Google Webmaster Tutorial

Google Webmaster is a tool that assists you in managing Google's indexing of your site, and improving the traffic to your website. This is an advanced lesson for those who would like to make use of this option. Yola has made it possible for you to take advantage of Google Webmaster's website optimization tools. The following lesson will give you step-by-step instructions on how to verify your site and submit a Sitemap to Google Webmaster.

Step 1: Verifying Your Site with Google Webmaster

Before attempting to verify your site with Google Webmaster, your site should be published. You will need the URL of your site in order to submit it for verification. If your site is not published yet and you need instructions on how to publish it, please see our tutorial: Publishing Your Site.

Once your site is published, and you have the URL, head on over to Google Webmaster to submit your site! You'll need to create a Google account if you don't have one, otherwise Sign in.

Once you have an account and have logged in, you will see a home page with a button "Add a Site" that prompts you to add a site. You should fill in the URL of your site here.

**Important**: Fill in the URL of your published site, not the your preview URL (the long URL you see when you preview your site from the Yola site builder). The URL of my test site is http://tradingpost.yolasite.com - type in the URL of YOUR site. When you are done, click "Add Site".
If you have a custom domain such as mysite.com please make sure to enter it into the field including the www so it appears like http://www.mysite.com.

The next screen will give you information on your site and tell you that your site is not verified. Make sure that the "Meta tag" verification method is chosen and you will see a long meta tag:

This is the tricky part! You need to copy the correct portion in order to successfully add the code to your site. The bit you need is between the quotation marks and the section highlighted in the screenshot above.
Now that you have the verification code it is time to apply this code to your site. Open your site in the Yola site builder and click on the "Properties" sidebar. (Make sure you haven't selected any widgets to ensure that the page properties and not the widget properties are displayed.) Paste the code in the box marked "Google Webmaster Code"

**Important**: You need to paste this code in the "Properties" sidebar for the index page of your site. You only need to do it on this page, but if you don't paste the code on the index page, Google won't be able to verify your site. When you are done, click "Update My Site"
Once you have pasted the code and updated (republished) your site, return to the Google Webmaster screen and click the "verify" button.

If you have pasted the code correctly you will receive a message that your site has been verified:

Congratulations! You have completed the first part of the process. If you wish, you can now proceed to step 2.
Step 2: Submitting a Sitemap to Google Webmaster

When you publish your site, Yola generates a Sitemap on your behalf. You can submit this Sitemap to Google Webmaster in order to give Google more information about your site. For more information on why you should submit a Sitemap, click here: What's a Sitemap. Here is how you can find the Sitemap for your published site. It is your domain name, followed by: "/sitemap.xml." So the URL of my Sitemap for my test site would be: http://tradingpost.yolasite.com/sitemap.xml

On the Dashboard page (the same page you've just verified your domain on), click on "Submit a Sitemap" on the bottom right of the page.

Enter 'sitemap.xml' after your URL and click on 'Submit Sitemap'
Congratulations! You have now verified your site with Google Webmaster tools and submitted a sitemap. Once Google crawls your site you will be able to log into your Google Webmaster account for data that will help you optimize your site for search engines.

**FAQs**

**Where do I get more information on how Google Webmaster works?**

Google Webmaster's Help page is packed with information, here is the link: [Google Webmaster Help](http://webmasters.google.com).

**Google Webmaster looks different, where do I find the things I'm looking for?**

This link should help you: [About our new look](http://webmasters.google.com/about/newlook).

**Help! Google Webmaster gives me errors and I don't know what they mean!**

You can find detailed information on what those errors mean and how to fix them on these links: [Crawl Errors](http://webmasters.google.com/crawlerrors) and [HTTP Status Codes](http://webmasters.google.com/httpstatus).