

Introducing Google Webmaster Tools

Free resources and tools to help you implement sitemaps and improve your sites' visibility in Google search results

Google™ Webmaster Central

Welcome to your one-stop shop for comprehensive info about how Google crawls and indexes websites. You can learn here how to ensure that your site is easily crawled and indexed and access tools that will enable you to diagnose crawling issues, study statistics on how your site is doing in our index, and tell us how you'd like your site to be crawled and indexed.



[Site status wizard](#)

Find out whether your site is currently being indexed by Google.



[Google's blog for webmasters](#)

The latest news and info on how Google crawls and indexes websites.



[Webmaster tools \(including Sitemaps\)](#)

Statistics, diagnostics and management of Google's crawling and indexing of your website, including Sitemap submission and reporting.



[Google's discussion group for webmasters](#)

Talk with your fellow webmasters and share your feedback with us.



[Submit your content to Google](#)

Learn about submitting content for Google properties such as Google Base and Google Book Search.



[Webmaster help center](#)

See answers to frequently asked questions about crawling, indexing, ranking and other webmaster issues.

Learn more at: <http://www.google.com/sitemapsgov>

Implementing the Sitemap protocol

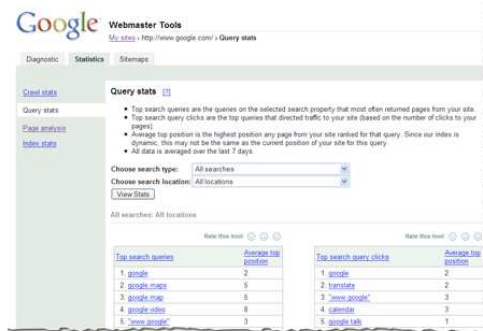
Step 1: Login to Webmaster Tools with your Google Account



Google's [webmaster tools](#) provide you with a free and easy way to make your site more Google-friendly. Using our tools, you can:

Get Google's view of your website, and diagnose potential problems.
See how Google crawls and indexes your site and learn about specific problems we're having accessing it.

See how your site is performing.
Learn which queries drive traffic to your site, and see exactly how users arrive there.



Share info with us to help us crawl your site better.
Tell us about your pages: which ones are most important to you and how often they change. You can also let us know how you would like the URLs we index to appear.

Get started today -- it's free!
Simply log in with your Google Account and [add your site URL](#) to get started. It's an easy and free way to have a more interactive experience with Google.

Sign in to Google Webmaster Tools with your Google Account

Email:

Password:

Remember me on this computer.

[I cannot access my account](#)

← Login

Not using Gmail or other Google Account services?
[Create a Google Account](#)

Learn more about Google webmaster tools:

- [About Google webmaster tools](#)
- [Google webmaster central](#)
- [Webmaster help center](#)
- [Google webmaster discussion group](#)



Step 2: Add a Site to verify ownership

Google webmaster tools are an easy way for you to submit all your URLs to the Google index and get detailed reports about the visibility of your pages on Google. To get started, simply add the URL of your site. You'll start to see information about your site right away.

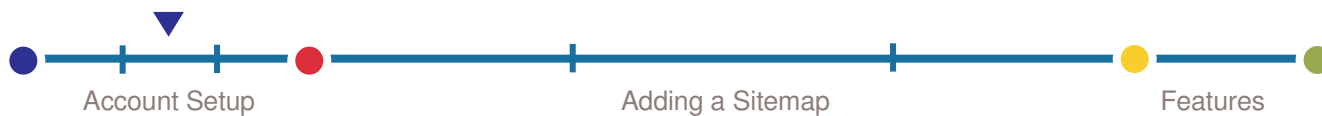
Add Site:
Example: <http://www.google.com/> [\[?\]](#)

[Tools](#)

Read more about Google webmaster tools:

[Learn more about the Google webmaster tools program](#)

[Learn more about Google Mobile Sitemaps](#)



Step 3: Verify your site

Google Webmaster Tools
mygovsite@gmail.com | My Account | Help | Sign out
My sites > http://mygovsite.googlepages.com/ > Summary

Diagnostic | Statistics | Sitemaps

Summary

Crawl errors
Web crawl
Mobile Web

Tools
[robots.txt analysis](#)
Manage site verification
Crawl rate
Preferred domain
Enhanced Image Search

Rate this tool: ⓪ ⓪ ⓪

✓ Your site has been added to your account. Verify your ownership to view detailed statistics and errors for it.

⚠ No pages from your site are currently included in Google's index. Indexing can take time. You may find it helpful to review our [information for webmasters](#) and webmaster guidelines. [?]

⚠ We may not know about all the pages of your site. [Submit a Sitemap](#) to tell us more about your site.

» Next Step
[Verify your site](#). By verifying your site you can access comprehensive statistics and crawl errors about the pages in your site

Verification status



Verification status: NOT VERIFIED

Once you verify that you're the site owner, we can provide you with comprehensive statistics and error information about the pages in your site. If you're unable to verify, you can still use the webmaster tools, submit Sitemaps, and see detailed information about those Sitemaps as well as basic information about your site. [?]

We offer two methods of verification. You can either upload an HTML file with a name we specify, or you can add a META tag to your site's index file. Choose your preferred method below. [?]

Two verification options



Choose verification method...
Choose verification method...
Add a META tag
Upload an HTML file



Step 4: Add a sitemap

- A. Create a sitemap with Google's Sitemap Generator or any third-party tool
- Use any available 3rd party tool (http://code.google.com/sm_thirdparty.html)
 - For custom, dynamic environments, you may need to rely on internal scripts to generate a list of urls

Google Webmaster Tools
mygovsite@gmail.com | [My Account](#) | [Help](#) | [Sign out](#)
My sites

Add Site:

Example: <http://www.google.com/> [\[?\]](#)

Site	Sitemaps	Site Verified?
Manage http://mygovsite.googlepages.com/	Sitemap Add a Sitemap	Verify

Delete Selected | [Download this table](#)

Sites 1 to 1 of 1

↑
Add a Sitemap



Step 4: Add a sitemap

- A. Create a sitemap with Google's Sitemap Generator or any third-party tool

Which sitemap is best for your site?

	Simple Text	XML
pros	+ Easy to create + Acceptable format	+ Provides detailed information for smarter, efficient crawling + Tags are optional
cons	- No gains in efficiency	- Entails additional steps

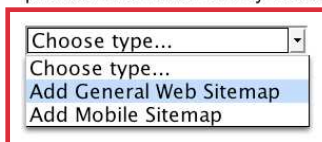


Step 4: Add a sitemap

- B. Upload the sitemap file to your site
- C. Add the sitemap URL to your account
 - Add at the highest level in your website directory structure that you want crawled
 - See the status of the sites and sitemaps in your account

Add Sitemap

You can add a Sitemap to your account to provide us with additional information about your site. We will process your Sitemap and provide information on any errors in the Sitemaps tab. [\[?\]](#)



A screenshot of a dropdown menu with a red border. The menu is open, showing four options: "Choose type...", "Choose type...", "Add General Web Sitemap", and "Add Mobile Sitemap". The "Add General Web Sitemap" option is highlighted in blue.

Lists pages that are meant to be accessed by desktop browsers.

1. I've created a Sitemap in a supported format. [\[?\]](#)
2. I've uploaded my Sitemap to the highest-level directory to which I have access.

Enter sitemap URL →



A screenshot of a text input field with a red border. The field contains the text "3. My Sitemap URL is:" followed by a blank space. Below the field, there is an example URL: "Example: <http://mygovsite.googlepages.com/sitemap.xml>".

Add Web Sitemap



Features: Crawl Errors Show problematic pages

Web, Mobile →

URLs with errors →

Crawl error summary ←

Error detail, Date Stamp ←

Google Webmaster Tools
 My sites > http://www.google.com/ > Web crawl

Diagnostic | Statistics | Sitemaps

Summary

Crawl errors

Web crawl

Mobile Web

Tools

robots.txt analysis

Manage site verification

Preferred domain

Web crawl [?]

This page lists URLs from your site that Googlebot had trouble crawling. Googlebot found these pages either in your Sitemap or by following links from other pages during a discovery crawl. Choose a category of errors to view:

HTTP errors (31) | [Not found \(67360\)](#) | [URLs not followed \(791\)](#) | [URLs restricted by robots.txt \(1600742\)](#) | [URLs timed out \(28\)](#) | [Unreachable URLs \(796\)](#)

Choose a date range:

Start date: End date:

Rate this tool: 😊 😐 😞

Errors 1 to 31 of about 31

URL	Detail	Last Calculated
http://www.google.com/accounts/ClientLogin	403 (Forbidden) [?]	Aug 14, 2006
http://www.google.com/chart	400 (Bad request) [?]	Aug 8, 2006
http://www.google.com/group/misc.health.diabetes	403 (Forbidden) [?]	Aug 2, 2006
http://www.google.com/grphp?hl=en&tab=wg	403 (Forbidden) [?]	Aug 12, 2006
http://www.google.com/interstitial?url=	403 (Forbidden) [?]	Aug 5, 2006
http://www.google.com/maplinedraw?width=	400 (Bad request) [?]	Aug 2, 2006



Features: Query Stats identifies popular queries

- See your **top 20** search queries and search query clicks
- **Top position** shows you where your pages were listed per search query
- Easily export a report with **CSV** download feature

Search queries = impressions in search results

Query stats

- Top search queries are the queries on the selected search property that most often returned pages from your site.
- Top search query clicks are the top queries that directed traffic to your site (based on the number of clicks to your pages).
- Average top position is the highest position any page from your site ranked for that query. Since our index is dynamic, this may not be the same as the current position of your site for this query.

All data is averaged over the last three weeks.

Choose search type: Web Search
 Choose search location: (France) google.fr
 View Stats

Web Search: (France) google.fr

Top search queries	Average top position
1. google	3
2. sexyloo	10
3. jacquieetmichel	8
4. chat nrj	9
5. google map	7
6. jacquie et michel	8
7. google maps	5
8. france examen	10

Top search query clicks	Average top position
1. google	3
2. translate	4
3. google arabe	2
4. google calendar	2
5. google translate	2
6. google talk	3
7. google analytics	2
8. google usa	2

Position per query in results

Query clicks = traffic



Overview of features: More information and statistics

- Crawl Errors → shows you which pages were problematic
- Query Stats → shows queries that drive traffic to your site
- Diagnostic → tab reports help you troubleshoot crawl errors
- Robots.txt → helps to improve your coverage
- Page Analysis → shows how Google sees your pages
- Index Stats → shows how your pages are indexed



Some questions to consider

- Publishing system:
 - What database applications (Oracle, SQL Server, flat files, etc) do you operate?
- System management:
 - Can you download and install third-party tools on your web server?
- URL structure:
 - Can you list and explain a few combinations of how your site URL is constructed?

FAQs

- How long does it take to implement a sitemap?
- Will all of my URLs get crawled?
- Will my ranking be affected?
- What about dynamic content?

Identifying uncrawlable sites

- Your objective:
 - Identify content on your site (hosts, databases) that is completely or partially closed to search engine crawlers
- The steps:
 - Identify search forms (excluding registration forms and the like) or drop-down menus
 - Complete the search form to retrieve documents and click to view them
 - Search for these documents on Google using a string of words or search operators like “site:” and “info:”
- If you are unable to find these documents, then it is likely this content is uncrawlable, making them invisible to most search engine users

California government sites to sitemap

- A selected list of California state agency sites identified as uncrawlable:
<http://spreadsheets.google.com/pub?key=pUb62ZKHnzgrHNYWiuSmPUA>
- A comprehensive list of search forms and the like on California government sites to be analyzed to determine if uncrawlable:
<http://spreadsheets.google.com/pub?key=p4ISjdIFk40a9HRj7qQa4Ww>

Success stories

THOMAS success story

- A Library of Congress service that provides access to the proceedings of Congress
- Removed robots.txt restrictions to enable crawling
- Opened hundreds of thousands of bills, nominations, resolutions, and other documents to search engine users



The screenshot shows a Google search for "federal funding accountability transparency act". The search results include a link to the Wikipedia page for the "Federal Funding Accountability and Transparency Act of 2006" and a link to the THOMAS database. The THOMAS link is highlighted with a red box. Below the THOMAS link, there is a section titled "There are 4 versions of Bill Number S.2590 for the 109th Congress" with a list of four versions: 1. Federal Funding Accountability and Transparency Act of 2006 (Introduced in Senate)[S.2590.IS], 2. Federal Funding Accountability and Transparency Act of 2006 (Reported in Senate)[S.2590.RS], 3. Federal Funding Accountability and Transparency Act of 2006 (Engrossed as Agreed to or Passed by Senate)[S.2590.ES], and 4. Federal Funding Accountability and Transparency Act of 2006 (Enrolled as Agreed to or Passed by Both House and Senate)[S.2590.ENR].

NCES success story

- US Department of Education agency that provides statistical information about districts, schools, and other educational facilities
- Technical web manager submitted sitemaps to open five dynamic databases to crawling, adding ~180K URLs
- Now surfacing database records previously invisible to search engine users



NCES success story

Google [Web](#) [Images](#) [Video](#) [News](#) [Maps](#) [more »](#)

gardiner elem school district [Advanced Search](#) [Preferences](#)

Web

Search for Public School Districts - District Detail for Gardiner Elem
 Use the Search For Public **S**chool Districts locator to retrieve information on all US public **s**chool districts. This data is collected annually directly from ...
nces.ed.gov/ccd/districtsearch/district_detail.asp?ID2=3011820 - 41k -
[Cached](#) - [Similar pages](#)

Montana School, School System and School District Information - MT
GARDINER ELEM GARDINER, MT CITY School District and Schools Information.
 Elementary Schools, Middle Schools and High Schools in **GARDINER, MT** ...
www.schoolmatch.com/ppsi/schools/txtschmt.cfm - 94k - Nov 29, 2006 -
[Cached](#) - [Similar pages](#)



Institute of Education Sciences U.S. Department of Education

ies NATIONAL CENTER FOR EDUCATION STATISTICS

NewsFlash Staff Contact Site Index Help

Search NCES

[Publications & Products](#) [Surveys & Programs](#) [Data Tools](#) [Tables & Figures](#) [Fast Facts](#) [School, College, & Library Search](#) [Annual Reports](#) [What's New?](#) [KIDSZONE](#)

Search for Public School Districts **CCD** Common Core of Data

[Modify Search](#) [Data Notes/Grant IDs](#) [Help](#)

District Information

District Name: Gardiner Elem schools for this district	County: Park	County ID: 30067
Mailing Address: 510 Stone Street Gardiner, MT 59030	Physical Address: 510 Stone Street Gardiner, MT 59030	Phone: (406) 848-7563
NCES District ID: 3011820	State District ID: 0614	

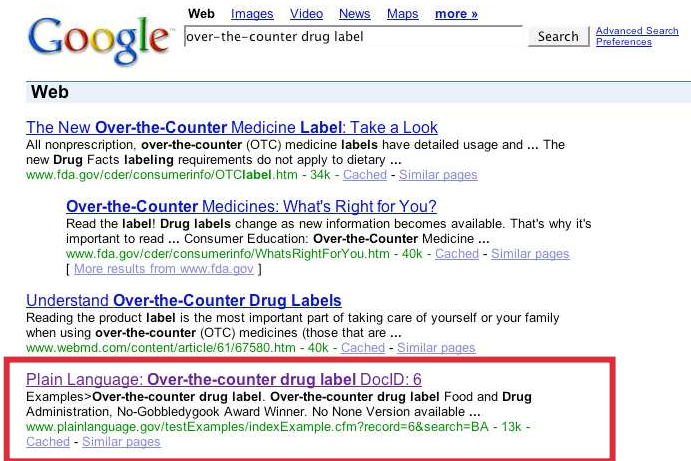
District Details [Show Less](#)

Characteristics

Grade Span: (grades PK - 8) PK KG 1 2 3 4 5 6 7 8	Type: Regular School District
Total Schools: 2	Locale/Code: Rural, outside CBSA / 7
Total Students: 157	Status: No Boundary Change
Classroom Teachers (FTE): 10.7	Metro Status: Non MSA - Does not serve an MSA
Student/Teacher Ratio: 14.7	CSA/CBSA: 00000
Summer Migrant Students: N/A	Supervisory Union #: 000
ELL (formerly LEP) Students: 0	
Students with IEPs: 20	

- Tens of thousands of potential search hits and links to NCES and its databases
- Taking their place alongside records from commercial services replicating sometimes dated NCES data

PlainLanguage.gov success story



Google Web Images Video News Maps more »
over-the-counter drug label Search Advanced Search Preferences

Web

[The New Over-the-Counter Medicine Label: Take a Look](#)
All nonprescription, **over-the-counter** (OTC) medicine labels have detailed usage and ... The new **Drug Facts labeling** requirements do not apply to dietary ...
www.fda.gov/cder/consumerinfo/OTClabel.htm - 34k - [Cached](#) - [Similar pages](#)

[Over-the-Counter Medicines: What's Right for You?](#)
Read the **label!** **Drug labels** change as new information becomes available. That's why it's important to read ... Consumer Education: **Over-the-Counter** Medicine ...
www.fda.gov/cder/consumerinfo/WhatsRightForYou.htm - 40k - [Cached](#) - [Similar pages](#)
[[More results from www.fda.gov](#)]

[Understand Over-the-Counter Drug Labels](#)
Reading the product **label** is the most important part of taking care of yourself or your family when using **over-the-counter** (OTC) medicines (those that are ...
www.webmd.com/content/article/61/67580.htm - 40k - [Cached](#) - [Similar pages](#)

Plain Language: Over-the-counter drug label DocID: 6
Examples>[Over-the-counter drug label](#). [Over-the-counter drug label](#) Food and Drug Administration, No-Gobbledygook Award Winner. No None Version available ...
www.plainlanguage.gov/test/Examples/indexExample.cfm?record=6&search=BA - 13k - [Cached](#) - [Similar pages](#)



Plain Language.gov
Improving Communication from the Federal Government to the Public

Home What is PL? Why PL? Using PL

[Examples](#)>[Over-the-counter drug label](#)

Over-the-counter drug label
Food and Drug Administration

[Over-the-counter drug label](#) (pdf)

- Federal interagency effort to encourage clarity in government communications
- Before/after examples served dynamically, thus uncrawlable
- Web manager successfully implemented sitemap in ~8 hours, using available resources and through trial and error

Making your agency more accessible

- Implementing sitemaps can **enhance**, but **does not replace**, Google's crawling
- It does not guarantee inclusion, but **helps** to deliver more information and **fresher results** to users

- **Most sitemaping tools are free** and can be easy to implement
- Makes Google crawling **more efficient**, reducing demands on servers
- Google Webmaster Tools reporting tools **uncover and pinpoint** technical errors

- The Sitemap protocol is **open industry standard**
- Ensures **all** your public information are services are discoverable by **all** potential users
- **Accelerates** the inclusion of new information in search results

The virtuous circle

Google's benefits

- Expands the reach of Google's Web Search service
- Incorporates more authoritative, trustworthy, fresh content
- Increases crawling efficiency

Citizen users' benefits

- More and better information from trusted sources
- Quicker access to and navigation of government information and services
- Enables serendipitous discovery

Next steps

- Watch for:
 - Introduction to the California Government Web Managers Group: california-web-managers@googlegroups.com
 - Copy of this presentation
 - Link to spreadsheet listing uncrawlable California government sites
- Sign up at www.google.com/sitemapsgov
- Verify your site ownership, generate and upload your sitemap(s)
- Get answers:
 - At Webmaster Central: www.google.com/webmasters
 - Or directly: sitemap-partners@google.com
- Track your progress