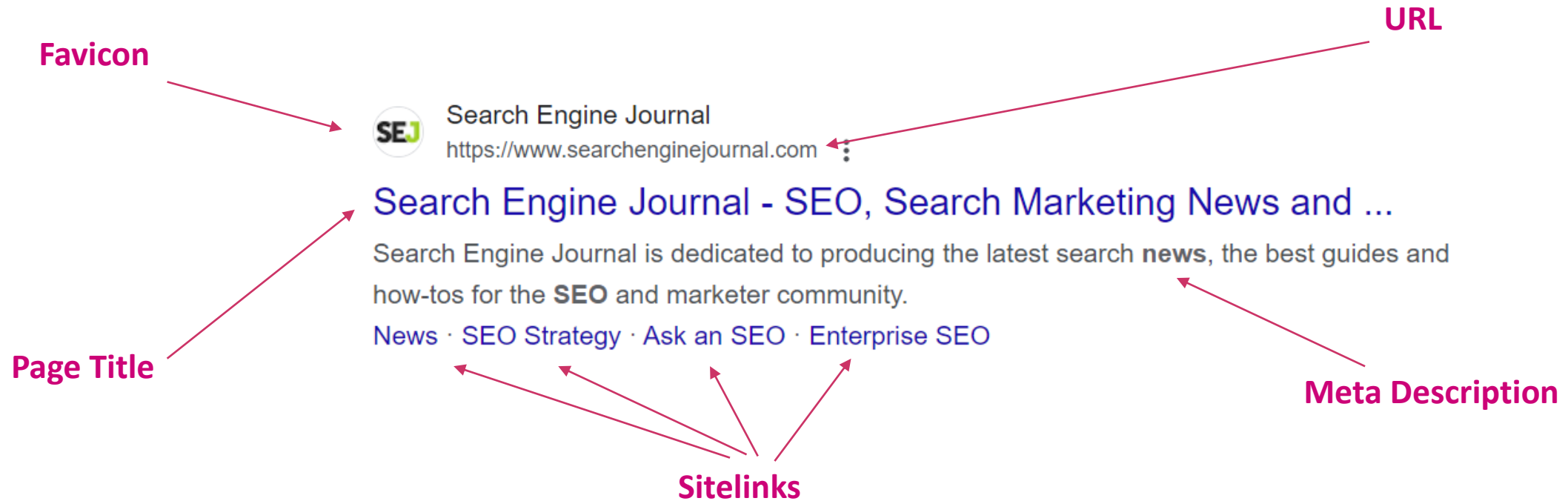
Utilising Google Search Console to analyse how a charity's website content appears in Google search results.

Tips for optimising title tags, meta descriptions and structured data to enhance search snippets and improve click-through rates.

Explaining the importance of creating relevant, high-quality content to attract organic traffic



SERP Listing



Site Health and Optimisation

Overview of the various tools and reports within Google Search Console for monitoring and improving site health, including mobile usability, index coverage and Core Web Vitals.

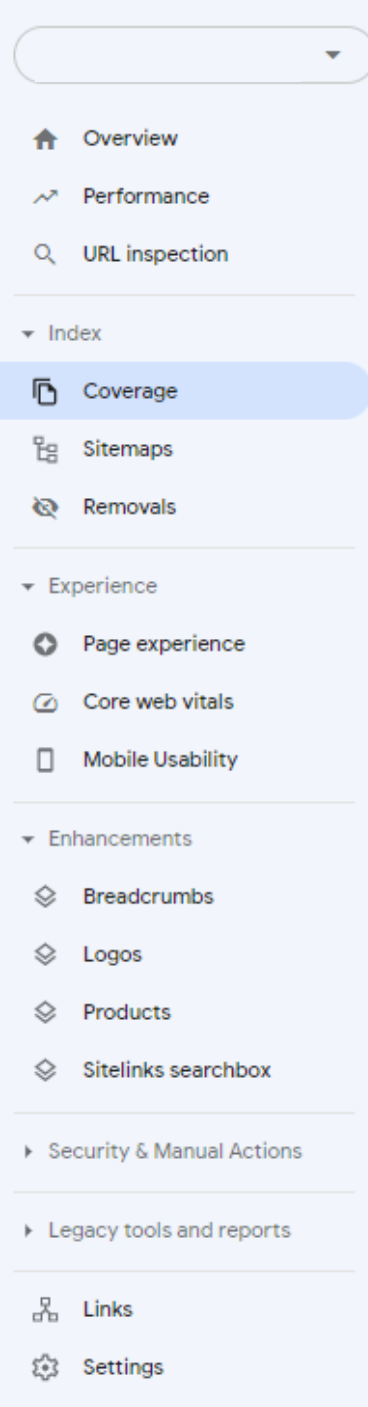
Guidance on resolving common issues such as crawl errors, indexing problems and mobile usability issues to ensure the website is optimised for search engines.



Search Console

Other useful tools

- **Sitemaps** allow you to 'ping' the location of XML sitemaps and check how Google is crawling them.
- **Page experience** is new – Google may be tweaking signals based on this report
- **Core web vitals** and **mobile usability**: Google likes fast web sites and has mobile-first mentality. Critical to ensure good performance on mobile devices, especially if this is a large user segment (you can use 'device' as a filter in the performance section to check)
- **Enhancements** show errors on schema. Again, you can filter by 'search appearance' in the performance section to see what impact schema types are having on organic search
- **Security & manual action** tools: check that nothing nasty is going on (usually fine)
- **Settings** – you can get detailed crawl stats here – how many pages Googlebot crawls, how it assigns resources, percentage of refreshed vs discovered pages. You can calculate a rough and ready average crawl budget from here
- **Links** – of limited use, can be quite a dated snapshot and only provides a sample



**Let's have a look
at a live view**

Useful Resources

Useful resources: Search Console

[What is Search Console and why do I need it \(guide\)](#)

[How to set-up a Google Search Console account \(guide\)](#)

[How do I know what people are searching for? \(guide\)](#)

[Google Search Console – Overview \(video\)](#)

[Introduction to Google Search Console – Indexing reports \(video\)](#)

[Introduction to Google Search Console – Performance \(video\)](#)

[Introduction to Google Search Console – Experience reports \(video\)](#)

CharityWise.

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If you have any questions, please speak to Joseph Halsall

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