

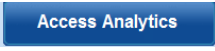
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# GOOGLE TOOLS FOR SEO AND BEYOND

## YOU WILL NEED:

- Your FTP connection information (site, user name, password)
- An FTP client
- An email account you can access online or remotely

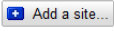
## SETTING UP A GOOGLE ANALYTICS ACCOUNT

- A Gmail account is recommended first, though it isn't necessary.
  - Visit [www.gmail.com](http://www.gmail.com) to create an account
  - If you don't want a Gmail account you can set up a Google Account using your current email address at [www.google.com/accounts/NewAccount](http://www.google.com/accounts/NewAccount)
- Visit [www.google.com/analytics](http://www.google.com/analytics)
  - Click on "Sign Up Now" just below the  button
  - Sign up using your new or existing Gmail Account

## IMPLEMENTING GOOGLE ANALYTICS

- Add Website Profile
  - If you have one site, this happens when you sign up for Analytics
- Under "Tracking Code" copy the code
  - Paste the code on each page right *before* the closing head tag (</head>)
  - Using an external JavaScript file helps make this a little easier
    - Visit [www.w3schools.com/js/js\\_where\\_to.asp](http://www.w3schools.com/js/js_where_to.asp) for remote JavaScript instructions
- Remember that Google Analytics statistics will always be 24 hours behind

## SETTING UP GOOGLE WEBMASTER TOOLS

- Google's Webmaster Tools can be found at [www.google.com/webmasters/tools/](http://www.google.com/webmasters/tools/)
- Sign in with your Google Account
- Click  and enter the URL of your Web site
- Choose your method of verification (metatag, HTML file, or DNS record) and follow the directions

## CREATING A SITEMAP

- Sitemaps can be created by hand, or automatically (preferred)
- Visit [www.xml-sitemaps.com](http://www.xml-sitemaps.com) and follow the directions
- Remember to change the sitemap often; monthly for frequently changed sites, annually at least
- Save you the **sitemap.xml** file to your desktop, then upload into your Google Webmaster Tools account

## CONFIGURING CRAWLER ACCESS

- Crawlers look for **robots.txt** file, which you can create in the Webmaster Tools
- A list of bad bots to exclude can be found at:  
[www.tareeinternet.com/forum/knowledgebase/235-blocking-bad-bots-robots-txt.html](http://www.tareeinternet.com/forum/knowledgebase/235-blocking-bad-bots-robots-txt.html)
  - It easiest to copy this list into the file generated by the Webmaster Tools
- Click the "Download" button to save your file
- Upload the **robots.txt** file to your site's root (main) directory

## WORKING WITH KEYWORDS

Webmaster Tools has several tools to help you determine what keywords to use when optimizing

### BASIC STRATEGY FOR ORGANIC SEARCH

- Choose one (or possibly two) search terms per page
  - Choosing a term relevant to the page's content is critical
- Ensure that your title tag (<title>) contains the term for the page
- Ensure that an <h1> tag containing the term is on the page
- Use the term frequently in the content
  - 3 to 6 times is optimal
- Remember to write content for the user, not search engines
- See [Webmaster Tools Help](#) for more information on SEO

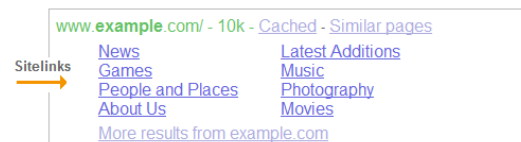
### GETTING STARTED

- The Webmaster Tools dashboard shows you **Search Queries**, the terms often used to find your content
  - This is a good starting place for your search optimization efforts
- Use [Google's AdWords Keyword Tool](#) to test keyword ideas and estimate pricing for Google AdWords
  - Google AdWords can interface with Google Analytics to track paid ad goals
    - This includes monetarily-based information if you sell online

## OTHER WEBMASTER TOOLS TO CONSIDER

### SITELINKS

- Sitelinks controls the links that appear on your site's listing in Google



### CHANGE OF ADDRESS

- Use if you move your Site to another domain

### DIAGNOSTICS

- This set of tools can help you detect Malware, check for broken links, deliver crawl stats, and give advice on various Web aspects you may not have considered.

## LIST OF IMPORTANT LINKS

Below is a list of links found in the document above.

### GOOGLE ACCOUNT

- [www.gmail.com](http://www.gmail.com) or [www.google.com/accounts/NewAccount](http://www.google.com/accounts/NewAccount)

### GOOGLE ANALYTICS

- [www.google.com/analytics](http://www.google.com/analytics)

### GOOGLE WEBMASTER TOOLS

- [www.google.com/webmasters/tools/](http://www.google.com/webmasters/tools/)

### GOOGLE WEBMASTER TOOLS HELP (REGARDING SEO)

- [www.google.com/support/webmasters/bin/answer.py?hl=en&answer=35291](http://www.google.com/support/webmasters/bin/answer.py?hl=en&answer=35291)

### GOOGLE ADWORDS KEYWORD TOOL

- <https://adwords.google.com/select/KeywordToolExternal>

### EXTERNAL JAVASCRIPT REFERENCE:

- [www.w3schools.com/js/js\\_where.asp](http://www.w3schools.com/js/js_where.asp)

### SITEMAP CREATOR

- [www.xml-sitemaps.com](http://www.xml-sitemaps.com)

### LIST OF BAD ROBOTS

- [www.tareeinternet.com/forum/knowledgebase/235-blocking-bad-bots-robots-txt.html](http://www.tareeinternet.com/forum/knowledgebase/235-blocking-bad-bots-robots-txt.html)

### SITE FOR THIS AND OTHER INFORMATION FOR SMALL BUSINESS WEBSITES

- [www.montet.org](http://www.montet.org)

### QUESTIONS?

Feel free to contact me at [johnmontet@gmail.com](mailto:johnmontet@gmail.com).