

Google Search Console SOP

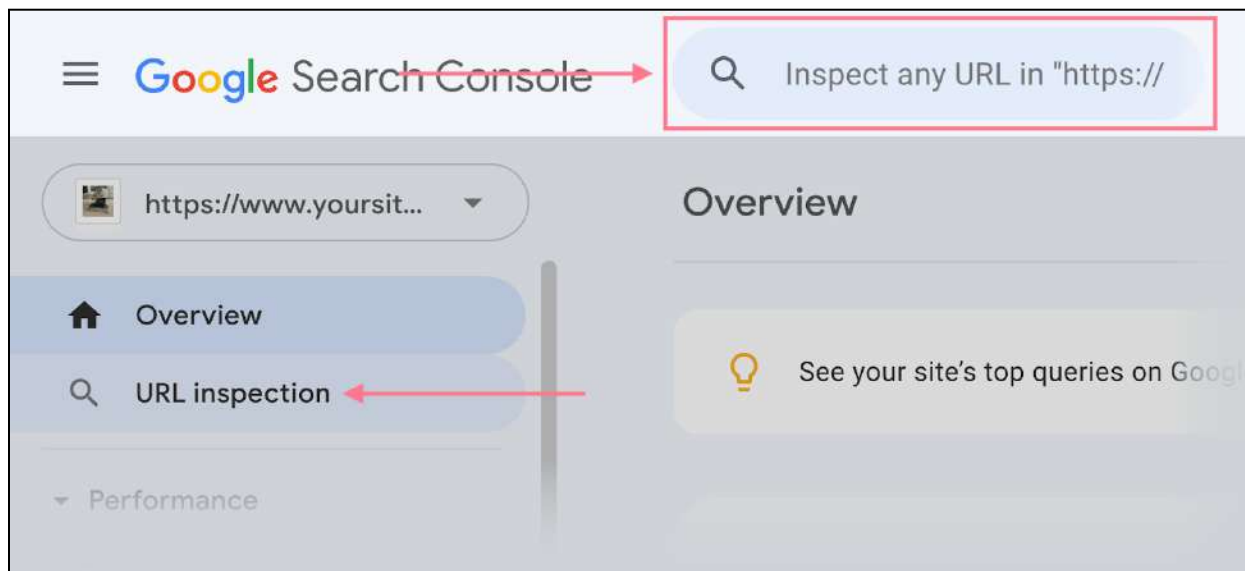
Why You're Here

If Google can't see your site, no one can. Follow every step. Miss one and stay invisible.

Do the Work

✓ 1 — Verify the Domain (No Verification = No Site)

1. Open [Google Search Console](#).
2. Pick **Domain** (covers every subdomain + protocol).
3. Copy the TXT record Google spits out.
4. Paste it in your DNS zone. Save. Wait.
5. Hit **Verify**. If it fails, wait a few minutes and hit **Verify** again.



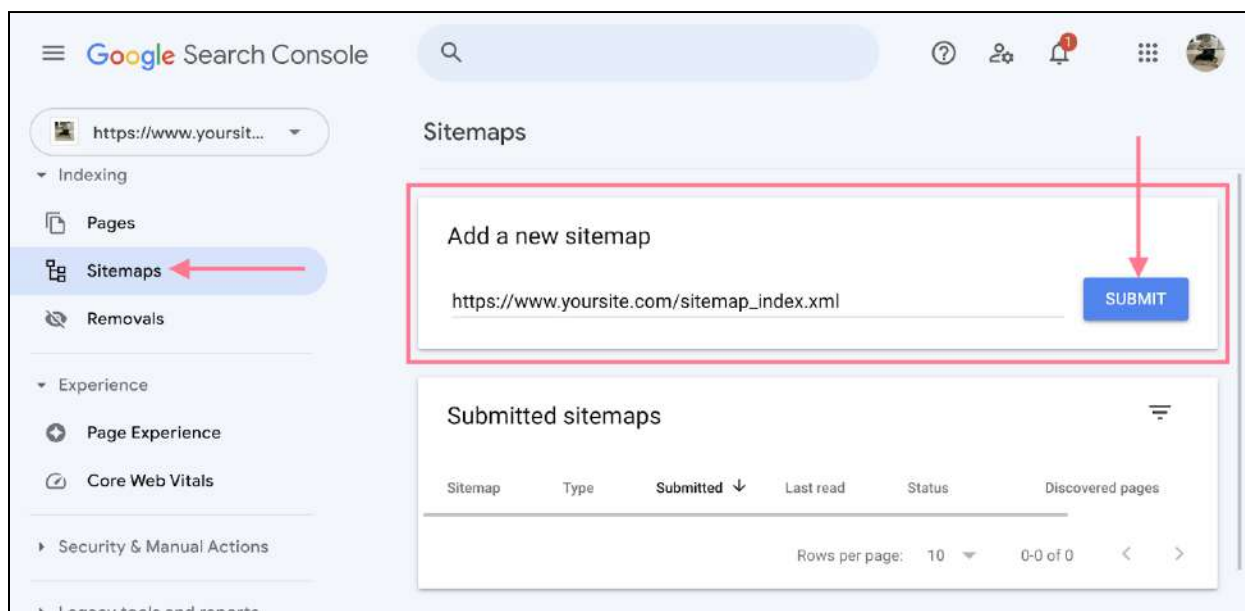
 Skip this and everything else is wasted.

🛑 Stop here if your site isn't live yet.

The next steps only work once your domain points to a working site. If you're not there yet, you're not ready for this. Finish setup first, then come back.

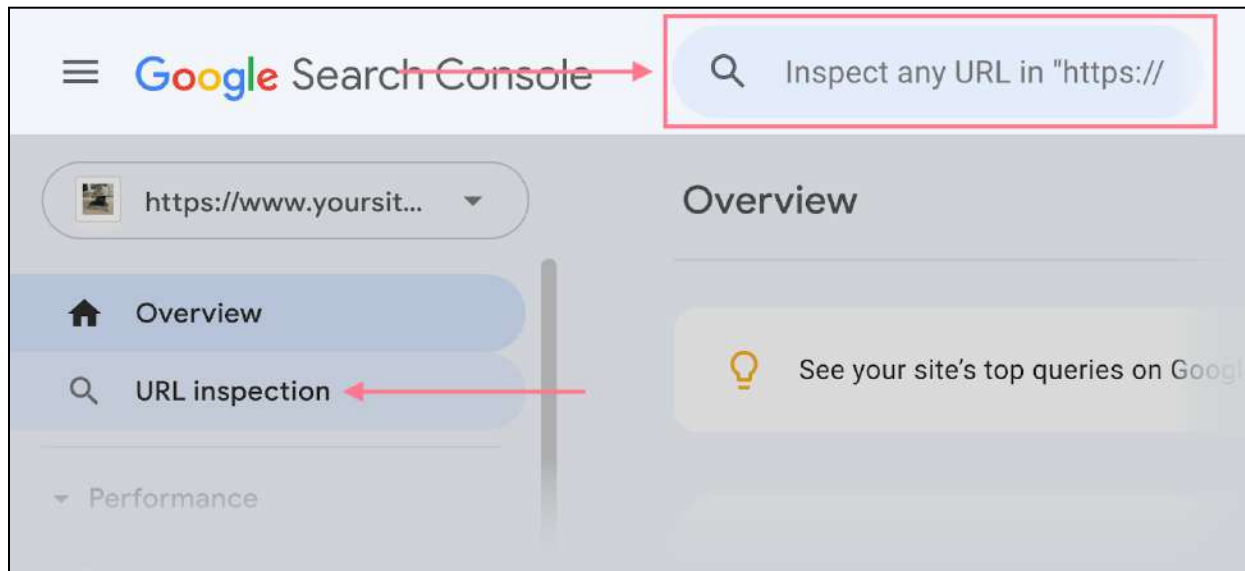
✅ 2 — Submit Your Sitemap (Tell Google What to Crawl)

1. GSC › **Sitemaps**.
2. Enter `/sitemap.xml` or `/sitemap_index.xml`.
3. **Submit**. Red error? Your sitemap plugin's broken. Fix it.



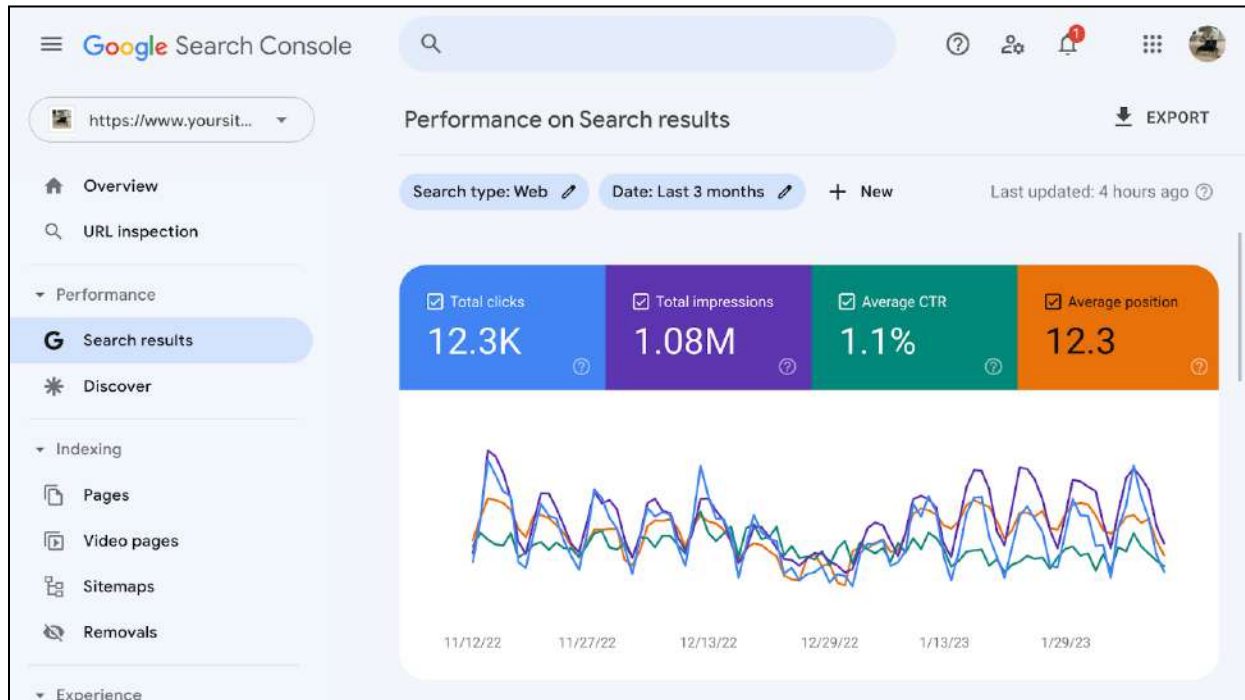
✓ 3 — Inspect Critical Pages

Paste a URL in **URL Inspection** → if Google says *Not Indexed*, smash **Request Indexing**.
Run this on: homepage, service pages, blog landers. Anything that makes money.



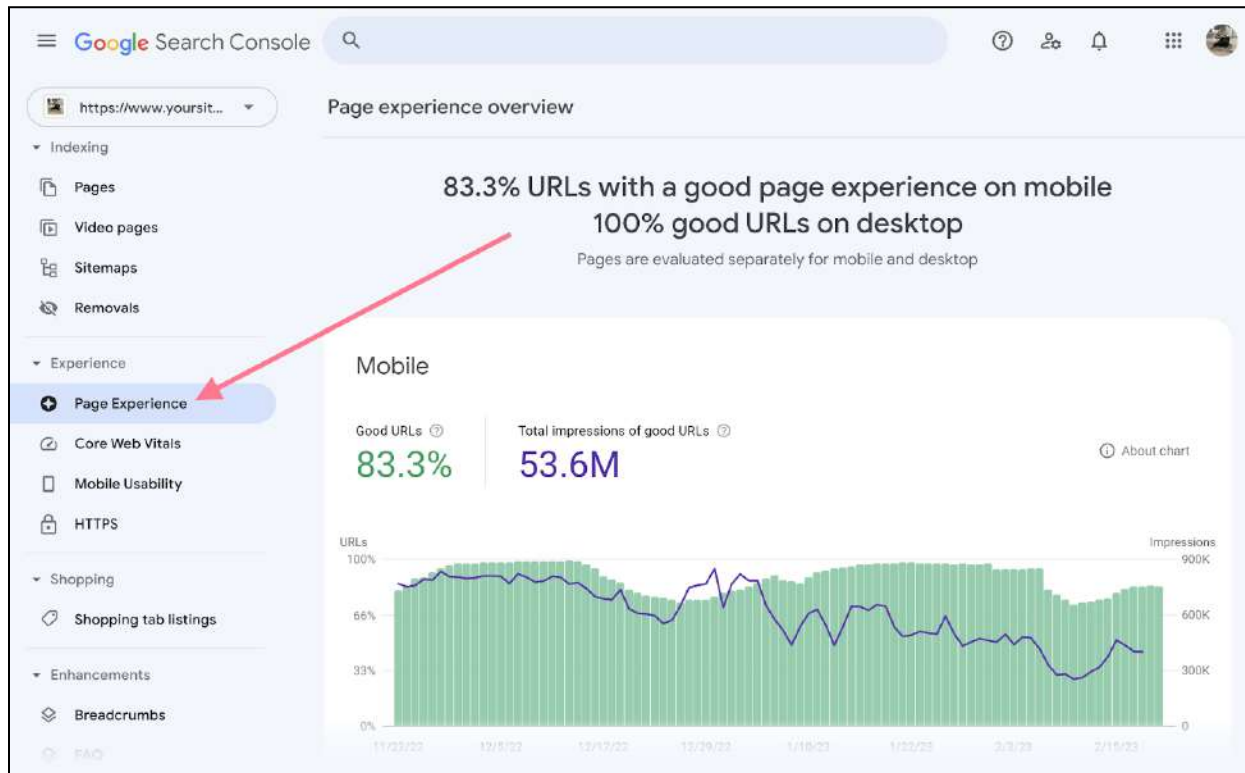
✓ 4 — Watch the Numbers (Performance)

GSC › **Performance** → Track **Clicks, Impressions, CTR, Avg Position**. Ignore everything else.
Drops = fix content or links, not vibes.



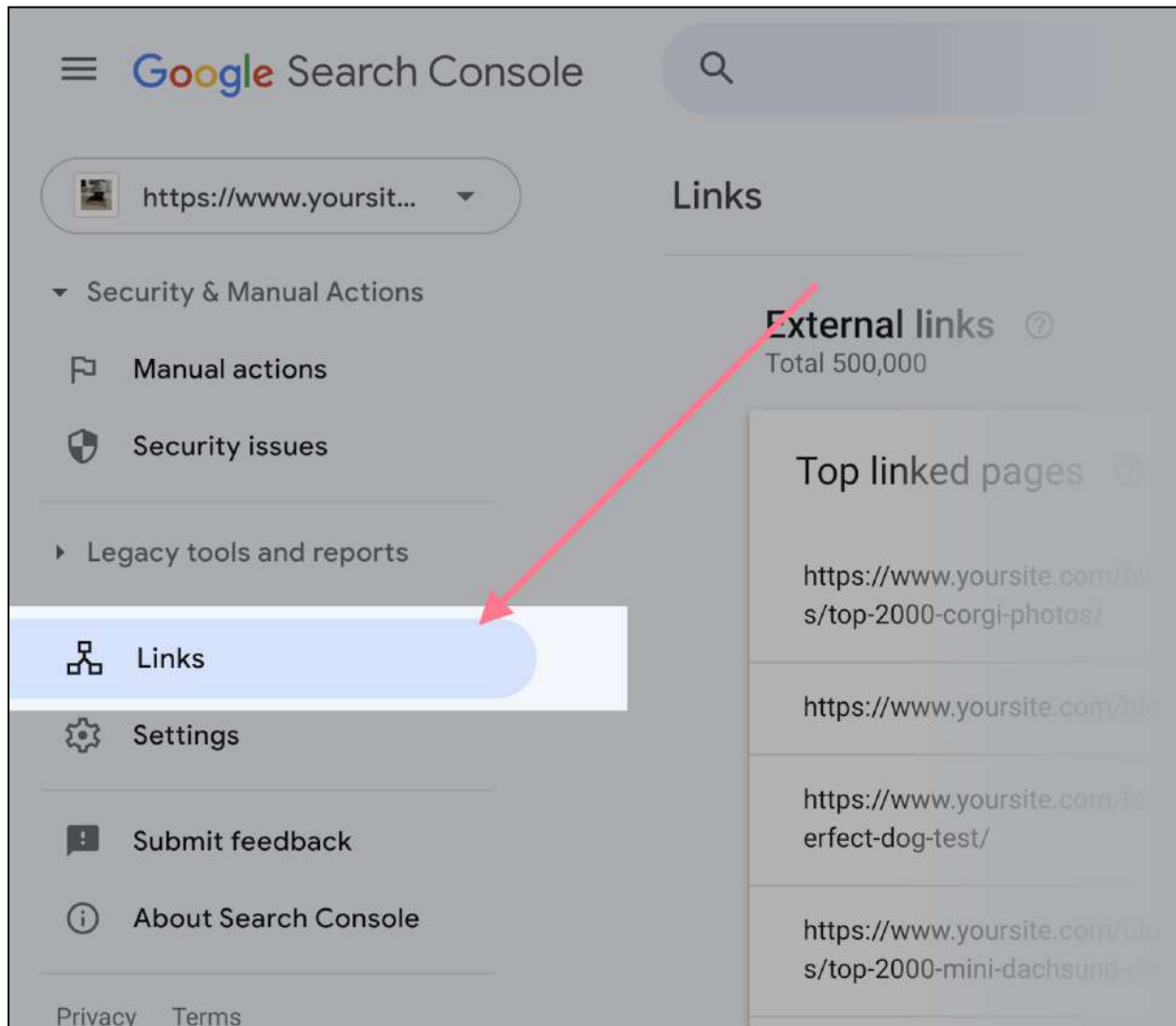
✓ 5 — Page Experience & Enhancements (Fix the Tech)

- **Page Experience:** Slow, insecure, or mobile-broken pages bleed rank.
- **Enhancements:** Resolve schema / structured-data errors.



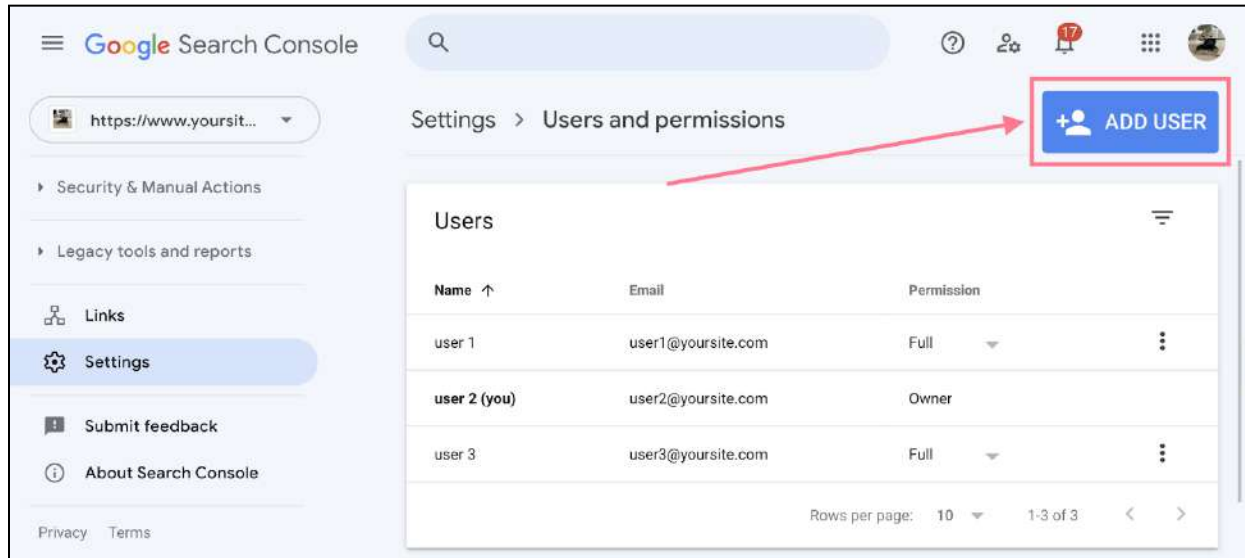
✓ 6 — Penalties & Links (Survival Check)

- **Manual Actions:** 0 or GTFO. Fix whatever shows.
- **Links:** External = authority. Internal = flow. Build both.



✓ 7 — Add/Remove Users (Only If You Trust Them)

1. **Settings** > **Users & Permissions**
2. **Add User** → email → Full or Restricted.
3. Revoke access when work is done.



Tools

- [Google Search Console](#)
- [Rich Results Test](#)
- [PageSpeed Insights](#)