



MARKETING / OFFICE / STAFF

## Google Webmaster Tools to the Rescue

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Google has provided detailed webmaster guidelines and tools to help individuals and organizations develop their websites more efficiently. Using these tools and guidelines will support the search-engine optimization (SEO) goals for your chiropractic website. To begin with, you can add your website URL to [www.google.com/webmasters/tools/home?hl=en](http://www.google.com/webmasters/tools/home?hl=en) on Google Search Console to use the Webmaster Tools for a Google-friendly website. Here are some of the practice benefits of using these tools.



### Analyze Keyword Data

You need to monitor the keywords you have used for your website in order to assess which ones are working best for your site and what future course you should adopt regarding the targeted keywords you wish to rank on. Google Webmaster Tools will provide you with valuable data in this regard.

You will gain insights into clicks and impressions, and how the visitors are reaching your website. The click-through rate (CTR) data will let you know what percentage of visitors chose to click on your website link. You also will be able to determine the average position of your website in Google search results.

*Action to Take:* Visit <https://support.google.com/webmasters/answer/6155685?hl=en> on Google Support to generate and learn about the Search Analytics Report for your website.

### Assess the Status of Inbound Links

# MAXIMIZE THE USE OF Google SEARCH CONSOLE FOR YOUR WEBSITE




## WHAT IS GOOGLE SEARCH CONSOLE

- D**esigned as a free web service by Google for webmasters, Google Search Console (previously Google Webmaster Tools) allows users to easily check their website indexing status and improve the visibility of their website.
- G**oogle Search Console provides crucial search engine optimization (SEO) insight to website owners.
- T**he most important aspect of Google Search Console is that it allows users to view and understand their website in a context similar to how Google views their website.
- I** can help users in creating a highly effective SEO campaign as it provides a greater insight on crucial website data such as site indexing, traffic, as well as site links and search.






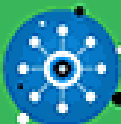


## WHAT GOOGLE SEARCH CONSOLE CAN DO FOR YOUR CHIROPRACTIC WEBSITE

- E**nable easy communication with Google so you can fix any of the various aspects of search optimization.
- U**ser can also easily monitor and resolve any mistakes or errors issues that might be affecting the website.
- I** allows you to include new content for indexing and the removal of any content that you don't want showing up in Google search results.
- U**sing Google Search Console users will also be able to:

- A**
- B**
- C**
- D**

-  Optimize external and internal links to maximize.
-  Improve the speed rate for indexing that site.
-  Optimize on separate platforms that site.
-  Easily view their website index and the data through an API (API) for each report.

## USE GOOGLE SEARCH CONSOLE TO BOOST YOUR CHIROPRACTIC WEBSITE TRAFFIC

-  **INCLUDE A SITEMAP**  
**T**his will allow Google to understand the structure of your chiropractic website.  
**A** sitemap will make it easy for Google's search bots to easily find important content and index relevant pages of your website. 
-  **OPTIMIZE YOUR SITEMAP**  
**G**oogle displays additional links to internal pages in search results for websites that it knows.  
**Y**ou can use Google Search Console to remove links that are not useful and make highlight those links which will earn you more clicks. 
-  **FIX SITE CRITICAL ERRORS**  
**C**ritical Errors allow you to see the errors that Google encountered on your (chiropractic) website such as inaccessible pages, any server errors or missing pages among others.  
**R**esolving these issues can help in drawing more traffic to your site. 
-  **SEARCH QUERIES AND KEYWORDS SECTION**  
**W**hile Search Queries section shows you the keywords that users type to find your site, the Keyword section shows those keywords that Google has found on your site.  
**I**f you want to boost site traffic, ensure that the keywords users type to find you and the keywords that Google found on your site closely match. 

Google Webmaster Tools allows you to assess your chiropractic website's link profile through its "Links to your Site" feature. It will provide you insights about what websites are linking to your site. This is critical information because Google uses the number and quality of inbound links to determine site page rankings.

The data provided via this tool can be extremely useful in fine-tuning your website for SEO purposes, and work in the direction of garnering high-quality backlinks. The tool also gives you the option to download the backlink URL list in Google Docs and use it for detailed analysis.

*Action to take:* Go to

[https://support.google.com/webmasters/answer/55281?hl=en&ref\\_topic=4617161](https://support.google.com/webmasters/answer/55281?hl=en&ref_topic=4617161) on Google Support to generate and learn about the Inbound Links Report for your website.

### Receive Notifications and Alerts

Google Webmaster Tools allow you to receive notifications and alerts via email regarding any technical issues with your website or any penalties your site may be attracting. If any misstep with regard to your site architecture, backlinks or other SEO activities has led to your site getting hurt in terms of search rankings by Google, you will instantly receive an alert from Google.

This is the only way to know in case there is manual action taken against your site. Furthermore, if your chiropractic website has been the target of a malicious hacker or if there are any problems with the search-engine spiders crawling through your site, you will receive relevant information from Google via email.

*Action to take:* Visit <https://support.google.com/webmasters/answer/140528?hl=en> on Google Support to set up Google notifications and alerts to be received directly by email.

### Disavow Bad or Redundant Links

To improve the quality of your site's link profile, Google Webmaster Tools provide you the option of a Link Disavow Tool. You can periodically monitor and go through the inbound links your site is attracting and identify if there are any links of dubious origins, as well as irrelevant or redundant links.

You can remove these unnatural or inorganic links from your website with the Disavow tool. This will raise the quality of your website and eventually impact your Google search rankings in a positive way.

*Action to take:* Go to <https://support.google.com/webmasters/answer/2648487> on Google Support to learn about how to use the Link Disavow tool to clean up your website.

Google encourages website owners to improve and enhance the quality of their sites and achieve the highest search rankings. Google Webmaster Tools is the most authoritative support system available to develop and improve your chiropractic website and meet your online marketing goals.

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