

How to Build a Website with Genesis - Lesson 13 - Integrating your site with Google

Create a Sitemap

1. Download Google XML Sitemaps
2. Set Plugin Options
 - a. Basic Options
 - b. Additional Pages
 - c. Post Priority
 - d. Location of your sitemap file
 - e. Sitemap Content
 - f. Excluded Items
 - g. Change Frequencies
 - h. Priorities
3. Generate Sitemap
4. Verify Sitemap

Create a Google account

1. Create a Gmail account

Configure Google Analytics

1. Create Analytics account
 - a. Account name
 - b. URL
 - c. Timezone
 - d. Data sharing
 - e. User agreement
2. Get Analytics tracking code
 - a. Choose the correct tracking
 - b. Copy the code
3. Add Tracking code to site
 - a. Genesis Theme Settings
4. Verify tracking code
 - a. View source
 - b. Analytics Admin
 - i. Account Admin
 - ii. Select account name
 - iii. Select Tracking Code
 - iv. Website Tracking

Tour Google Analytics

1. Audience
 - a. Overview
 - b. Demographics - Location
 - c. Behavior - Frequency & Recency
 - d. Behavior - Engagement
2. Traffic Sources
 - a. Overview
 - b. Sources - Referrals
 - c. Sources - Search - Organic
 - i. add a secondary dimension
 - ii. look at new visitors only

3. Content
 - a. Pages
 - b. Landing pages
4. Advanced Segments

Configure Webmaster Tools

1. Add a site
2. Verify Ownership
 - a. Alternate method
 - b. GA tracking code
3. Add Sitemap

Tour Webmaster Tools

1. Dashboard
2. Site Configuration
3. Diagnostics