



Checklist 10: How to Use Google SEO tools?

Project
Name: _____

Date: _____

Yes No

Google has a plethora of tools available for you which it provides to its users to create exciting, dynamic and engaging experiences. Here is how you can use different Google SEO tools:

Google Search

- 1 Type in your company's name, product items that you want to rank for and you can see how your site looks on the SERP. ☐ ☐
- 2 Ask yourself simple questions as you study the SERP:

Are your title tag and Meta Description of correct length and are they appropriately structured?
The keyword you are targeting; is it present there?
Is it enticing to the customer? ☐ ☐
- 3 Optimize your metadata to have a good effect on your page rank and the click-through rate from the SERPs. ☐ ☐
- 4 Use the Google instant function present in the Google Search as a basic keyword research tool. ☐ ☐
- 5 The hidden function of the Google Search is also a good tool for SEO users. ☐ ☐

Notes



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Google Analytics

Getting Set Up

- 1 Create or sign in to an Analytics account. ☐ ☐
- 2 Go to google.com/analytics. Enter your website's name, time zone, country and accept their terms of use. ☐ ☐
- 3 To create an account, click "Start for free." ☐ ☐
- 4 Sign in to your account by clicking sign in to analytics. ☐ ☐

How to see the performance of your organic traffic

- 1 **Option#1:** Go to channels report by following this route. Acquisition>>All traffic>> Channels. ☐ ☐
- 2 Click on Organic search and drill down on it. ☐ ☐
- 3 Segment the organic traffic search by going to Acquisition>> All traffic>> Channels>> Source ☐ ☐

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- 4 **Option#2:** Add organic traffic as a segment in any report.

☐ ☐

Google Search Console (GSC)

- 1 This is a variety of tools to help you monitor the website performance in the Google Search index.

☐ ☐

- 2 Its primary function is to be the go-to resource for the understanding of your site's technical SEO.

☐ ☐

- 3 The GSC highlights the pages that are indexed. The websites won't show up on Google's SERPs by users unless Google indexes it.

☐ ☐

- 4 Google search console can help you know details about the number of pages crawled per day.

☐ ☐

- 5 Search console also checks if there are duplicate titles and descriptions on your site and hence compiles it into a report for you.

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Google Keyword Planner

- 1 This planner lets users carry out research and analysis on a list of keywords for use in PPC campaigns.

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|---|---|--------------------------|--------------------------|
| 2 | Keyword ideas based on a phrase or product category can be researched upon | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Search volume trends for keywords or groups of keywords can be researched. | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | Use the keyword planner in conjunction with other keyword research tools. | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 | Other Google SEO tools include: Google Trends, Google Alerts, Google Page Speed Insights. | <input type="checkbox"/> | <input type="checkbox"/> |

Notes