

#SEOWEEK

NetElixir
University

TECHNICAL SEO IN 2019

USING GOOGLE WEB CONSOLE TO
UNDERSTAND INDEXING

NetElixir™
search marketing solved





ABOUT
#SEOWeek

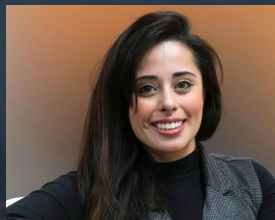
- NetElixir launched #SEOWeek 5 years ago to address the challenges online retailers were facing in SEO.
- Part of NetElixir's core value structure is to continuously share knowledge to the online retail community.

AGENDA

THURSDAY, APRIL 25TH:

TECHNICAL SEO 2019: USING GOOGLE
WEB CONSOLE TO UNDERSTAND
INDEXING

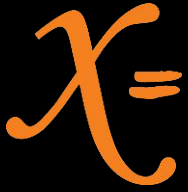
SPEAKERS



HEATHER DASET
NETELIXIR MARKETING &
EVENTS



HALA ALI
NETELIXIR SEO DIRECTOR



130+

TEAM MEMBERS

3

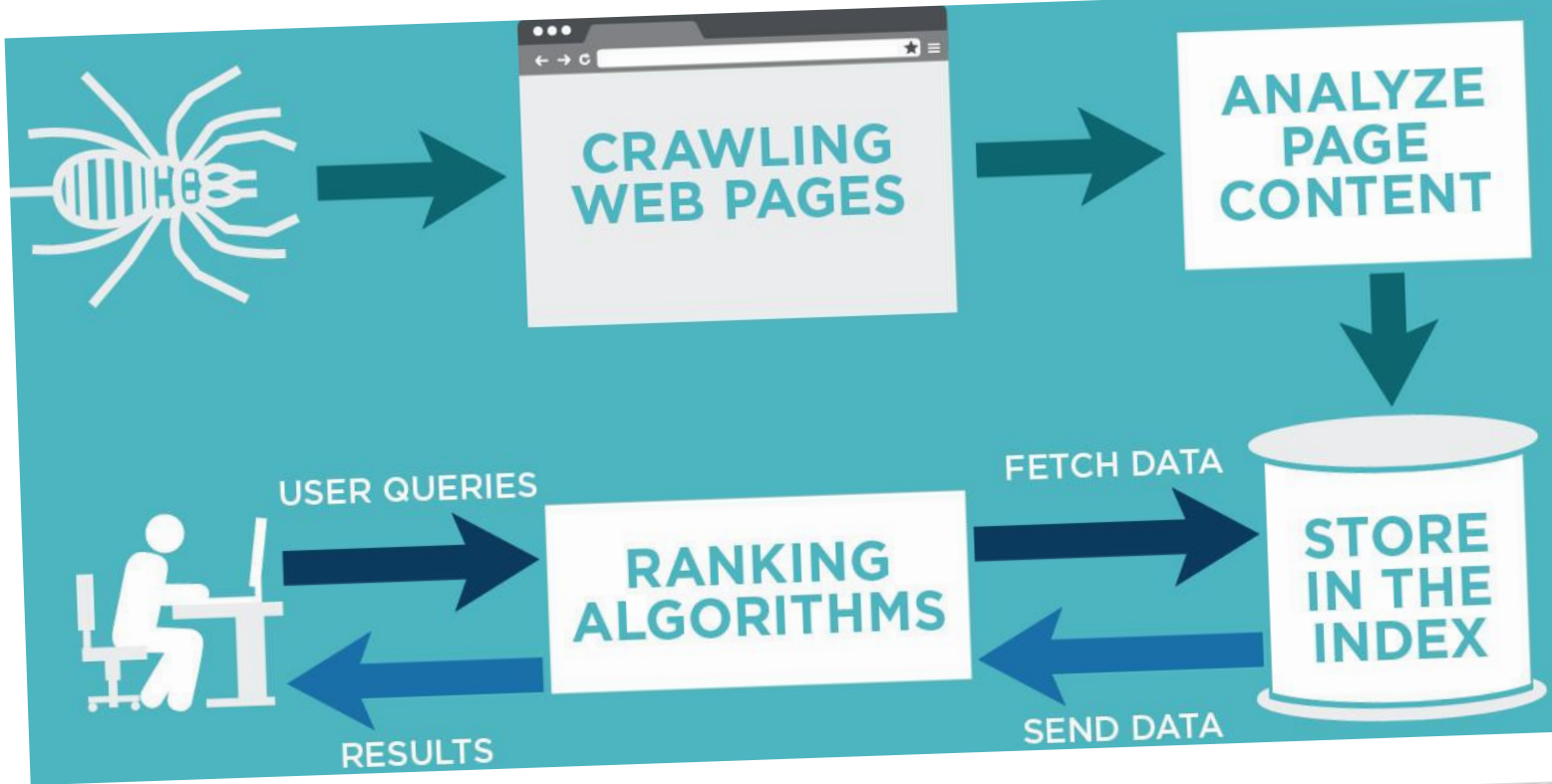
GLOBAL OFFICES



FEATURED PARTNERSHIPS



POLL QUESTION



TECHNICAL SEO: CRAWLING, INDEXING & RANKING

There are three steps to getting your web page listed in SERPs:

- The first step is for the bot to crawl a website to discover the various pages.
- The second step is the bot indexing the pages in SERPs.
- The third and final step is determining what the page is about so the relevance of queries can be understood and ranked.

So the crucial question for any SEO strategy is:

How are the bots crawling & indexing the website?



Coverage

All known pages ▾

Error

420

3 issues

Valid with warnings

64

1 issue

Valid

18.7K

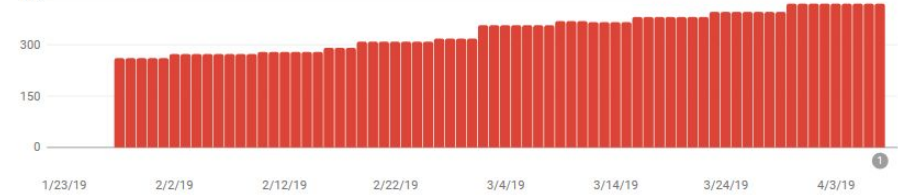
Excluded

59.9M

Impressions

Pages

450



Details

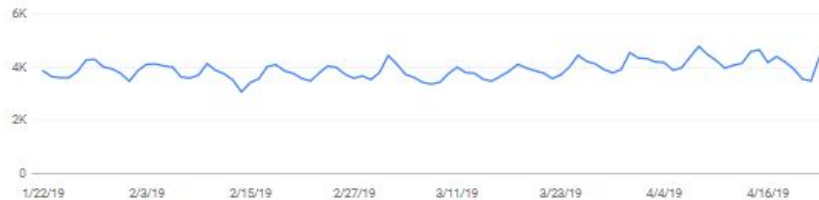
| Status | Type | Validation ↑ | Trend | Pages |
|--------|--------------------------------|---------------|-------|-------|
| Error | Submitted URL marked 'noindex' | ! Not Started | | 412 |
| Error | Submitted URL has crawl issue | ! Failed | | 5 |
| Error | Server error (5xx) | ! Not Started | | 3 |

OVERVIEW

Performance

[OPEN REPORT >](#)

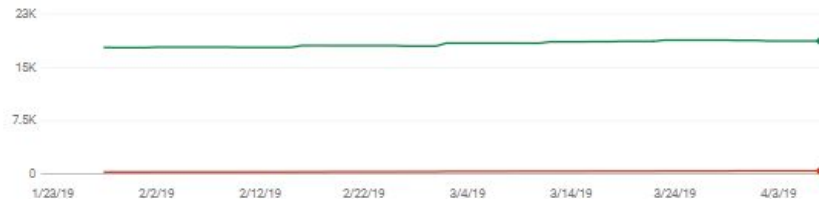
356,564 Total web search clicks



Coverage

[OPEN REPORT >](#)

420 Pages with errors 18,746 Valid Pages



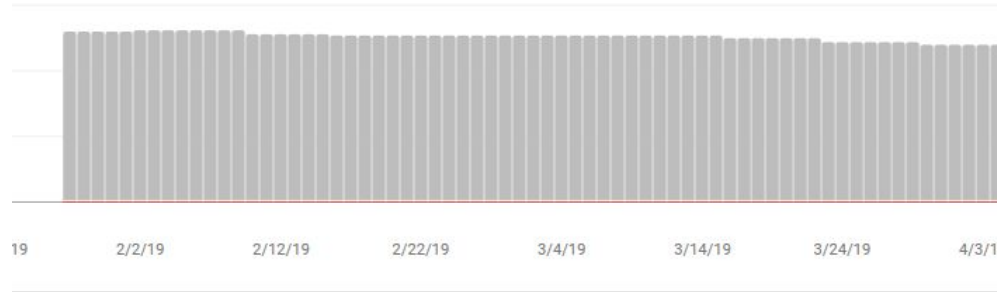
Enhancements

| Type | Valid | Errors | Trend | |
|------------------|-------|--------|-------|----------------------------------|
| Mobile Usability | 5,900 | 6 | | OPEN REPORT > |
| Products | 0 | 1,298 | | OPEN REPORT > |

COVERAGE

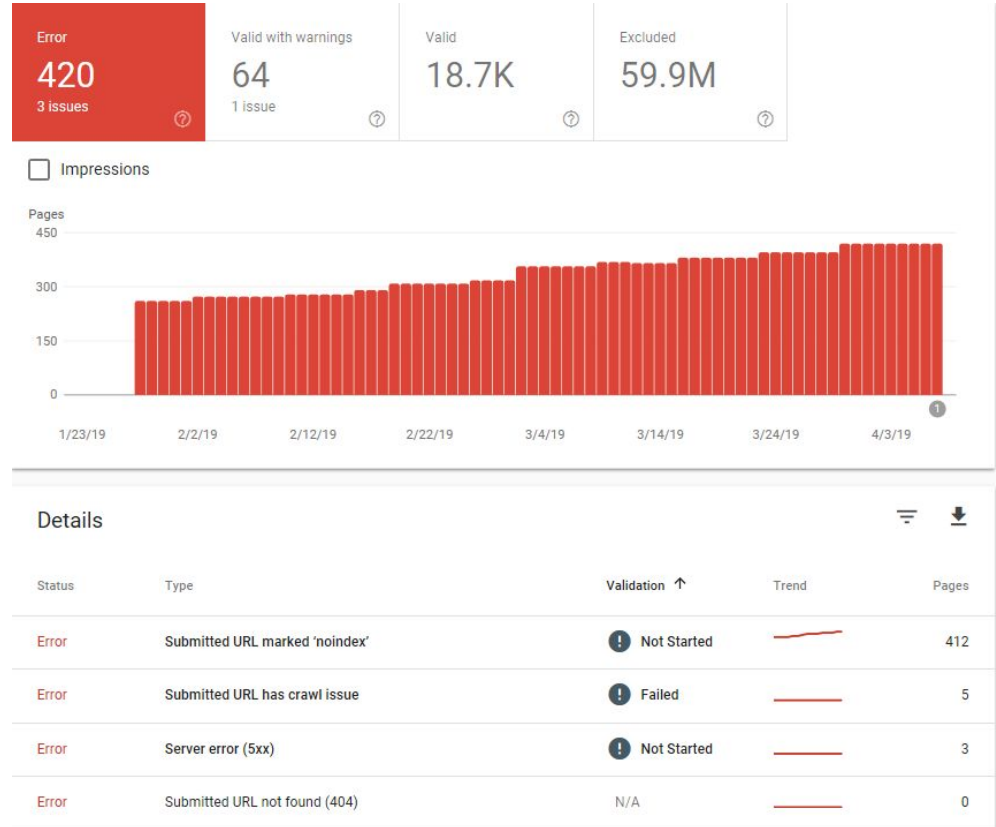


essions



ERRORS

- Submitted URL refers to a URL submitted in the sitemap.
- Only submit canonical URLs with source code 200 in the sitemap.

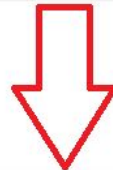


All known pages ▾

Submitted URL marked 'noindex'

First detected: 12/20/17 Status: Error

[LEARN MORE](#)



Done fixing?

[VALIDATE FIX](#)

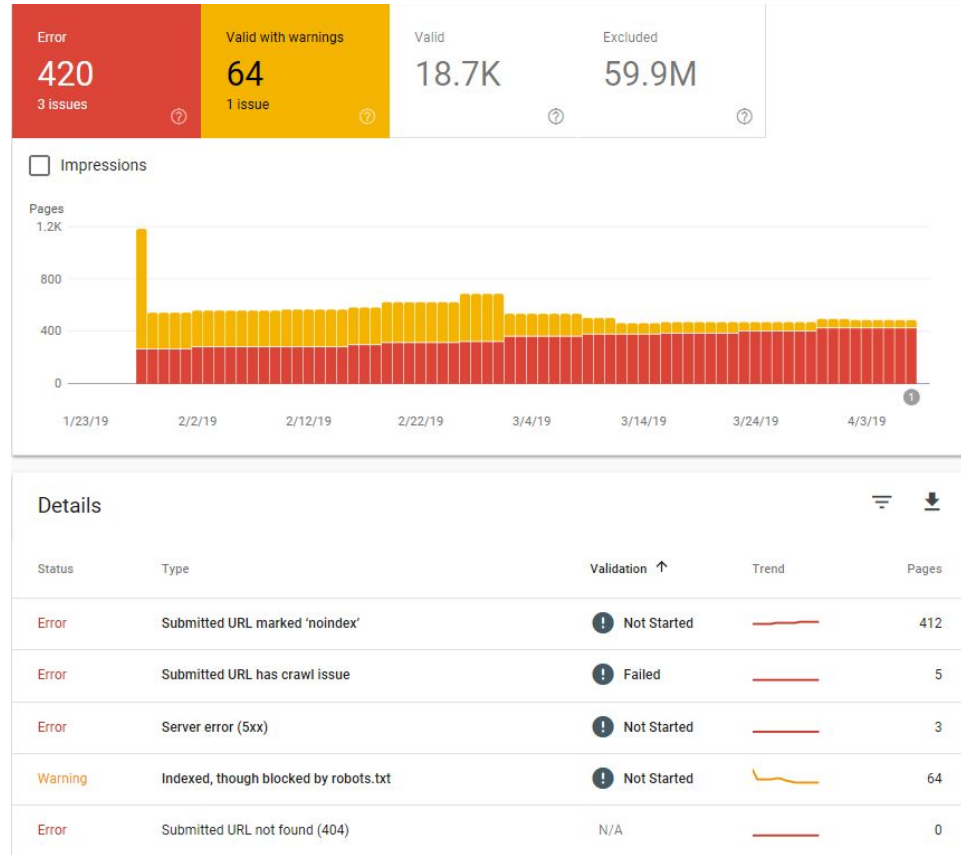
Affected pages

412



WARNING

- Indexed even though the developer blocked the URL from robots.txt



```
="ctl00_ctl00_CtrlHtmlHead_MetaKeywords" name="Keywords" content="Keyword">/meta>  
="ctl00_ctl00_CtrlHtmlHead_metaRobots" name="ROBOTS" content="index, follow">/meta>  
="ctl00_ctl00_CtrlHtmlHead_metaGoogleBot" name="GOOGLEBOT" content="index, follow">/meta>
```

CONFLICTING SIGNALS

- In this case, it was primarily accounts and related pages that most retailers don't want indexed.
- After blocking the pages from robots.txt, the developer added the robots index follow tag.

CRAWL BUDGET & CRAWL WASTE

Google's Gary Illyes recently said, "We can now render the entire web."

- Google still struggles with accurate crawls and renderings.

Googlebots do a lot of things wrong from a retailer's perspective:

- They tend to prioritize pages that have no value, while ignoring pages that have great value.
- They crawl pages that are dynamic and have clearly been blocked by the developers via robots tags.

Don't waste your crawl budget: optimize it.



USING THE GOOGLE SEARCH CONSOLE

To determine whether your indexing, crawl, and ranking is accurate, these are the questions to ask:

1. How many SKUs does your shop have?
2. How many static pages are on the website?
3. How many canonical pages are on your website?

To diagnose a problem, correlate the above numbers by answering the question:

Does the Google Search Console report reasonably match the number of pages you actually have?



DIAGNOSING THE INDEX BLOAT

So, your numbers don't align? If the difference is a couple thousand, you're in a good place. If the count in Search Console is much higher, it's time to start looking deeper.

1. Check how the noindex URLs are set up.
2. Are all your canonicals being indexed?
3. Are any of the pages blocked via the robots.txt being indexed?



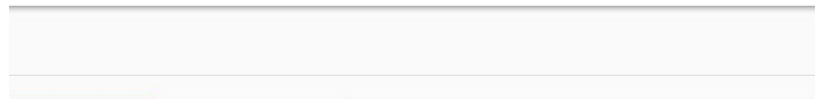
PRODUCTS & MOBILE USABILITY

The mobile usability section helps retailers identify if the website's mobile-friendliness is efficient.

The products section identifies issues in the structured data:

1. Check the individual URLs.
2. Fix the errors listed on the specific pages.
3. Submit for validation.





Valid
5.9K

Impressions



Issues

| Issue | Type | Validation | Trend |
|---------|------------------------|-------------|-------|
| Invalid | Text too small to read | Not Started | |
| Invalid | Viewport not set | Not Started | |

Valid with warnings
3.99K
9 issues

Valid
0



Filter and Download icons

| Issue | Validation | Trend | Items |
|---|-------------|-------|-------|
| Missing required best and/or worst values | Not Started | | 1,297 |
| Value in property "reviewCount" must be positive | Not Started | | 1,297 |
| Missing field "name" | Not Started | | 4 |
| Property "offers", "review", or "aggregateRating" should be defined | Not Started | | 1 |
| Couldn't determine the rating scale | N/A | | 0 |

MANUAL & SECURITY



- Provides information on whether there's a manual penalty associated with the website or if there's been any security issues with the website, such as hacking.

The screenshot shows the Google Search Console interface. On the left, a sidebar contains navigation links: Overview, Performance, URL inspection, Index (with a sub-menu for Coverage and Sitemaps), Enhancements (with a sub-menu for Mobile Usability and Products), and Security & Manual Actions (with sub-menus for Manual actions and Security issues). The 'Manual actions' sub-menu item is highlighted with a red box. The main content area is titled 'Manual actions' and features a green checkmark icon followed by the text 'No issues detected'.

INDEX COVERAGE REPORT

- ❑ The Index Coverage Status report provided by Google Search Console is the best way to identify indexing issues.
- ❑ It allows you to check the number of valid indexed pages, the number of excluded pages, and the number of pages with errors or warnings.
- ❑ If there's a spike in the number of indexation errors, then this may have been caused by a change to your website template or any other change in the website.



WHO SHOULD USE THE SEARCH CONSOLE?

- While most SEO experts and developers use Google Search Console, we recommend that ecommerce managers, business owners, and other digital marketers should also be familiar with this platform.
- Digital marketing doesn't work in silos. Things can easily fall through the cracks unless every manager has a complete understanding of the mechanics for the channel.



ASK YOURSELF: WHAT WOULD GOOGLEBOT DO?

- 1. Your website will be crawled by both Googlebot Desktop and Googlebot Mobile.**

Ask your developers to keep an eye on the log files to see how the website is being crawled.

- 2. To understand how Google sees your website, check Google Search Console weekly to ensure errors remain low.**

If you keep an eye on the Search Console, you can usually spot technical issues early on and will be able to rectify them before they impact your results.

- 3. Indexing & Crawling... Did I forget Ranking?**

Actually, no. While the performance section will show search queries, technical SEO is about 50% of what goes into ranking. The rest is UX, Intent, Context, Quality, etc.

POLL QUESTION

OUR SOLUTIONS

PAID SEARCH

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Our integrated digital marketing approach helps brands own the search bar.

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WHAT TO EXPECT UPCOMING WEBINARS

- **May 8:** Introduction to AI & Audience Types/Demographics/Targeting
- **May 9:** Fundamentals of Smart Bidding, Measurement, & Creative Excellence
- **May 17:** Key Updates from Google Marketing Live
- **May 30:** Bing & AI, co-hosted with Bing

www.netelixir.com/modernsearch/



#SEOWEEK GIVEAWAY



YOU COULD **WIN** A GOOGLE HOME HUB

The lucky winner must complete the following items to qualify for our grand prize:

- Create a LinkedIn post sharing the registration link (<https://www.netelixir.com/seoweb>) and tag NetElixir
- Attend at least 2 of our 3 webinars
- Comment on at least one of the LinkedIn #SEOWeek Daily Trivia posts



A dark, blurred crowd of people at night, many holding up their smartphones to take photos or videos. The scene is dimly lit, with some light sources visible in the background, creating a bokeh effect. The overall atmosphere is that of a large gathering or event.

QUESTIONS?

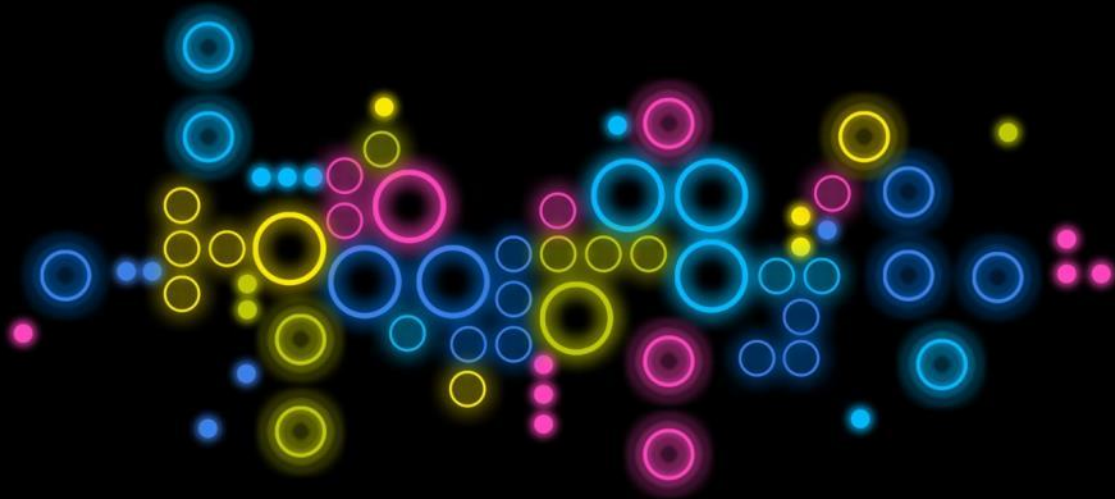


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