



## After More Than One Year of Beta Testing, New Google Search Console Has Arrived

By Bob Goricki

If you are one of the many marketers who relies on Google Search Console for valuable insights into your website, you'll be pleased to know that the long-tested new version of the product is finally available with some new bells and whistles. If this is the first you've heard of Google Search Console, now is a great time to add this valuable tool to your digital marketing toolset.

### What is Google Search Console?

Search Console is a tool provided by Google that offers deeper insights into your site's search performance than the Google Analytics product that you are likely familiar with. It has a number of useful features, including:

- **Search Performance:** Here you'll find a host of valuable data, including an overview of search terms that are driving traffic to your website. You'll see how often these terms are searched on a monthly basis, where your site currently ranks and how many clicks you've received for each term.



- **URL Inspection:** This tool gives you a peek under the hood of how Google views your site. Are your pages properly indexed? Are there any issues on mobile viewing issues? You can make changes to your pages and test the updates on the fly with this tool.

## URL Inspection



### URL is on Google

It can appear in Google Search results (if not subject to a manual action or removal request) with all relevant enhancements. [Learn more](#)

[VIEW SOURCE](#)



Coverage

Indexed, not submitted in sitemap

## Enhancements



Mobile Usability

Page is mobile friendly

- **Google Index Coverage:** Quickly identify errors and warnings in your site's Google Index coverage. Once you've fixed the issues, you can test your fixes right in the tool.

## Coverage

All known pages ▾

Error	Valid with warnings	Valid	Excluded
0	1	101	133

- **Sitemaps:** You can submit and manage your sitemap directly through Search Console.
- **Mobile Usability:** You can test your site for common mobile issues that might impact a browser's user experience.

## Mobile Usability

Error	Valid
0	96

- **Links:** Search Console provides a complete overview of external sites linking into your site as well as internal links that you use throughout your site.

## **How do I Install Google Search Console?**

If you currently use Google Analytics on your website, installing Search Console is a snap. Simply visit <https://search.google.com/search-console/about> and click Start Now to get going. Make sure that you are signed into Google using the same username that is associated with your Google Analytics account. You'll then be able to verify your ownership of the domain using these credentials and you'll be given access to your Search Console account.

If you already had access to the previous version of Search Console, your account will automatically be upgraded to the new Search Console. No additional action on your part is required.

If you have any questions on implementing or understanding Search Console insights, please contact Bob Goricki at 440-449-6800 or submit a request through our contact form.