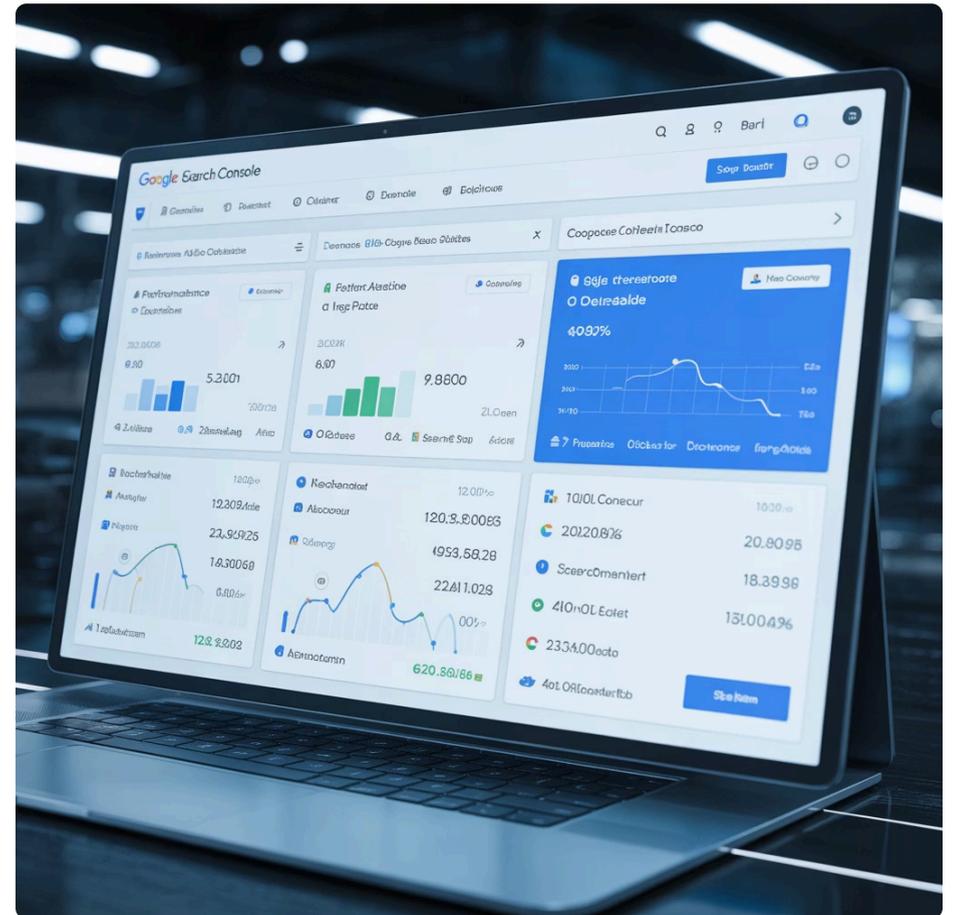


How To Set Up Google Search Console on Your Website (And Why It Helps Your Aging-in-Place Business)

Don't worry, this isn't scary. You don't need to be a tech genius. If you can check your email, you can do this. I promise.

Google Search Console is a free tool that tells you how your website is doing on Google. It helps you get more visitors, more leads, and more clients.

Think of it like getting a health checkup for your website, so you can fix small things before they turn into big problems.



SECTION 1

What Google Search Console Is (Super Simple Version)



Google Search Console, or GSC, is a free tool from Google. It helps you understand:

- How people find your website
- What words they typed to get to you
- If Google can see all the pages on your site
- If something is broken and needs fixing
- How your site shows up on phones vs computers

Basically, Google Search Console is your website's report card.

Here's a video showing you the very simple steps to setting up a Google Search Console account.

https://www.youtube.com/watch?v=UXnA_PbPoew

SECTION 2

Why Aging-in-Place Specialists Need It

You work in a field where trust matters. People search online for:

- grab bar installers
- aging in place specialists
- dementia-friendly contractors
- safety experts
- accessible home modifications

If you want *more* of these people to find you, you need Google to understand your website.

SECTION 3

What You Need Before We Start

You only need two things:

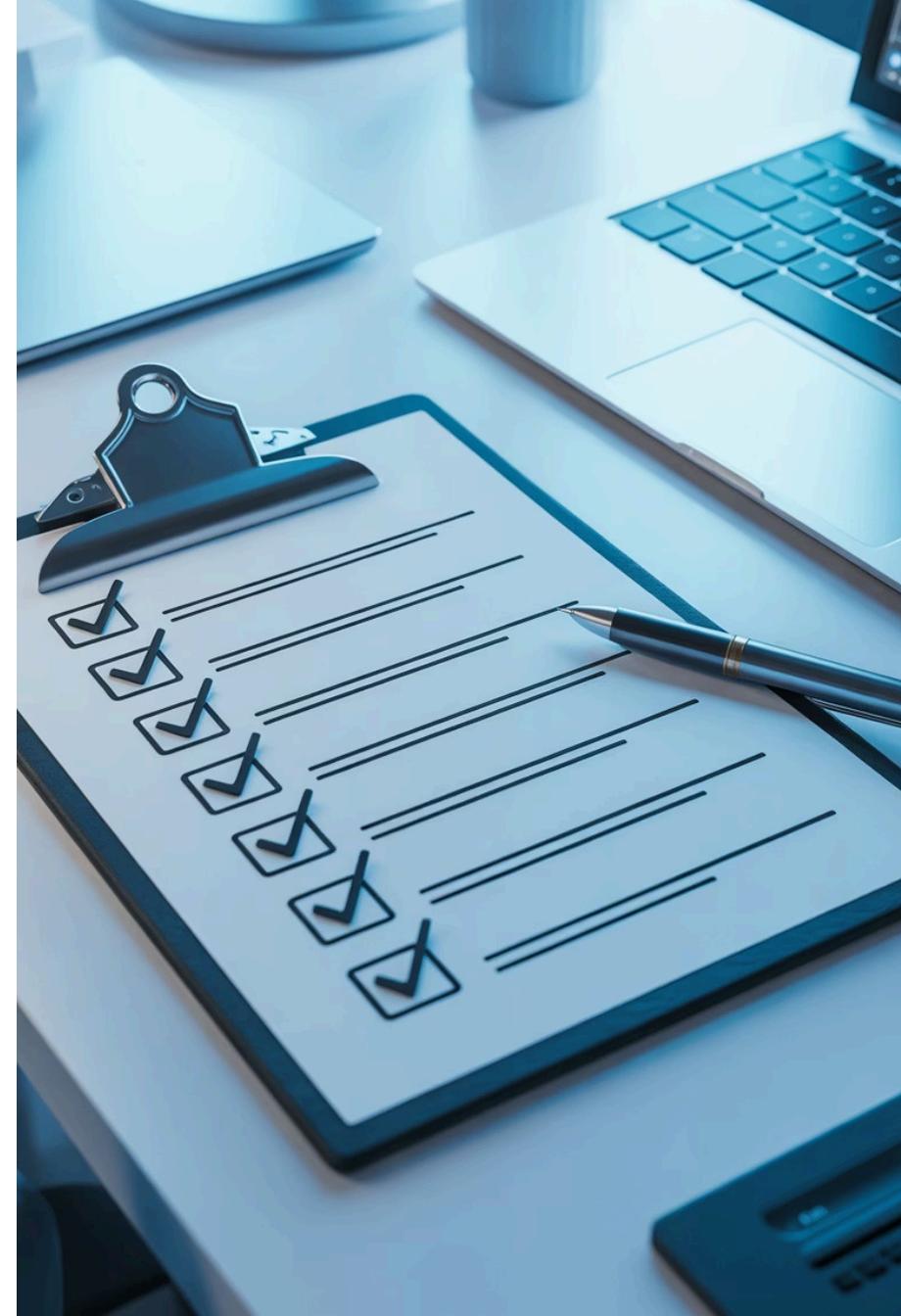
1

A Google account (like Gmail)

2

Access to your website (WordPress, Wix, Squarespace — doesn't matter)

That's it.





SECTION 4

Step-by-Step – Setting Up Google Search Console

01

Go to the Website

Open this page: 🖱️ <https://search.google.com/search-console>

Click the big button that says '**Start Now.**' Sign in with your Google account.

Step 2: Add Your Website

Now you'll see two boxes:

- Domain
- URL Prefix

For beginners, choose **URL Prefix**. It is easier. It avoids tech headaches.

 Type in your full website address:

- <https://yourbusinessname.com>

Then click Continue.

Step 3: Verify Your Website (Don't Panic—It's Easy)

Google wants to be sure you own your website.

You'll see a few choices. Choose this one:

'HTML Tag'

(It's the easiest for non-techies.)

You'll see a line of code that looks like this:

```
<meta name="google-site-verification" content="123xyz">
```

Copy it.

Step 4: Paste the Code Into Your Website

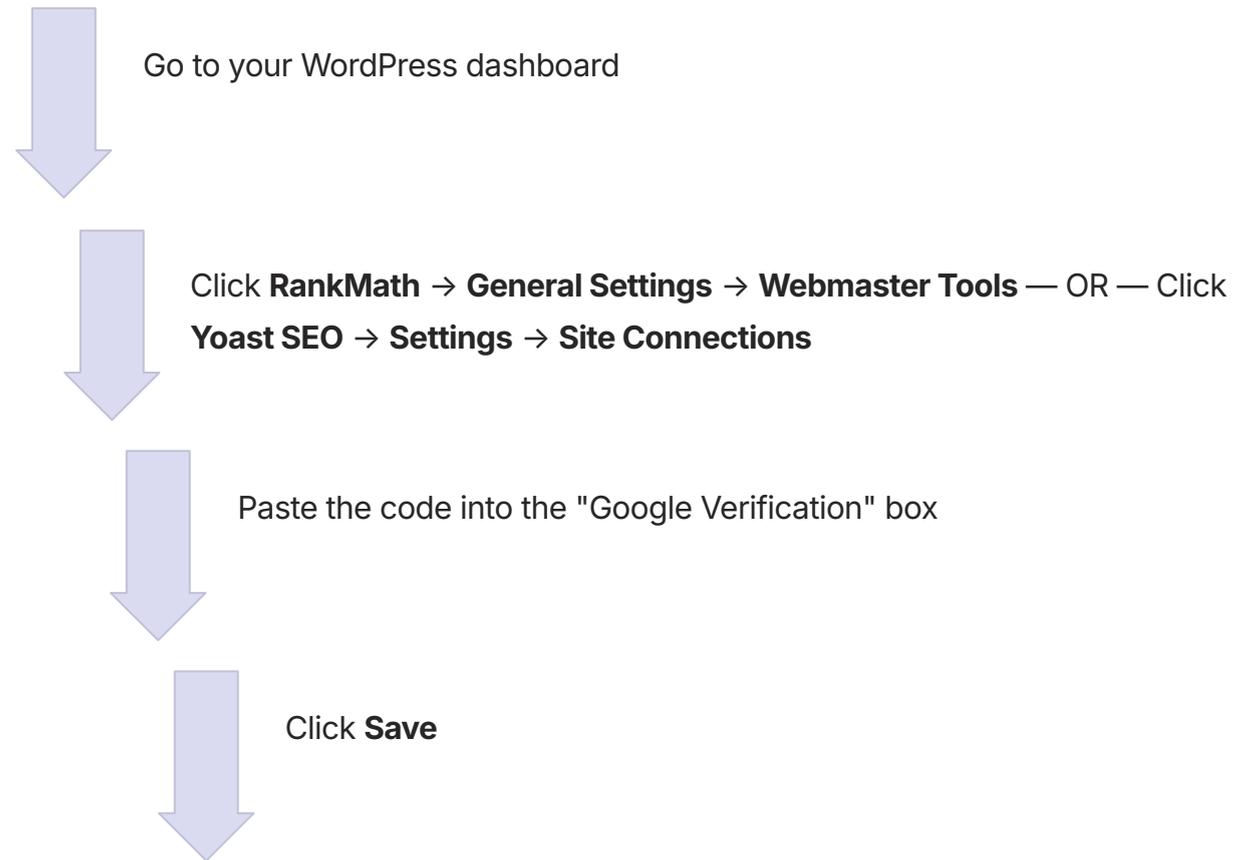
Personally, this part is the most difficult part because it's different depending on what website platform you are using.

But generally speaking, here's how to do it on the most common platforms:





If You Use WordPress + RankMath or Yoast



That's it!

If you don't have either of these programs (or another program that doesn't give you the option to add the Google Search Console code - and you are on Wordpress - you can install this plugin.

Insert Headers and Footers (or similar)

If you prefer just a tiny, lightweight plugin that does one job: let you paste the GSC meta tag into your site header — good for people who don't want full-blown SEO suites.

If You Use Wix



Go to **Settings**



Click **SEO**



Click **Site Verification**



Paste the code



Publish

If You Use Squarespace

- 1 Go to **Settings**
- 2 Click **Advanced**
- 3 Click **External API Keys**
- 4 Paste into "Google Search Console"
- 5 Save

Step 5: Go Back to Google Search Console and Click 'Verify'

Google will check the code. If everything's good, you'll get a big green checkmark.



You're done!

Your website is now connected to Google Search Console.

SECTION 5

What to Look At First (Beginner View Only)

Once you're inside, don't click everything. That's how people get overwhelmed.

Start with these **three things only**:

1. Performance Report

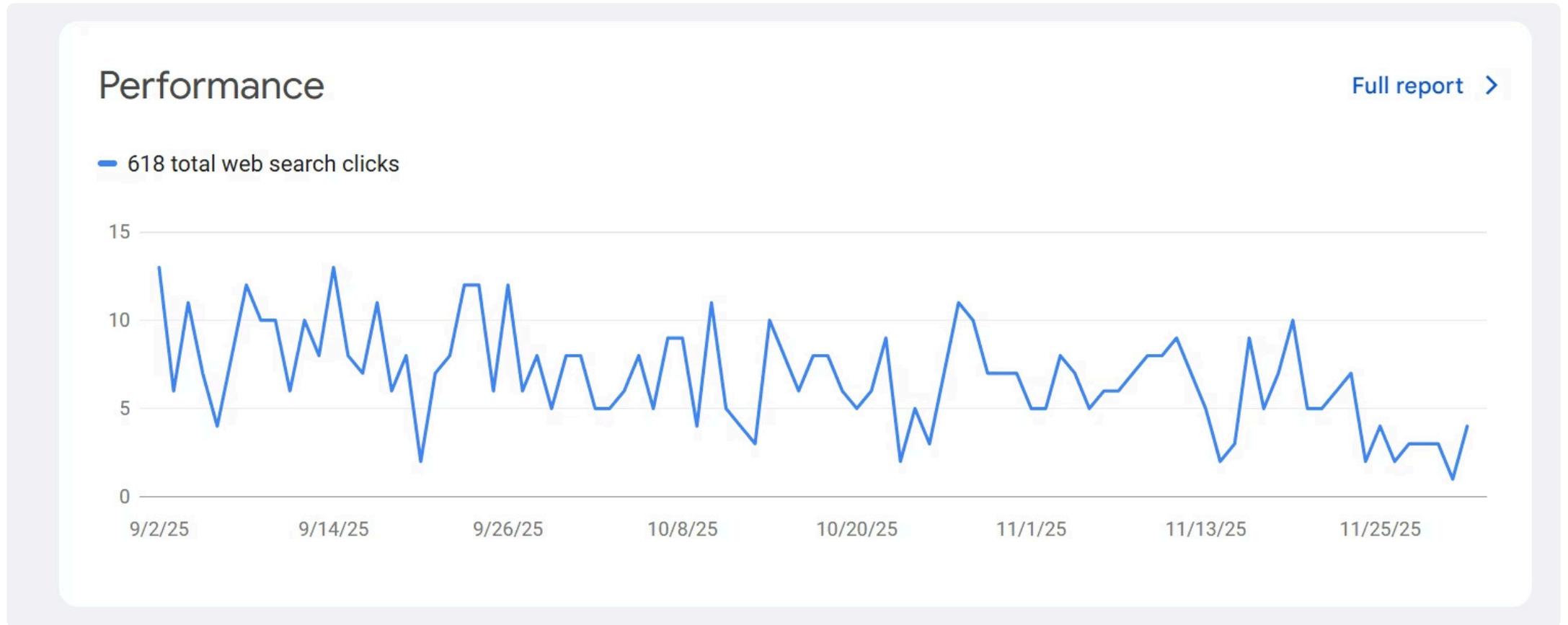
This shows:

- how many people saw your site
- how many people clicked your site
- what search words they typed

This is GOLD for your marketing.



Performance Report



Click on the Full report on the top right of this overview and you'll get a ton of information!

2. Pages Report

Shows if Google can see all your pages.

If you see:

"Indexed" → ✓ Good

If you see:

"Not Indexed" → ⚠ Needs attention (but not an emergency)

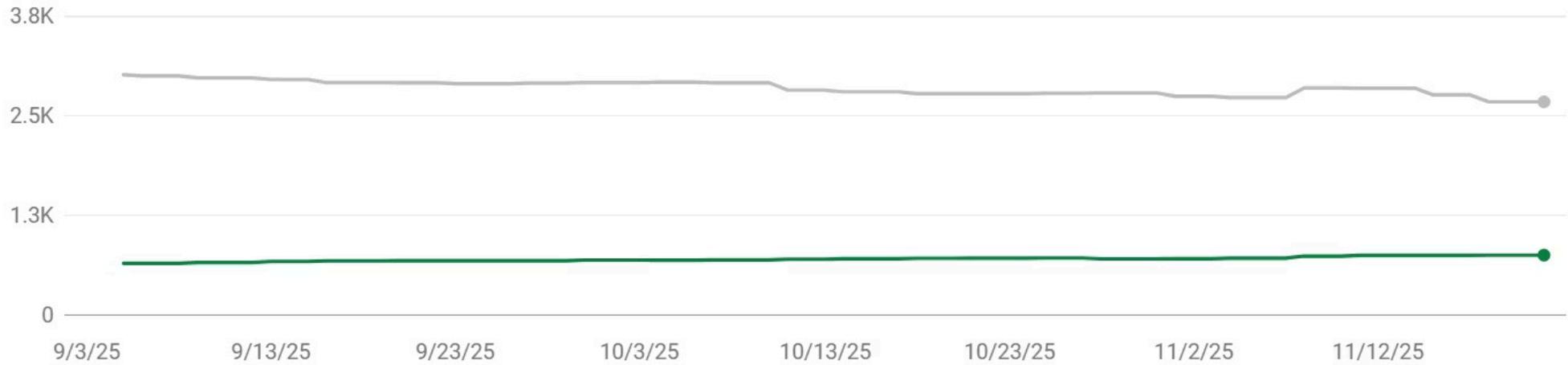
Pages Report

Indexing

 Pages

[Full report >](#)

— 2,675 not indexed pages — 752 indexed pages



 Videos

164 no videos indexed

0 videos indexed



[>](#)

What To Know About "Not Indexed"

Bucket #1: Pages With Issues

These are pages Google *tried* to index but couldn't (or decided not to).

Examples:

Technical or SEO problems

- The page has a **404**
- It's **redirected**
- It's marked "noindex" by mistake
- Google thinks it's **duplicate content**
- Google crawled it but said "meh, low-quality or thin content, skipping for now"

Google Search Console usually tells you exactly which issue is blocking it.

Bucket #2: Pages You *Don't* Want Indexed

This is the part people forget, and it sounds like what you're thinking of.

There are *lots* of pages that you **should NOT** have indexed, including:

Totally normal, expected "Not Indexed" pages:

- Thank-you pages (like after someone signs up)
- Download pages or freebie pages
- Login pages
- Member dashboards
- Internal utility pages
- Test pages or drafts
- Category/tag pages you don't use for SEO
- Duplicate content versions (e.g., print pages, pagination, filter pages)

These are "Not Indexed" intentionally, and that's 100% okay.

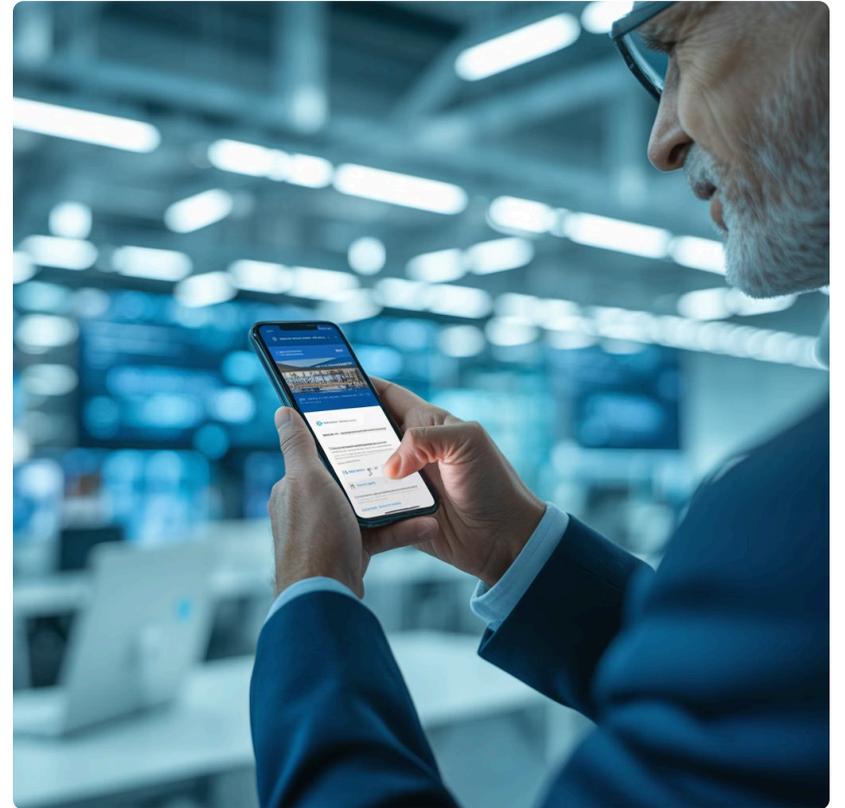
In fact, **a healthy website always has more not-indexed pages than indexed ones.**

Google only wants your best, most unique, highest-value content in the index.

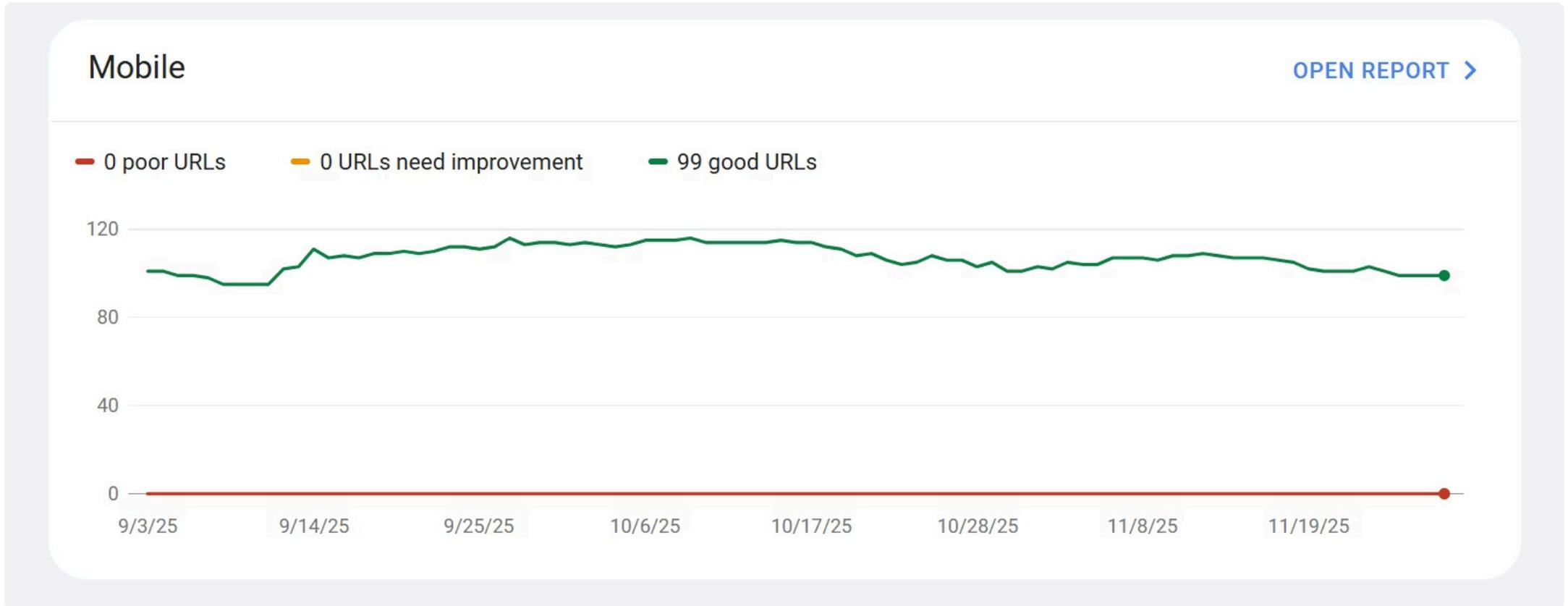
3. Core Web Vitals

Shows if your site is easy to use on a phone.

Most seniors search on a phone. So this is important.



Core Web Vitals



You can see here that in the mobile view of the website, there are ZERO poor URLs and ZERO URLs that need work. So, that's a good sign.

SECTION 6

How This Helps You Get More Clients

Google Search Console helps you:



1. See Which Services People Want

If people search "grab bar installer near me," you can create more content on that topic.



2. Find Easy Wins

If a page is almost doing well, you'll know, and you can boost it.



3. Fix Problems Before Google Stops Showing You

A slow page, broken link, or missing image can hurt your ranking.



4. Make Better Business Decisions

You know what your audience cares about, in real numbers.



5. Build Trust With Google

Google gives more visibility to sites that are: healthy, clear, active, helpful

Search Console helps you check all of this.

SECTION 7

What You Should Do Once a Month

Once a month, log in and:

1

Check your Performance report

2

Look at new search words people typed

3

Check for any Errors

4

See if any important pages aren't indexed

5

Make updates to your website if needed

This takes **10 minutes**, and it can grow your traffic a LOT.

SECTION 8

Wrap-Up

Google Search Console may sound techy, but once you set it up, it becomes one of the easiest, most powerful tools you'll ever use to grow your aging-in-place business.

It helps you understand your website, fix problems fast, and get more people finding you online, especially local clients in your area who need your help.

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