



Review Guide

Google Webmaster Tools

Google's free webmaster tools offer an easy way to make your site more Google-friendly. They help you see Google's view of your site, diagnose problems, and share information with Google in order to improve your site's visibility in Google's search results.

In June 2005, we launched Google Sitemaps as an experiment to address some challenges in web crawling as well as to help webmasters with two common issues:

- informing Google about new web pages or updates
- increasing the coverage of web pages in the Google index

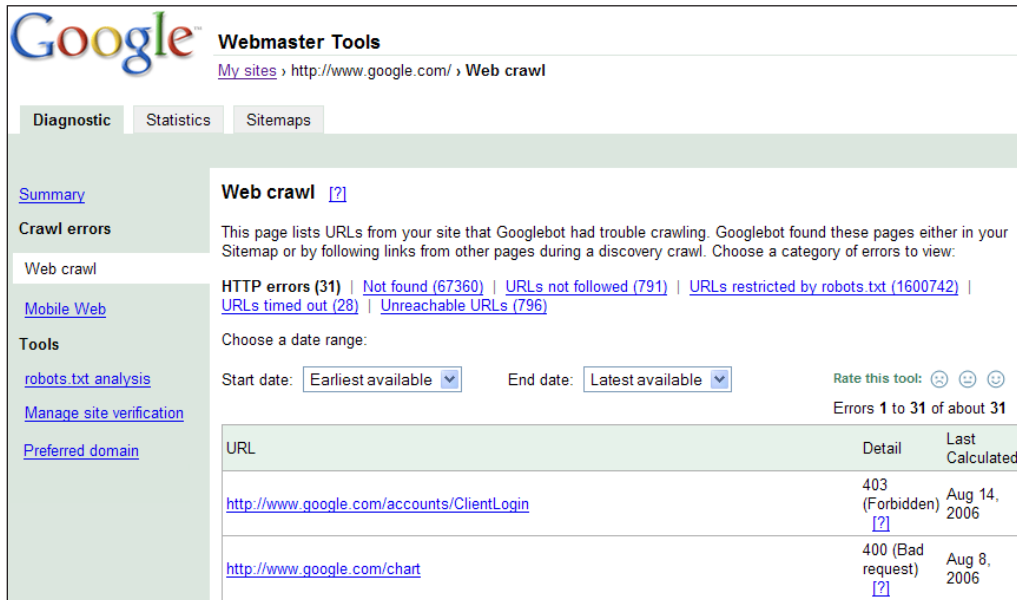
Over time, and in response to webmaster feedback, we added more features to this service. We've also changed the name to Google Webmaster Tools to better reflect the suite of tools we now offer. By enabling greater collaboration between Google and webmasters, this service reflects our ongoing creation of innovative technologies that make finding relevant information faster and easier. Ultimately, this benefits everyone searching on Google by increasing the comprehensiveness and freshness of the content they seek.

Within this suite of webmaster tools, there is still a product called Sitemaps that enables webmasters to upload a sitemap file and give Google detailed info about their sites. Sitemaps was released under the Attribution/Share Alike Creative Commons license so that other search engines can also benefit. Additionally, we offer the Sitemap Generator -- an open source client in Python -- to create sitemaps for a few common uses. Eventually, we hope Sitemaps will be supported natively in web servers (e.g. Apache, Lotus Notes, IIS).

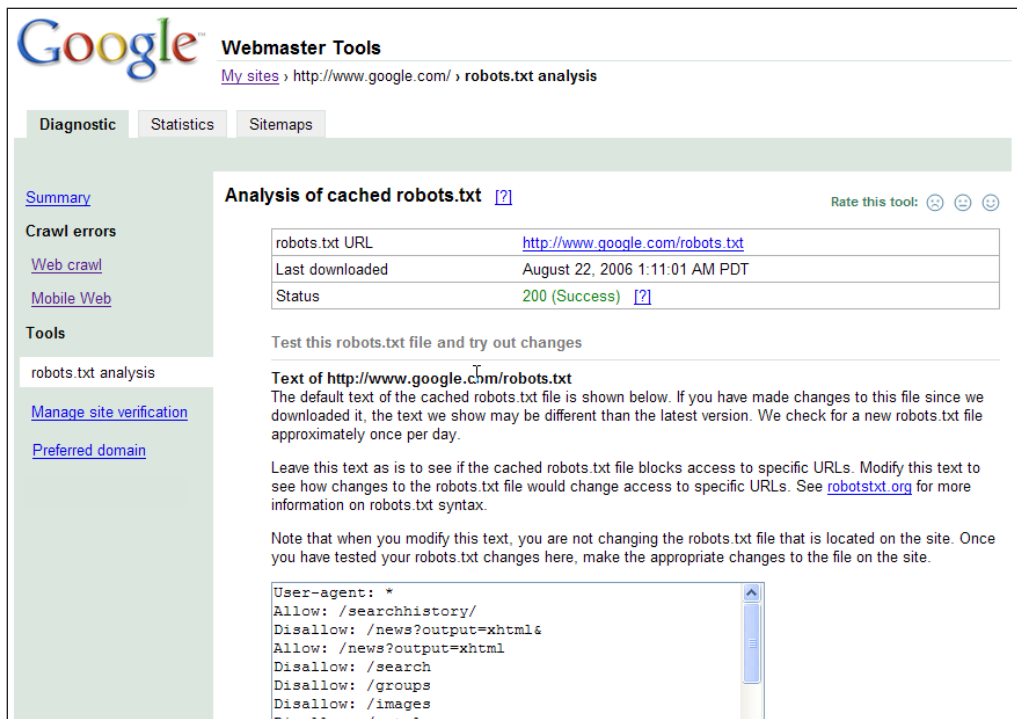
Google Webmaster Tools Features

Diagnostic Tools

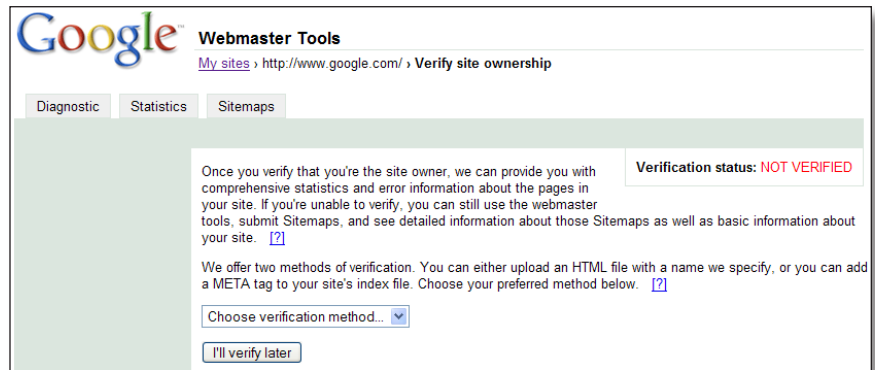
Crawl errors. Lists the pages and the specific errors that occurred when Googlebot tried to crawl them. This helps you quickly identify and fix any crawl errors to increase your crawl coverage.



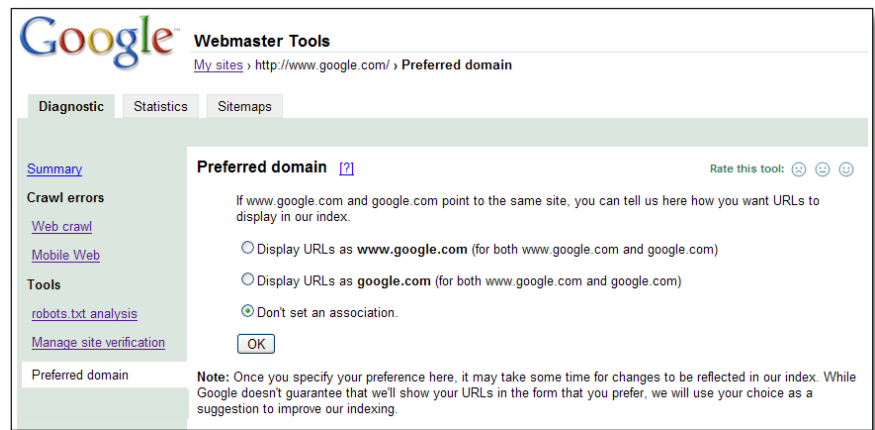
Robots.txt analysis. Provides Googlebot's view of your robots.txt file -- including when Googlebot last accessed the file, the status it reports, and if your robots file blocks access to your homepage. Use this feature to test changes to your robots.txt file against multiple Google crawlers (e.g. search, content, or image) or the Robots Standard. This enables you to experiment with changes to see how they would affect your site crawl, and to make sure there are no errors in the file before making changes to the file on your site.



Manage site verification. Provides the ability to update site ownership when there's a transition in site owners.

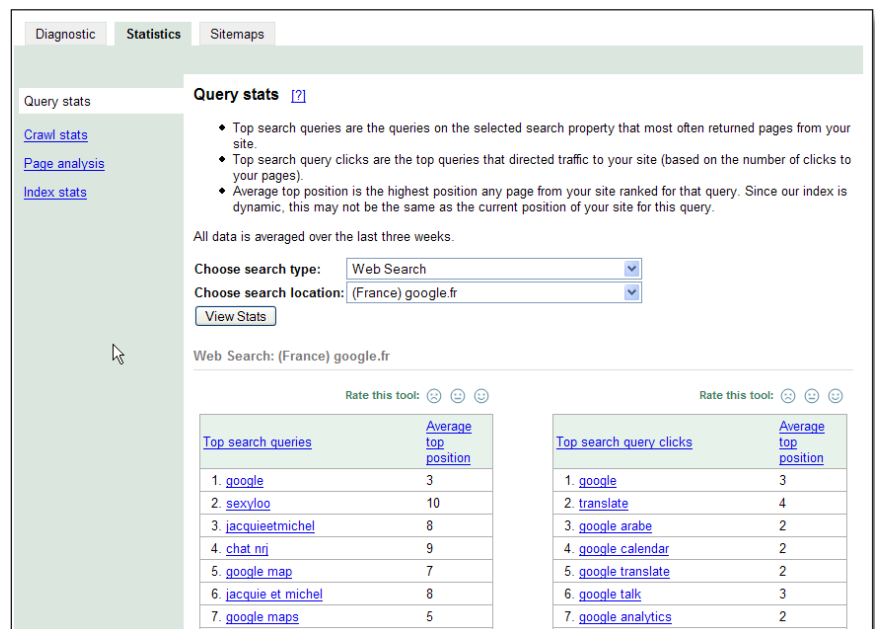


Preferred domain. Enables webmasters to tell Google which URL (www or non-www) to use when Google indexes their site.

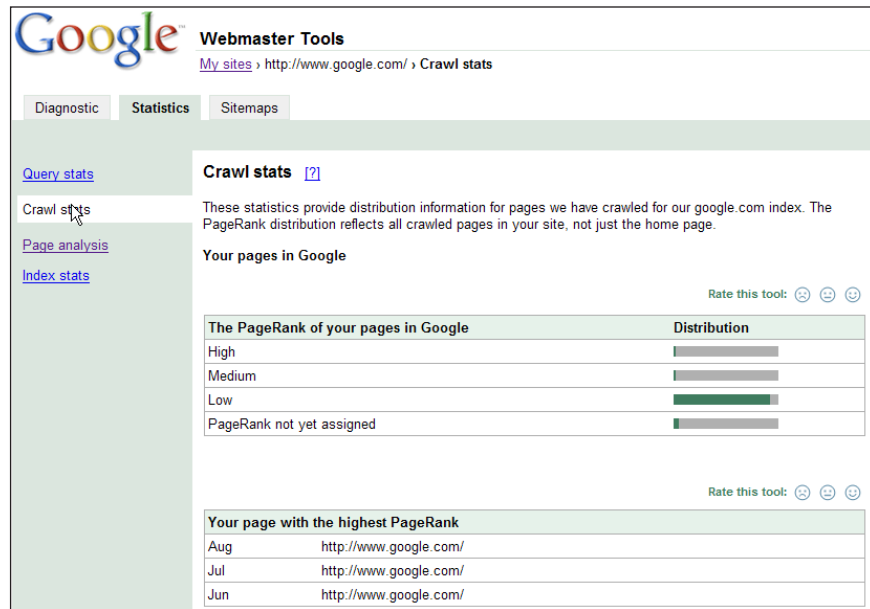


Site Statistics Tools

Query stats. Displays the top queries on Google that return pages from your site, and the top queries on Google that directed traffic to your site (based on the number of clicks to your pages in Google search results).



Crawl stats. Shows the distribution of pages that were crawled successfully and the distribution of pages that Googlebot couldn't access.



Crawl stats [?]

These statistics provide distribution information for pages we have crawled for our google.com index. The PageRank distribution reflects all crawled pages in your site, not just the home page.

Your pages in Google

Rate this tool: 😊 😐 😞

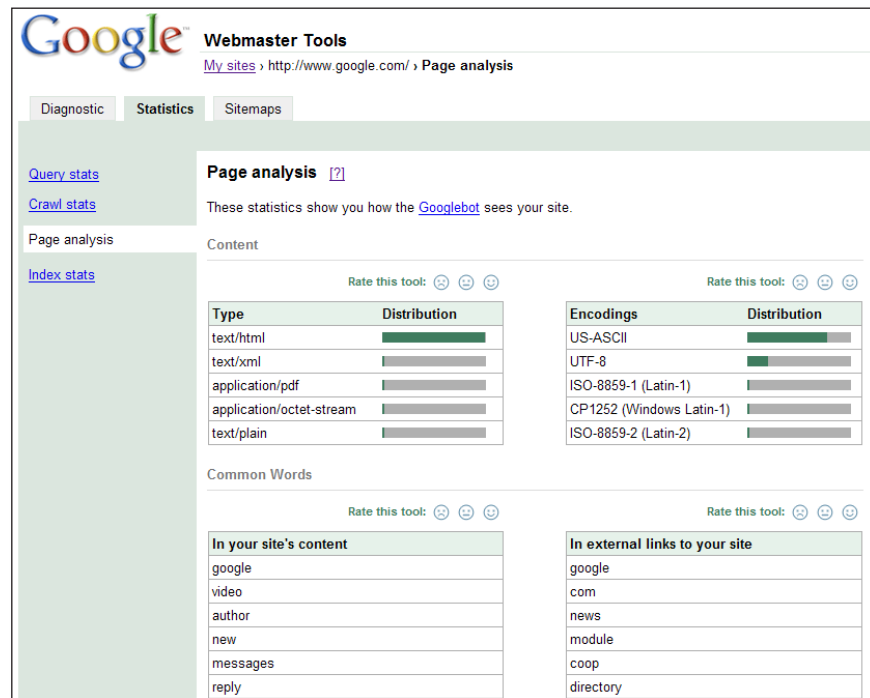
The PageRank of your pages in Google	Distribution
High	
Medium	
Low	
PageRank not yet assigned	

Rate this tool: 😊 😐 😞

Your page with the highest PageRank

Aug	http://www.google.com/
Jul	http://www.google.com/
Jun	http://www.google.com/

Page analysis. Lists the common words in your site content, and displays common words in links to your site.



Page analysis [?]

These statistics show you how the Googlebot sees your site.

Content

Rate this tool: 😊 😐 😞

Type	Distribution
text/html	
text/xml	
application/pdf	
application/octet-stream	
text/plain	

Encodings	Distribution
US-ASCII	
UTF-8	
ISO-8859-1 (Latin-1)	
CP1252 (Windows Latin-1)	
ISO-8859-2 (Latin-2)	

Rate this tool: 😊 😐 😞

Common Words

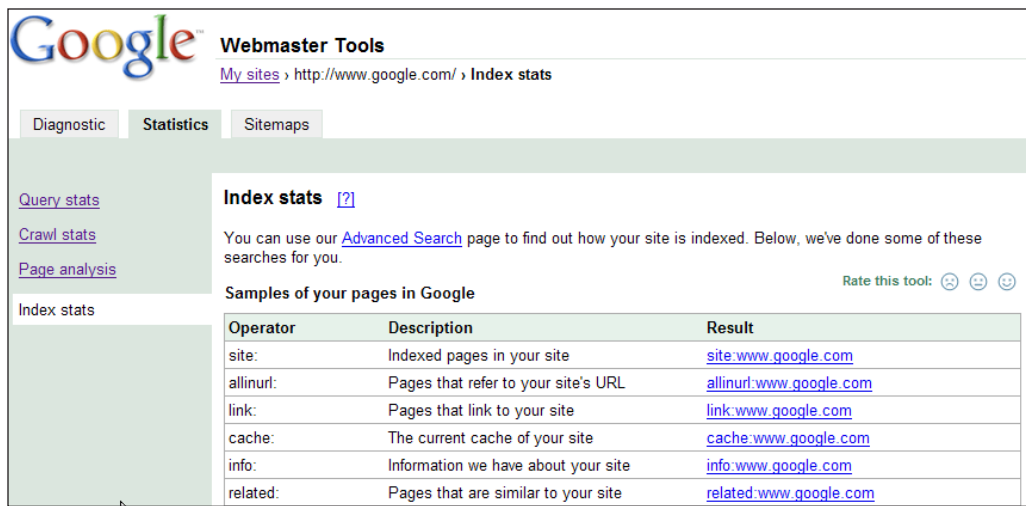
Rate this tool: 😊 😐 😞

In your site's content
google
video
author
new
messages
reply

Rate this tool: 😊 😐 😞

In external links to your site
google
com
news
module
coop
directory

Index stats. Provides information on how Google is indexing your site, including indexed pages, pages referring to your site's URL, pages that link to your site, current site cache, and pages that are similar to your site.



Sitemap Tools

Add Sitemap. Enables you to upload a general web or mobile sitemap to tell Google additional information about your site.

Sitemap Generator. A simple Python script that can be used to automatically create Sitemaps and submit them to Google.

Additional Google Sitemaps Features

Mobile Sitemaps. Enables you to submit URLs to the Google mobile index which increases the addition of indexed pages and therefore expands our coverage of the mobile web.

18 language interfaces. Sitemaps is available in the following 18 languages: Brazilian-Portuguese, Chinese (Simplified and Traditional), Danish, Dutch, Finnish, French, German, Italian, Japanese, Korean, Norwegian, Polish, Russian, Spanish, Swedish, UK English, US English.

Getting started

Create your Google webmaster tools account at <http://www.google.com/webmasters/tools>.

Add your website to your account and complete the site verification process to start seeing statistics for the pages already included in the Google crawl.

Site verification ensures that only site owners can see detailed statistics and other information. If you can upload a verification file to your website, we consider you a site owner and will show you details about your site.

Create a Sitemap in three simple steps

- 1) Use the Sitemap Generator (www.google.com/sitemap-generator) to create a Sitemap.
- 2) Upload the Sitemap to your website.
- 3) Enter the URL for your Sitemap in your Google webmaster tools account.

For more information

Please visit <http://www.google.com/webmasters/> for more information on these tools.

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