Analysing Google Search Console

A quick guide to checking your site for Core Web Vitals and other UX metrics.

1. Head to Google Search Console and select your account from the three lines in the top left (if you do not have a GSC account you can follow these steps to create one).
2. Once on your account's landing page, look for **Experience** in the left column, then click Page Experience.

What to look for in Page Experience signals:
- ❏ Core web vitals - No failing URLs for;
  - ❏ Cumulative Layout Shift
  - ❏ First Input Delay
  - ❏ First Contentful Paint
- ❏ No mobile usability issues detected
- ❏ No security issues detected
- ❏ HTTPs is valid

3. You can click any box to see a more detailed breakdown of each signal and any errors. Let's start with **Core Web Vitals**.
4. You can then open up each report individually by clicking **Open Report** for Mobile or Desktop.
5. This will show a list of issues based on priority/importance.
6. Check if there are any issues in **Poor** or **Need Improvement**.
7. Click one of these to find out more, then click again for a full breakdown of the URLs that need attention.
8. You can either give your developer access to your GSC account or the list of URLs they'll need to work on from here.
9. Your developer can go through what they may need to do to help with these issues.
10. Once the changes have been pushed live, go back to the issue page and click **Validate Fix**. This will alert Google to review the issue once more.

Bonus Checklist

You can stay on top of how your website is being perceived by Google through Search Console. You can track your progress and check to see if you've either dropped or increased in rankings. And more importantly, **why**.

What to look for when doing a monthly sweep of Google Search Console in addition to experience factors:

- ❏ Performance
    - ❏ Your website is ranking for the keywords you're targeting
    - ❏ Clicks and Impressions are increasing each month
    - ❏ No sudden drops in Clicks & Impressions
    - ❏ No sudden drops in individual pages
- ❏ URL coverage;
    - ❏ No 404 errors present
    - ❏ No warnings present
    - ❏ No crawling or indexing errors
    - ❏ No canonical errors
    - ❏ No excluded URLs (Blocked by robots.txt)
- ❏ Sitemap is submitted and status is **Success**
- ❏ No manual actions detected
- ❏ No security issues detected

Sound like a lot of work or feel a bit overwhelmed? It can be, but we do it every day! If you need help, get in touch, we would love to discuss what we can do for you.