internet.com | IT Professionals | Developers | Solutions | eBook Library | Webopedia | Login | Register

HTML GOODIES
The ultimate html resource

EARTHWEB.COM

SEARCH »

About the Double-Underlined Links

INTRODUCTION
home
about
non-technical introduction
newsletter archive
PRIMERS
html
MySpace html
ad banners
perl & cgi
asp
javascript
database - sql
HTML & GRAPHICS TUTORIALS
getting started
backgrounds
buttons
browser specific
colors
forms
frames
html 4.01 tags
html 4.01 ref
image maps
tables
web graphics
BEYOND HTML
asp
cascading style sheets
css keyword ref
cgi scripting
dhtml/layers
dot net
java applets
javascript
javascript keyword ref
javascript script tips
php
security
SEO
vb script keyword ref
webmaster tips
webmaster projects
webmaster toolbox
video
xml
general reference pieces
the master list
NEED HELP?
discussion boards
mentors
technology jobs
WEB DEVELOPMENT
earthwebdeveloper.com
javascripts.com

HTML GOODIES Partners

HTML Goodies : Beyond HTML : SEO : Google Webmaster Tools: What Have You Done for Me Lately

Add Citrix XenServer for Instant ROI, Instant Virtualization: It's not a demo. It's not a trial. It's datacenter-ready. Get the enterprise-class features you need right now at no cost. Download Now.

Google Webmaster Tools: What Have You Done for Me Lately

By Tyme

Introduction

Yep, I know what you are thinking. "Thanks to HTML Goodies, I've got Internet Explorer Web Developer Toolbar, Firefox Web Developer Extension, and Firebug, what more do I need."

Okay, so you have a hammer, a screwdriver, and an adjustable wrench. Even your basic tool belt has room for a few more tools. Google Webmaster Tools is a handy diagnostics toolbox and a tricked out tool shed, if you factor in all the add-on gadgets for helping you improve the "findability" of your site. Let's open the lid and peek inside.
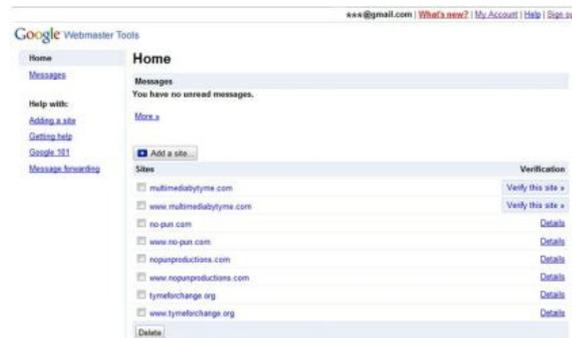
Click here for larger image

Once logged into your Google Webmaster Tools account, you will be presented with the option to add a site (domain name) for inclusion or view an existing site. A verification method is used to synchronize your site with the Google application. This verification is created by either adding a meta tag to your Web page or by uploading to your Web space an HTML file uniquely named by the application.

Google's new Webmaster Tools interface (shown herein) is reminiscent of some of their other products with a portal feel.

Web Development Daily Newsletter

Your e-mail!

SIGN-UP

Other Related Newsletters

Click here for larger image

The home page provides a quick glance at some of your key information: "Top search queries", "Crawl errors", "Links to your site". Using the right-hand navigation, you can explore these and other features in greater depth. A drop-down menu button in the top left allows you to switch between sites.

The Webmaster Tools are organized into three sections: "Site configuration", "Your site on the web", and "Diagnostics". As you might expect, the Site Configuration section is one that you typically do just once for each site, while the other sections are ones that you will want to monitor on a regular basis of your choosing. Be sure to use Settings to note your preference for using the www or non-www version of the domain name for URLs. Google makes a distinction.
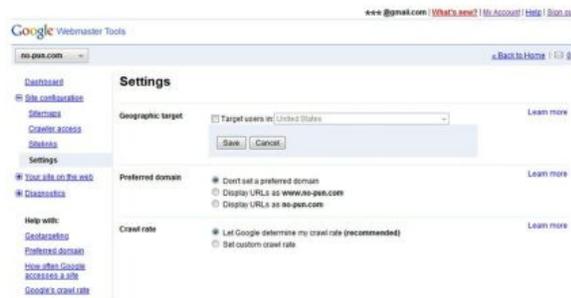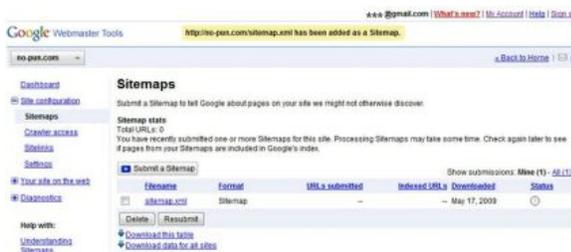

Click here for larger image

For the sake of brevity, I will highlight a few of the features that prove particularly useful.

Sitemaps

Perhaps you are aware that there are two types of sitemaps: an HTML sitemap that is a collection of links to pages on your site - a navigational aid used by your Web visitors, and the search engine sitemap referenced here. The search engine sitemap is a document (XML file) that lists key URLs from your site, which helps the search engines identify key pages for indexing and how often those individual pages change. (Learn more about sitemaps by clicking the "Sitemaps" help link on the Webmaster Tools sidebar.)

Click here for larger image

Through Webmaster Tools, you provide Google a URL to the location (in your Web space) of the sitemap that you created by following the Sitemap Protocol. Once Google has digested your sitemap, Webmaster Tools will report back about any errors.

Click here for larger image

In the example shown above, Google is reporting that a URL of `www.no-pun.com` was found in the sitemap for domain `no-pun.com`. Google makes a distinction between the www and non-www versions of the domain. The oversights are easy to correct with the convenient error listing that Webmaster Tools provides.

Go to page: 1 2 Next

Tools: Email   Print   Digg This Story   del.icio.us

Add htmlgoodies.com to your favorites
MY YAHOO!   Windows Favorites

Add htmlgoodies.com to your browser search box
IE 7 | Firefox 2.0 | Firefox 1.5.x

Receive news via our XML/RSS feed   XML RSS

0 Comments (click to add your comment)

Comment and Contribute

[   ] Your name/nickname

[   ] Your email

XHTML: You can use these tags: <b> <u> <i>

[   ]

(Maximum characters: 1200). You have [1200] characters left.

Please type the alphanumeric characters above and click "Submit" to continue. What's this?

[   ]

I cannot read this. Please generate a [New Image]

See our comment policy.

[Submit Your Comment]

IT Professionals | Developers | Solutions | eBook Library | Webopedia | Login | Register |

HTML GOODIES
The ultimate html resource

SEARCH »

About the Double-Underlined Links

INTRODUCTION
home
about
non-technical introduction
newsletter archive
PRIMERS
html
MySpace html
ad banners
perl & cgi
asp
javascript
database - sql
HTML & GRAPHICS TUTORIALS
getting started
backgrounds
buttons
browser specific
colors
forms
frames
html 4.01 tags
html 4.01 ref
image maps
tables
web graphics
BEYOND HTML
asp
cascading style sheets
css keyword ref
cgi scripting
dhtml/layers
dot net
java applets
javascript
javascript keyword ref
javascript script tips
php
security
SEO
vb script keyword ref
webmaster tips
webmaster projects
webmaster toolbox
video
xml
general reference pieces
the master list
NEED HELP?
discussion boards
mentors
technology jobs
WEB DEVELOPMENT
earthwebdeveloper.com
javascripts.com

HTML GOODIES
Partners

HTML Goodies : Beyond HTML : Webmaster Tips : Webmaster Toolbox: Google Webmaster Tools: What Have You Done for Me Lately

How to Protect Lost or Stolen PCs: learn how the all new Intel Core vPro processor family can better protect lost or stolen PCs. Watch the video now!

Google Webmaster Tools: What Have You Done for Me Lately

By Tyme

Crawler Access

On the Crawler Access page, you can generate a `robots.txt` file or test an existing one. The Remove URL feature allows you to easily submit a request to Google to remove specific pages of your site that have already been indexed and appear in search results. You might wish to do this if you forgot to 'disallow' a folder or files of your site through the `robots.txt` file.
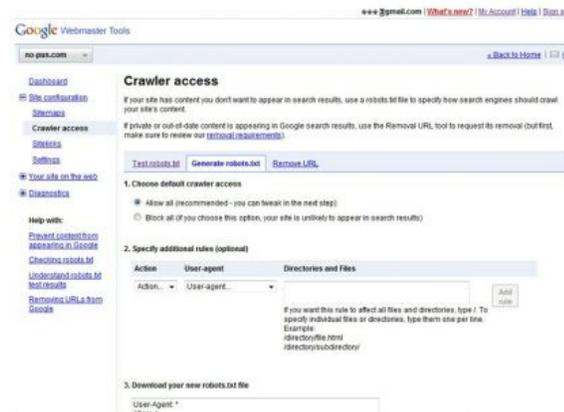
Click here for larger image

Your Site on the Web

This section is the area you will most often monitor. While Webmaster Tools is no substitute for Google Analytics (the mother of all site statistics), it does provide a nice quick glance at site usage information. The best feature is "Top search queries" that shows search strings that listed your site and the position of your site in those search results. It also shows the click-through rate (number of users who visited your site) for each of those search strings. And, you can show that information by last 7 days, past 2 weeks, or one of the last 6 months.

Web Development Daily Newsletter

Your e-mail!

SIGN-UP

Other Related Newsletters

Click here for larger image

Other go-to features of this section are review of your keywords, as Google identifies them, and the links to your site.

There is much more to Webmaster Tools than has been covered in this brief overview. Suffice it to say, if you ask "Google Webmaster Tools, what have you done for me lately", clearly you have not explored this toolbox.

Google Webmaster Tools Help

Webmaster Help Forum
Learn from other users

Search Engine Optimization
Improve your site's performance in search [PDF]

Third-party Sitemap Tools
Tools for creating Sitemaps

Webmaster Tools on YouTube
See tips and tricks

Video tutorial
Tools for webmasters

Tyme is a freelance writer and multimedia specialist of many years. She likes walks in the park, cotton candy, and baby ducks. To learn more: http://www .multimediabytyme.com/.

Go to page: Prev 1 2

Tools: Email   Print   Digg This Story   del.icio.us

Add htmlgoodies.com to your favorites
MY YAHOO!   Windows Favorites

Add htmlgoodies.com to your browser search box
IE 7 | Firefox 2.0 | Firefox 1.5.x
Receive news via our XML/RSS feed XML RSS

0 Comments (click to add your comment)

Comment and Contribute

[   ] Your name/nickname

[   ] Your email

XHTML: You can use these tags: <b> <u> <i>

[   ]

(Maximum characters: 1200). You have [1200] characters left.