Analyzing traffic patterns in Google Search Console

TUESDAY, MAY 23, 2023 | 11AM EST

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• Ask questions in the Q&A panel
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Agenda

- Introductions
- Presentation from Daniel Waisberg
- GSC on Wix from Crystal Carter
- Q&A
Google Search Console on Wix
5 Local SEO Tools & Resources for Wix Users

GSC Instant Verification

Your SEO Setup Checklist

Step 1: Complete your SEO tasks
- Set the homepage
- Add the homepage meta description
- Update the text on your pages
- Make your home page
- Optimize your search results
- Get a custom domain
- Connect your site to Google Search Console

Step 2: Optimize Your Site Pages for SEO
Complete these tasks to make your site pages easier to find in search results.

Connecting your site
Your site will be listed in Google search results soon.

Don't want to wait? Get updated by email when your site is listed on Google. Update now.
## Site Inspection Tool

**Site Inspection** powered by Google URL Inspection API

Find and fix issues that affect your site’s ranking in search results. What is site inspection?

### Highlights

- **Index status overview**
  - Valid: 77
  - Warning: 3
  - Invalid: 0
  - Excluded: 38
  - Unspecified: 0

- **Top status details**
  - Submitted and indexed: 77
  - URL is unknown to Google: 53
  - Crawler - currently not indexed: 4
  - Excluded by ‘noindex’ tag: 1
  - Unspecified: 33

- **Mobile usability**
  - Valid: 64%
  - Issues: 8%
  - Invalid: 1%
  - Unspecified: 33%

### Full report

<table>
<thead>
<tr>
<th>Page name</th>
<th>Type</th>
<th>Index status</th>
<th>Status details (coverage)</th>
<th>Mobile usability</th>
<th>Rich results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Should You Target Zero Sea...</td>
<td>Blog Post</td>
<td>Valid</td>
<td>Submitted and indexed</td>
<td>Valid</td>
<td>No data</td>
</tr>
<tr>
<td>2021-12-en</td>
<td>Blog Archive</td>
<td>Excluded</td>
<td>Unknown to Google</td>
<td>No data</td>
<td>No data</td>
</tr>
<tr>
<td>Optimizing Your Homepage...</td>
<td>Blog Post</td>
<td>Valid</td>
<td>Submitted and indexed</td>
<td>Valid</td>
<td>No data</td>
</tr>
</tbody>
</table>
GSC in the Wix SEO Dashboard
### Most significant changes

<table>
<thead>
<tr>
<th>Pages</th>
<th>Queries</th>
</tr>
</thead>
<tbody>
<tr>
<td>/seo-podcast/managing-seo-projects</td>
<td>+7,941 Total: 7,941 impressions</td>
</tr>
<tr>
<td>/seo-podcast/seo-conference-diversity</td>
<td>+5,617 Total: 7,445 impressions</td>
</tr>
<tr>
<td>/seo-podcast/zero-search-volume-keywords</td>
<td>+2,990 Total: 2,990 impressions</td>
</tr>
<tr>
<td>/seo-podcast/seo-agency-work</td>
<td>+2,551 Total: 2,597 impressions</td>
</tr>
<tr>
<td>/seo-podcast/seo-ppc-ineffective</td>
<td>+1,520 Total: 1,520 impressions</td>
</tr>
</tbody>
</table>
GSC SEO Reports

Google Search Queries over Time

Compare your site’s performance for Google searches over different time periods. View report definitions

Jun 1 - Dec 31, 2022 • Compared to Oct 30, 2021 - May 31, 2022

Select a time period

2022/06/01 - 2022/12/31

Compare to

Previous period

Group by

Month

Select a measure

Clicks

Save Report View
GSC SEO Reports

Google Search Performance over Time

Compare your site's performance for Google searches over different time periods. Show report definitions

Time period: Apr 24 - Today

Select a time period: Last 30 Days

Compare to: None, Previous period, Last year

Group by: Day, Week, Month

Select a measure: Impressions

Month of April and May showing fluctuating search performance.
5 Local SEO Tools & Resources for Wix Users

GSC SEO Reports

Top Pages in Google Search Results

Discover which of your site pages perform the best in Google searches. View report definitions

Time period: Dec 19, 2022 - Today

Select a time period
Last 30 Days

Select a measure
Impressions

Select a rate
Avg. position

Combo Chart
Table

Save Report View

Page

Impressions
Avg. position
5 Local SEO Tools & Resources for Wix Users

GSC SEO Reports [↑]
What is Google Search Console?
The SEO Learning Hub

Learn SEO with in-depth guides, original articles, tutorials, webinars and podcast episodes—the most up to date SEO knowledge brought to you by industry leaders.