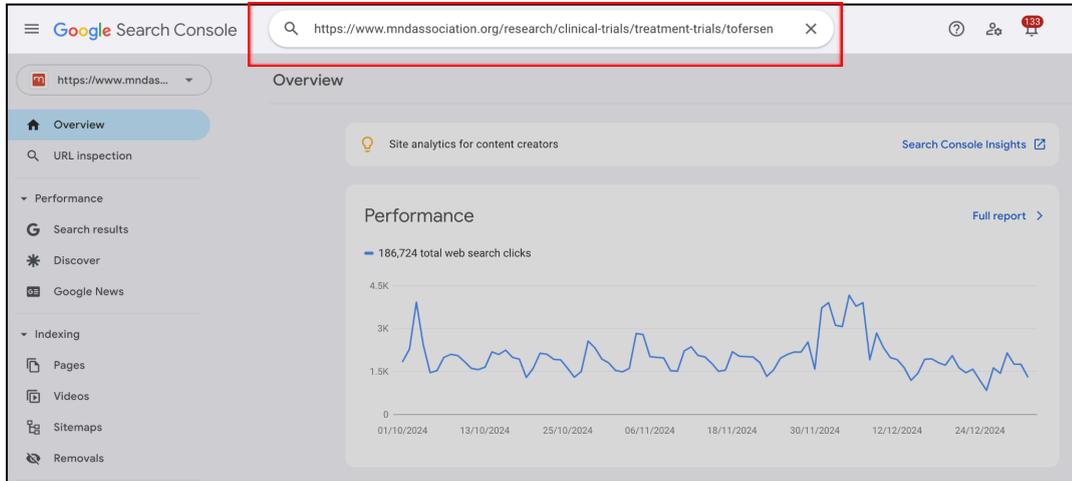


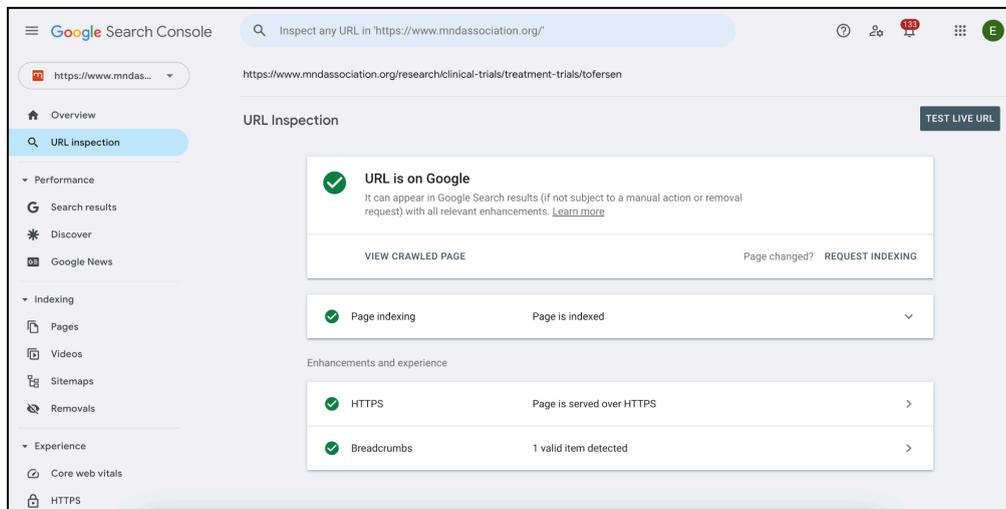
How to check if a page has been indexed

1. Log in to Google Search Console.
2. In the top search bar, paste the URL of the page you want to check.

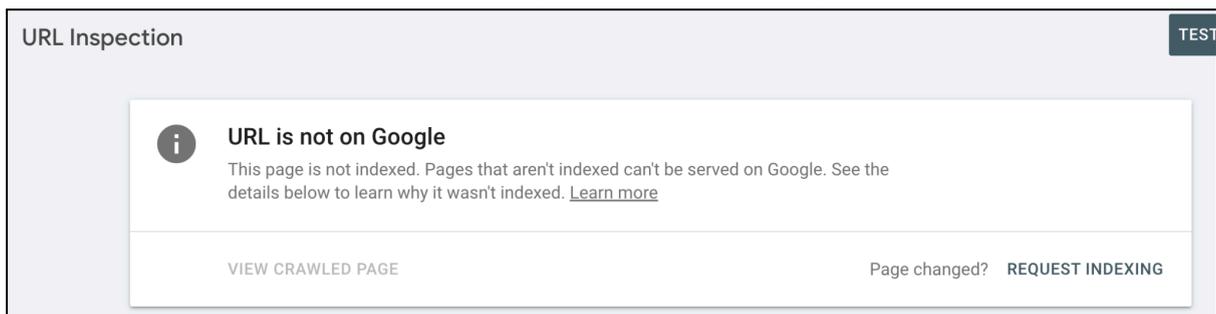


3. Press Enter. GSC will display information about the URL:

- a. If the URL is indexed, you'll see "URL is on Google." (see below)

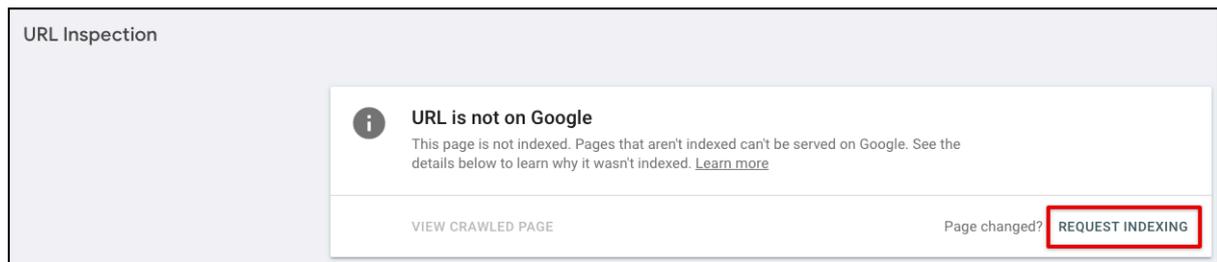


- b. If not, you'll see the message "URL is not on Google.:"



How to submit a page for indexing

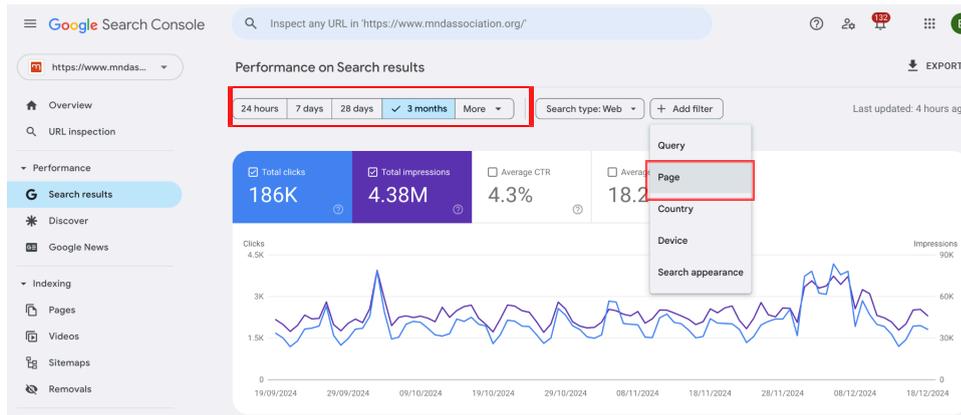
1. Log in to Google Search Console.
2. In the top search bar, paste the URL of the page you want to check.
3. Press Enter. GSC will display information about the URL:
4. If the page isn't indexed, click the "Request Indexing" button. Google will test the URL for any issues and queue it for crawling.



5. If a page was not indexed, diagnose whether:
 - a. The page is accessible to Google's crawlers (e.g., not blocked by robots.txt or set to "noindex", if it is included in the XML sitemap etc). If any of these issues are the case, this will be flagged on the URL inspection page so you can diagnose what is blocking the page from being indexed and address it.
 - b. If none of the above are flagged by the tool, It could also be that the page is new - in which case Google has not reached it yet, just click on request indexing and this should be a relatively quick process.

Monitoring a URL's performance

1. Go to the Performance > section in GSC and open the Search results report
2. Add the URL as a filter: Select 'Add filter,' select 'page,' and enter the URL.



3. Analyse the key metrics:

- a. Total Clicks: How many times the URL was clicked over the timeframe you have selected
- b. Total Impressions: How often it appeared in search results.
- c. Average CTR (Click-through rate): The number of clicks in relation to impressions.
- d. Average Position: The average ranking in search results for all of the keywords that that page ranks for (for single keyword performance, go to the queries section of the report and select a term to see its average rankings over time)

4. To see which keywords the page is appearing for, scroll down until you see a list of your search queries and the number of clicks and impressions the page receives for each.