

## Lesson no. 3: HOW TO SUBMIT WEBSITE ON GOOGLE

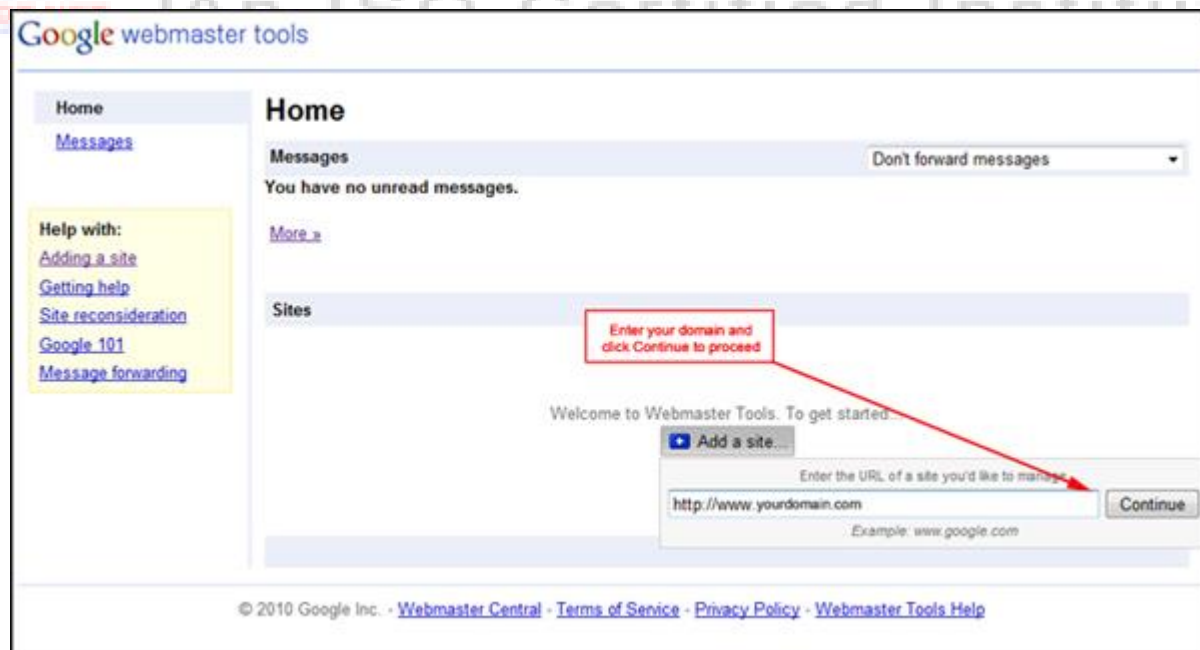
### Using Google Web Master Tool & Website Verification

One of the most powerful tools a website owner has at their disposal is Google Webmaster Tools. This is a free service that Google offers to help domain owners optimize their sites for search engine rankings as well as detecting issues and unknown errors that may be present on the site.

When you add your domain to Google Webmaster Tools, Google first needs to verify you as the domain owner. This is to ensure they are giving you analytical information properly for your proper domain.

### Google Webmaster Tools

- Sign into Google Webmaster Tools, (or create an account if you do not have one already.)
- Click "Add Site" and enter your domain or 3dcartstores address in the box
- Click Continue

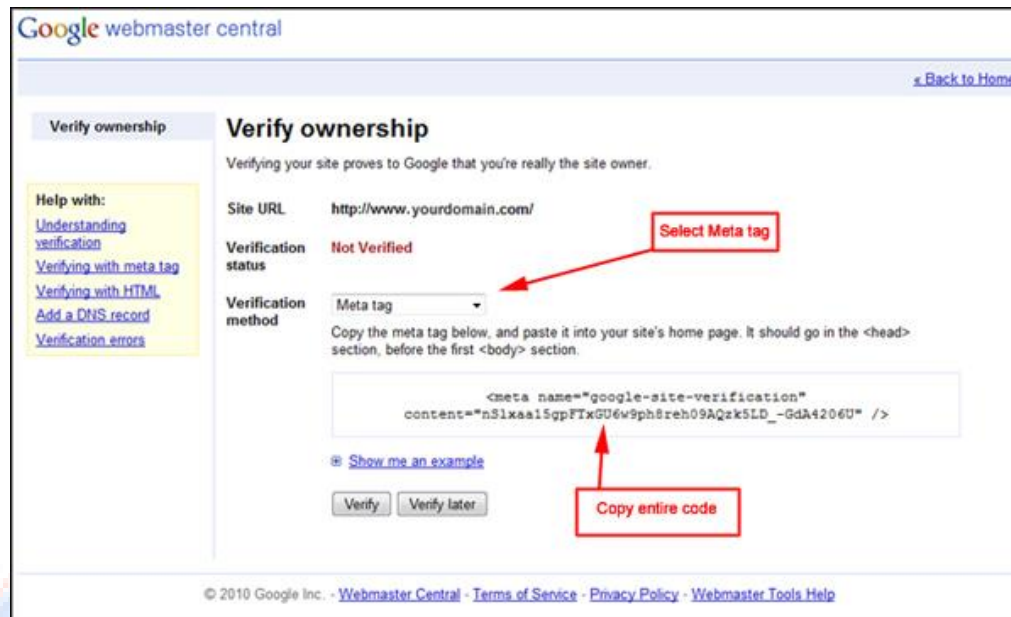


You will now be taken to the "Verify Your Site" page. This is where you will be able to select the verification method to use. Google gives you three options, but the most common is Meta tag - which we will be concentrating on here. With the Meta tag method, Google will

provide you with a code that will need to be placed on your site's main header. When you verify the site with Google, they will look at the site and reference this specific coding to complete the process.

d) Choose your verification method by selecting Add a meta tag from the drop down box.

e) Copy the code provided. Make sure that you select and copy everything in the box:



Adding the code to your 3dcart site

Now open up a new browser window and perform the following:

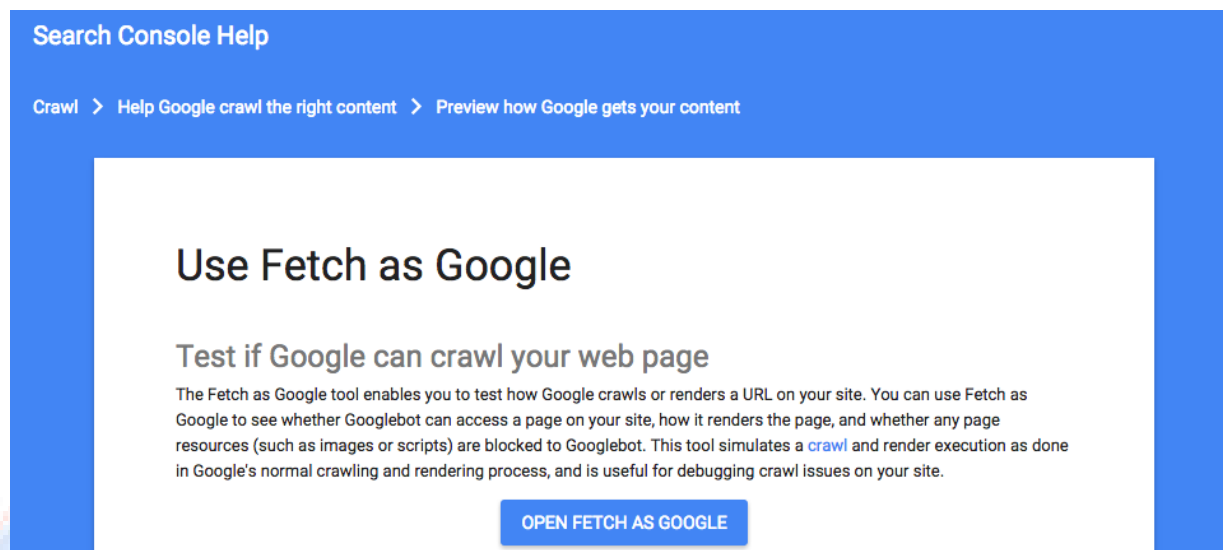
- Log into your 3dcart Online Store Manager
- Go to **Marketing =>SEO Tools**
- On the right hand side of the page, look for and click on the "Google Analytics" link
- Scroll down to the "Google Webmaster Tools Verification Meta Tag" section
- Add your code there and Save the page.
- Go back to Google and verify your site.

## i. Google's Webmaster Tools

Cost: Free

Purpose: Site Analysis

Perhaps the best way to understand the way Google sees your site is to ask Google. Google's Webmaster Tools are novice-friendly resources that explain the fundamentals of Google search.

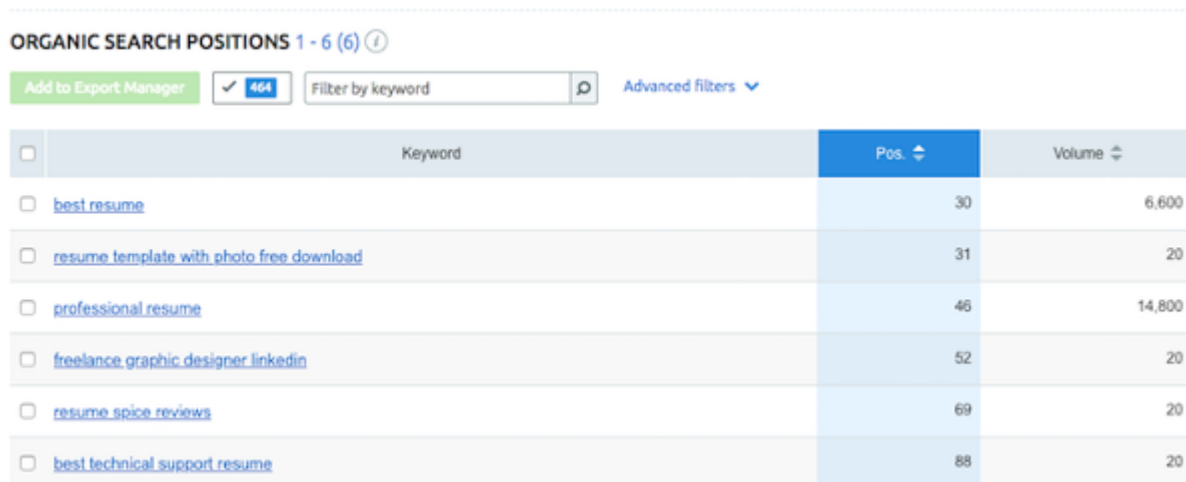


## ii. SEMrush

Cost: Free

Purpose: Keyword Research

SEMrush is a super elaborate dashboard that reports on the performance of domains as a whole and their specific pages. The website offers numerous toolkits, one of which is an SEO toolkit.



The screenshot shows the 'ORGANIC SEARCH POSITIONS 1 - 6 (6)' report in SEMrush. It includes a table with columns for 'Keyword', 'Pos.', and 'Volume'. The table lists six keywords with their respective positions and search volumes.

Keyword	Pos.	Volume
<a href="#">best resume</a>	30	6,600
<a href="#">resume template with photo free download</a>	31	20
<a href="#">professional resume</a>	46	14,800
<a href="#">freelance graphic designer linkedin</a>	52	20
<a href="#">resume spice reviews</a>	69	20
<a href="#">best technical support resume</a>	88	20

### iii. HubSpot's Website Grader

*Cost: Free*

*Purpose: Site Analysis*

Back in 2007, HubSpot released a tool called Website Grader that helped businesses uncover search engine optimization opportunities. Because a lot has changed since then, the company has released a new and improved version of the tool.



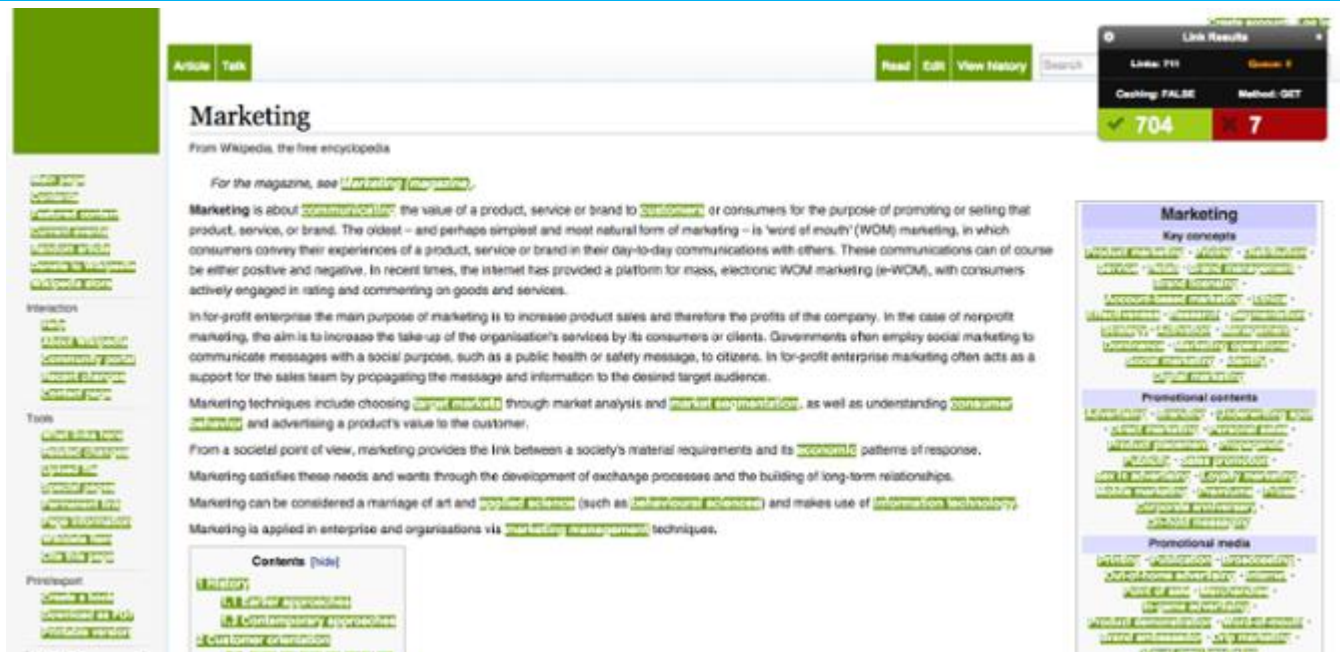
### iv. Check My Links

*Cost: Free*

*Purpose: Link Optimization*

To ensure that your links on a webpage -- whether external or internal -- actually work, consider Check My Links.

This broken-link checker makes it easy for a publisher or editor to make corrections before a page is live. Think about a site like Wikipedia, for example. The Wikipedia page for the term "marketing" contains a whopping 711 links. Not only was Check My Links able to detect this number in a matter of seconds, but it also found (and highlighted) seven broken links.



The tool highlights all the good links in green, and those that are broken in red, making it easy to spot the ones that don't work or are no longer active.











## v. BuzzStream

Cost: Free 14-day trial, then paid plans from \$24/mo

Purpose: Link Building

BuzzStream might be the most inexpensive way to manage your outreach to the people who can provide inbound links to your website.

Although backlinks to your website are critical to ranking well on Google, the outreach you do while link building can feel a lot like cold calling. BuzzStream makes it easy to research the appropriate people, come up with effective email messages, and track who's accepted each link request. Your link building queue looks like this:

<input type="checkbox"/>	Name	Domain	Relationship Stage	Domain Authority
<input type="checkbox"/>	 giantbomb.com	giantbomb.com	Inactive	74
<input type="checkbox"/>	 Joystiq	joystiq.com	Link Accepted	81
<input type="checkbox"/>	 PC Gamer	pcgamer.com	Link Accepted	78
<input type="checkbox"/>	 likecool.com	likecool.com	Link Accepted	59
<input type="checkbox"/>	 Geekologie	geekologie.com	Attempting To Reach	68
<input type="checkbox"/>	 Gamespot	gamespot.com	Attempting To Reach	89
<input type="checkbox"/>	 Game Producer	gameproducer.net	Attempting To Reach	34
<input type="checkbox"/>	 Indie Game Mag	indiegamemag.com	Attempting To Reach	48

## vi. Moz's Pro Tools

Cost: Free 30-day trial, then paid plans from \$99/mo

Purpose: Site Analysis

The Moz Pro subscription serves as an all-in-one tool for increasing your business' search ranking. Moz's collection of research tools provides subscribers with the resources they need to identify SEO opportunities, track growth, build reports, and optimize their overall efforts.

### Crawl Test Tool - SEO Web Crawler

Ready to crawl? Our Crawl Test tool crawls a given website and its linked-to pages to help you discover duplicate content, summarize redirect locations, learn rel=canonical values, and more. Enter any subdomain below, and we'll crawl up to 3,000 pages of links from it. In the next few days, we'll deliver an email containing a CSV report with the results. Your report will be available for 90 days after the crawl is generated.



As a Moz Pro subscriber, you can schedule crawls for two subdomains every 24 hours, crawling 3,000 pages per subdomain. When we've finished crawling, your reports will be sent to your Moz Pro email address, which is currently [emmettbrown@moz.com](mailto:emmettbrown@moz.com). You can change your email address on your [profile](#) page.

Please note: We recommend waiting 48 hours before running another crawl test on the same site. Otherwise, we may crawl the cached version of the site, and you won't see any changes.

Enter a Subdomain:

2 Crawl credits left today

#### Your Most Recent Requests

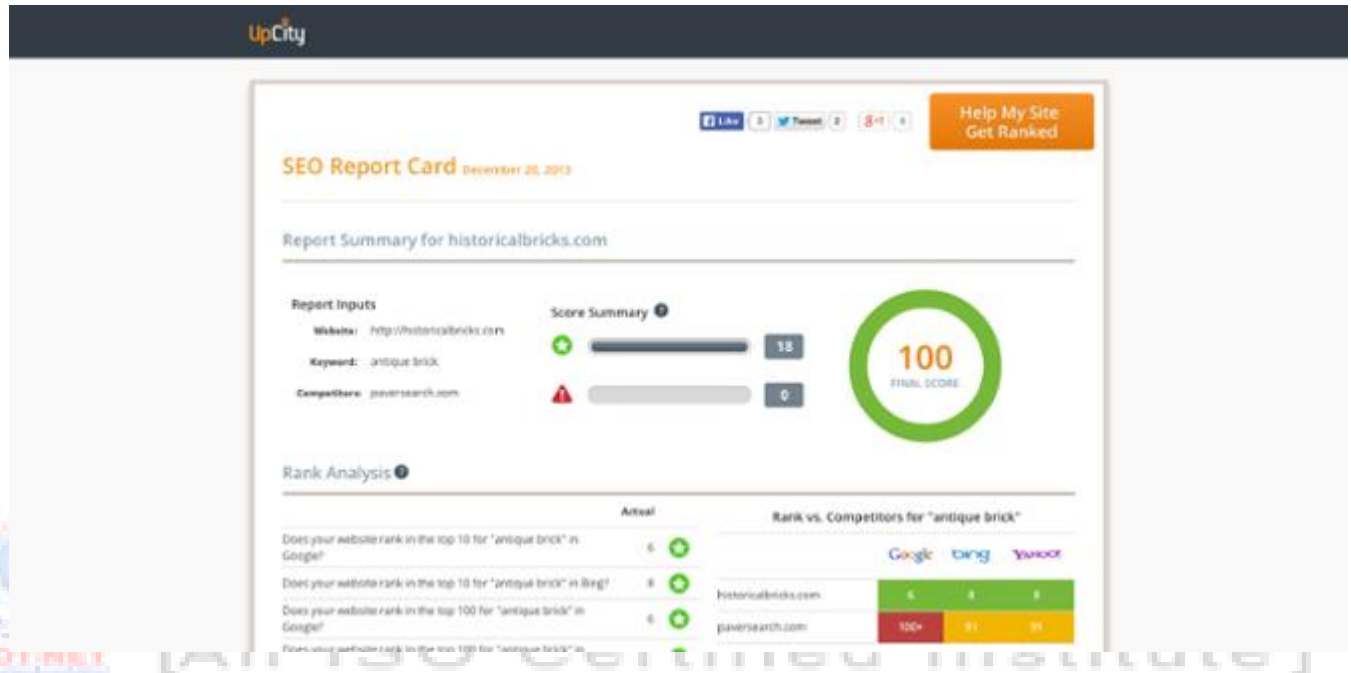
 Crawl Completed! Subdomain moz.com Download Report Submitted 5:16pm UTC Oct 6th 2014	 Crawl Completed! Subdomain moz.com Download Report Submitted 10:10am UTC Sep 7th 2014	 Crawl Completed! Subdomain moz.com Download Report Submitted 5:58pm UTC Sep 7th 2014
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## vii. UpCity's SEO Report Card

*Cost: Free*

*Purpose: Share of Voice*

SEO Report Card by UpCity lets you analyze your website to determine how it stacks up against your competitors.

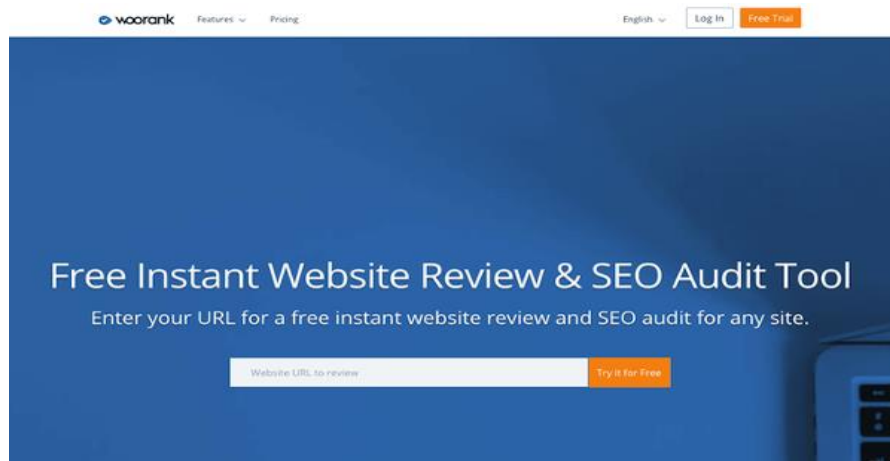


## viii. Woorank

*Cost: Free 14-day trial, then \$49/mo for a Pro Plan or \$149/mo for a Premium Plan*

*Purpose: Site Analysis*

Woorank's in-depth site analysis helps marketers reveal opportunities for optimization and improvement. This analysis takes into account the performance of existing SEO initiatives, social media, usability, and more.



## ix. Screaming Frog's SEO Spider

*Cost: The LITE version is free (with limitations\*), and the paid plan is \$160/year*

*Purpose: Site Analysis*

The Screaming Frog SEO Spider is a search marketer's best friend.

Designed specifically for the SEO-minded, this program crawls the websites you specify, examining the URLs for common SEO issues. This program simplifies and expedites an otherwise time-consuming process -- especially for larger websites. It could take hours or days to manually evaluate the same URLs.

## x. Found's SEO Audit Tool

*Cost: Free*

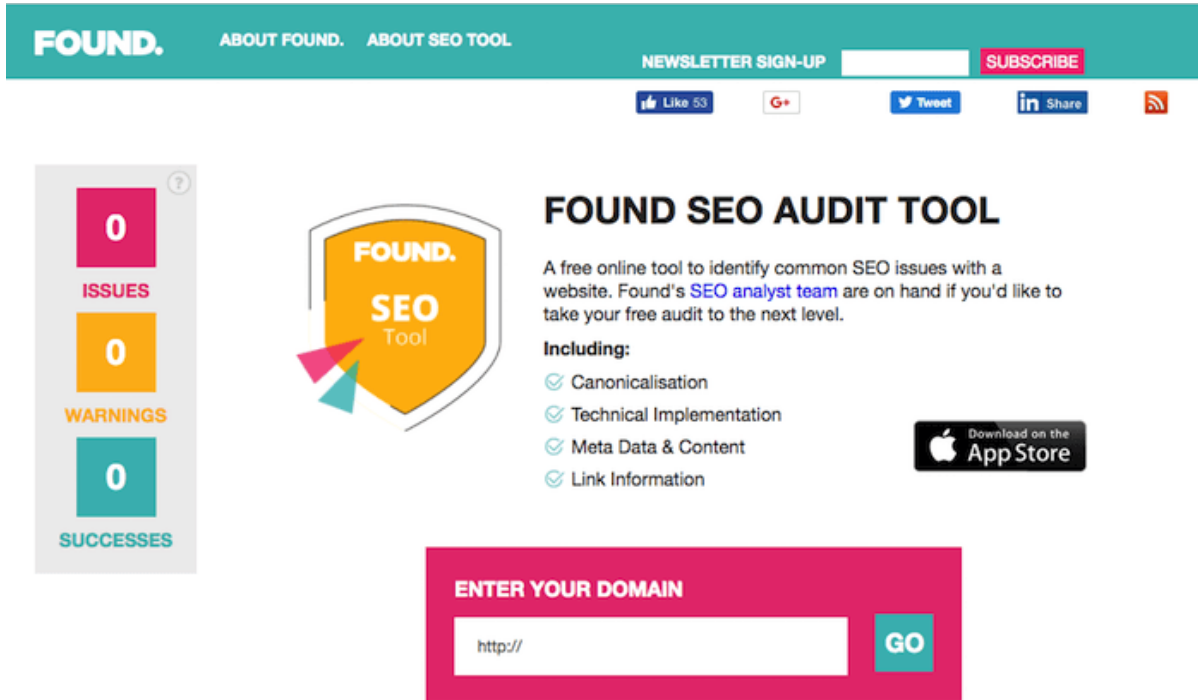
*Purpose: Site Analysis*

Want to rise above your competitors on search engine results pages?

(Who doesn't?)

The SEO Audit Tool by Found is an easy-to-use tool for marketers looking to identify (and solve) common SEO errors on a website.





**FOUND.** ABOUT FOUND. ABOUT SEO TOOL

NEWSLETTER SIGN-UP  **SUBSCRIBE**

Like 53 G+ Tweet in Share RSS

**FOUND.**  
ISSUES  
0  
WARNINGS  
0  
SUCCESSES  
0

## FOUND SEO AUDIT TOOL

A free online tool to identify common SEO issues with a website. Found's [SEO analyst team](#) are on hand if you'd like to take your free audit to the next level.

**Including:**

- ✓ Canonicalisation
- ✓ Technical Implementation
- ✓ Meta Data & Content
- ✓ Link Information

Download on the App Store

**ENTER YOUR DOMAIN**

**GO**

### xi. Remove'em

Cost: \$249 per domain or a subscription option starting at \$99/mo

Purpose: Link Building

Have you ever purchased links? Spammed the comments section on a string of blogs using the same message and link? If so, we'll forgive your bad judgment just this once ... but Google won't.

Artificial or unnatural links have the potential to seriously hurt your search ranking. To clean them up, check out Remove'em

### xii. Varvy's SEO Overview Tool

Cost: Free

Purpose: Site Analysis

This SEO auditing tool provides users with information regarding their domain strength, links, image SEO, social counts and mentions, page/technical SEO, page speed, and more.

The comprehensive report is prepared in less than a minute, and dives deep into different aspects of your website's performance. You'll notice that the tool employs green checks, red Xs, and yellow exclamation points to denote the severity of the issue.

One of our favorite features is the detailed image overview:



Alt text: HubSpot Sprocket Logo

✓ Amount of words: 3

ⓘ Alt text seems good

> [open image in new tab](#)



## Sitemap creation & submission in website & webmasters

4 Easy steps for creating a XML Sitemap:

- a) Go to [xml-sitemaps](#)
- b) Enter your full website URL. Choose your other options:  
  
Enter the frequency your website is usually updated from the drop-down list.  
– Choose an option under ‘Last modification’. This is the time the URL was last modified.  
– Leave the Priority at Automatic.
- c) Click ‘Start’. Wait while your sitemap is being generated.
- d) Click the link to download the .xml file.

Now you can upload the sitemap.xml file to the root directory of your website and you can submit your sitemap URL to [Google Webmaster Tools](#).