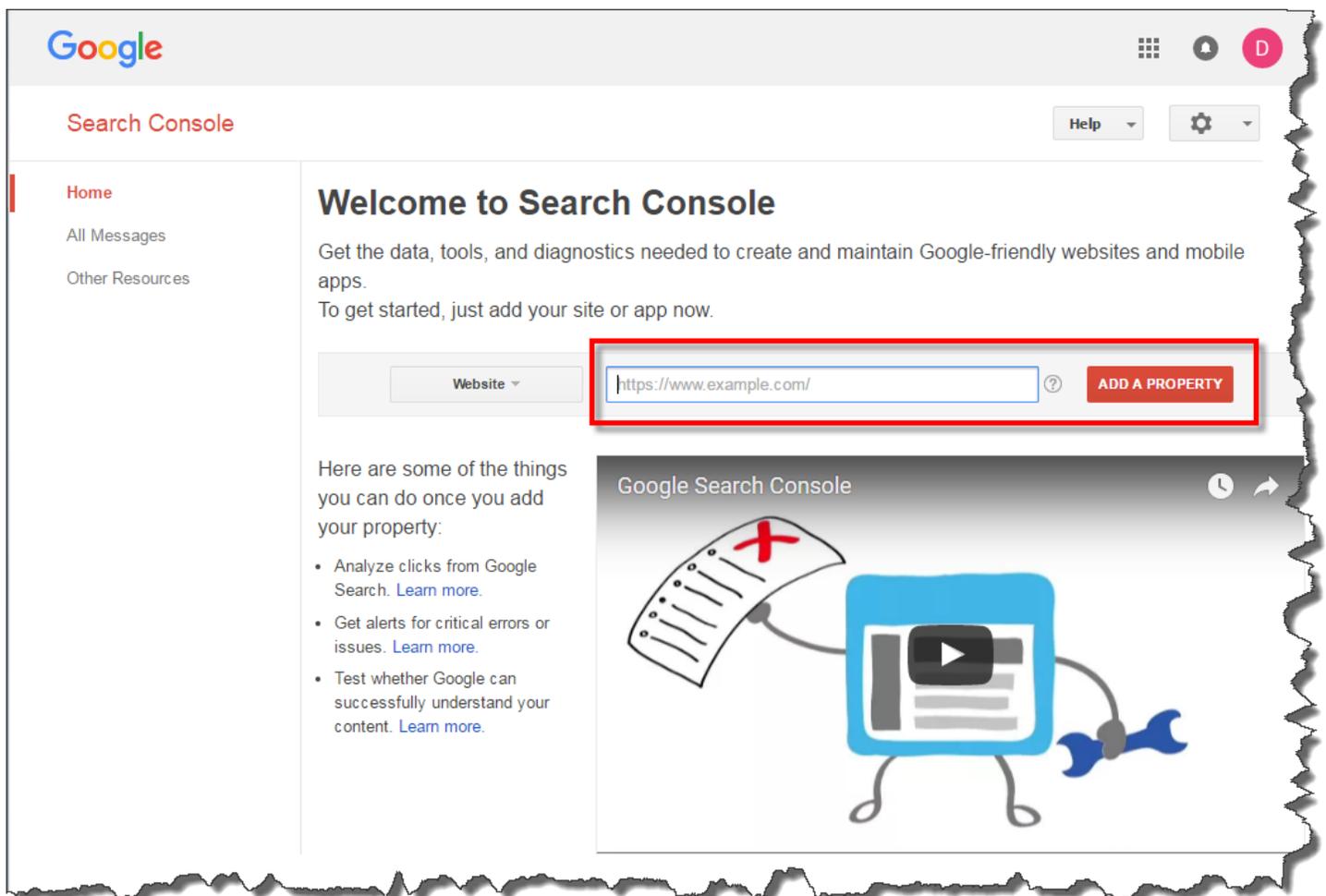


Create/Login to Google Account

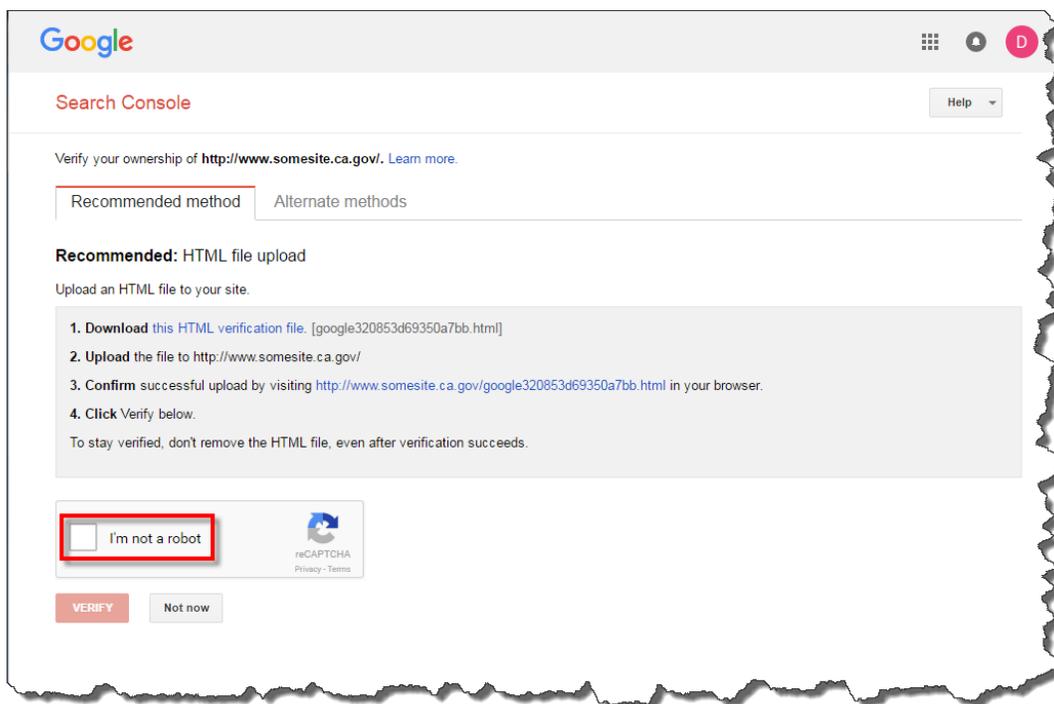
In order to complete this process, your agency will need a [Google Account](#). Typically, this account is used by an entire team for managing the various services in Google. For example, the account would be created with an email like “webmaster@agencyname.ca.gov”. Often, this is the same account your agency will be using for Google Analytics. And in fact, you should check with the rest of your staff to see if you already have a Google account that is being used for your team. However, you can certainly create a Google account under the email of individual if needed. Please note that a Gmail based email is not required. You can use any email address when creating a Google Account.

Add Site in Search Console (Google Webmaster Tools)

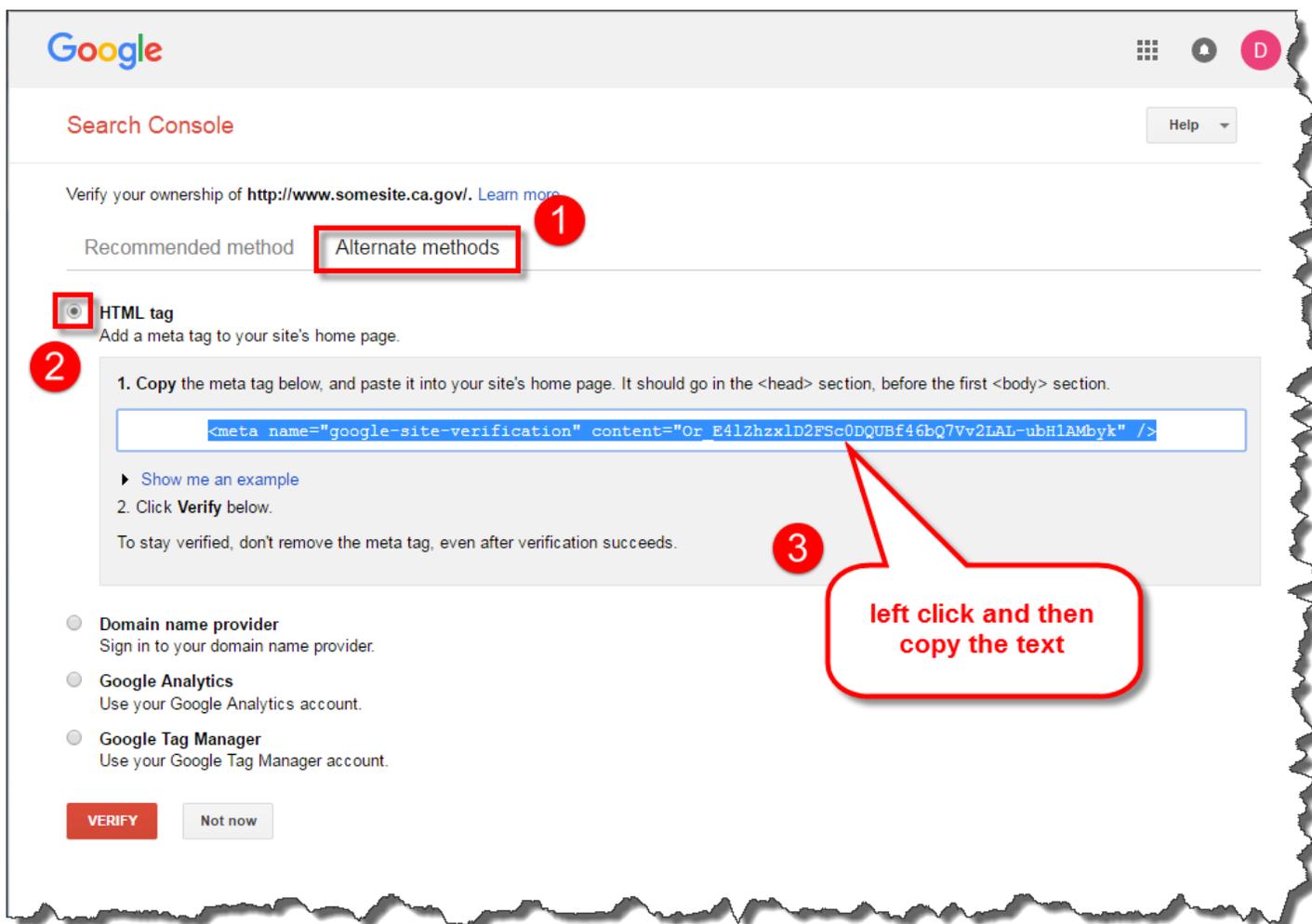
Once you have created an account or logged in to an existing account, you will need to add your website to the Search Console in Google. Go to <https://www.google.com/webmasters/tools/home?hl=en> and you should see the main Search Console screen. This used to be officially called “Google Webmaster Tools”, but it appears that Google is slowly migrating away from that terminology and is now calling it the “Search Console”. So you should see a screen similar to the one below (however, you may already have your own site listed). If not, enter the URL of your site and click **Add a Property**.



On the next screen, **only** click the **I'm not a robot** checkbox...



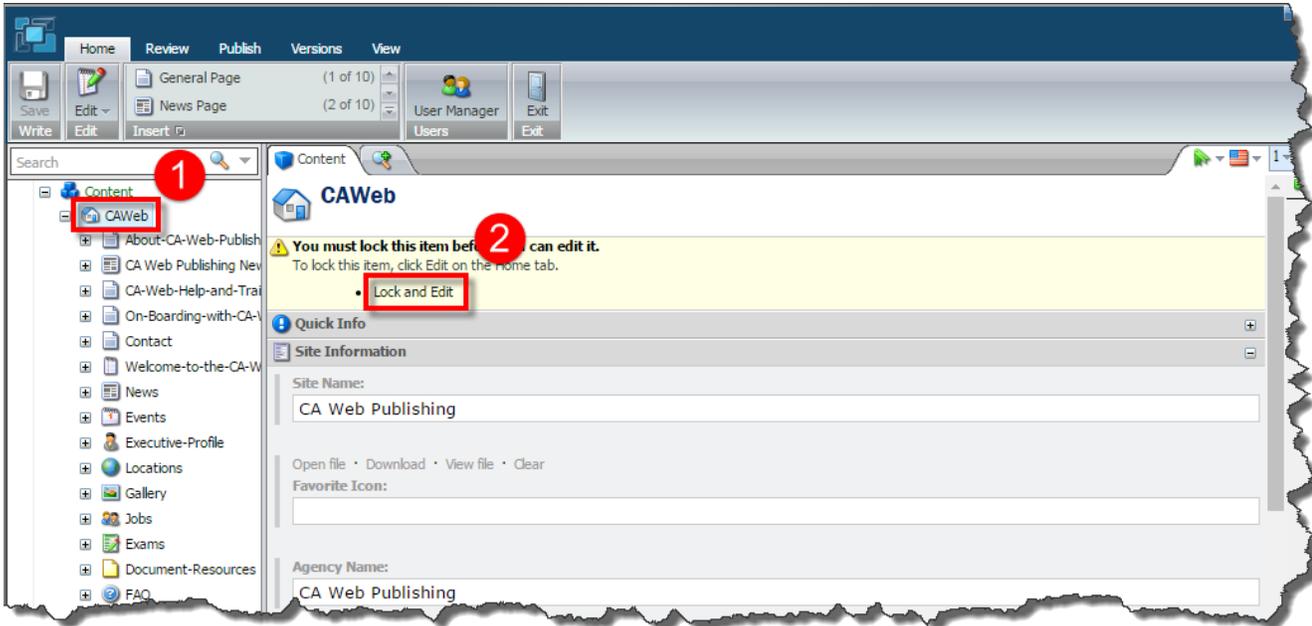
Once verified, click on the **Alternate Methods** tab and copy the **HTML tag**... **Do not click** the Verify button yet.



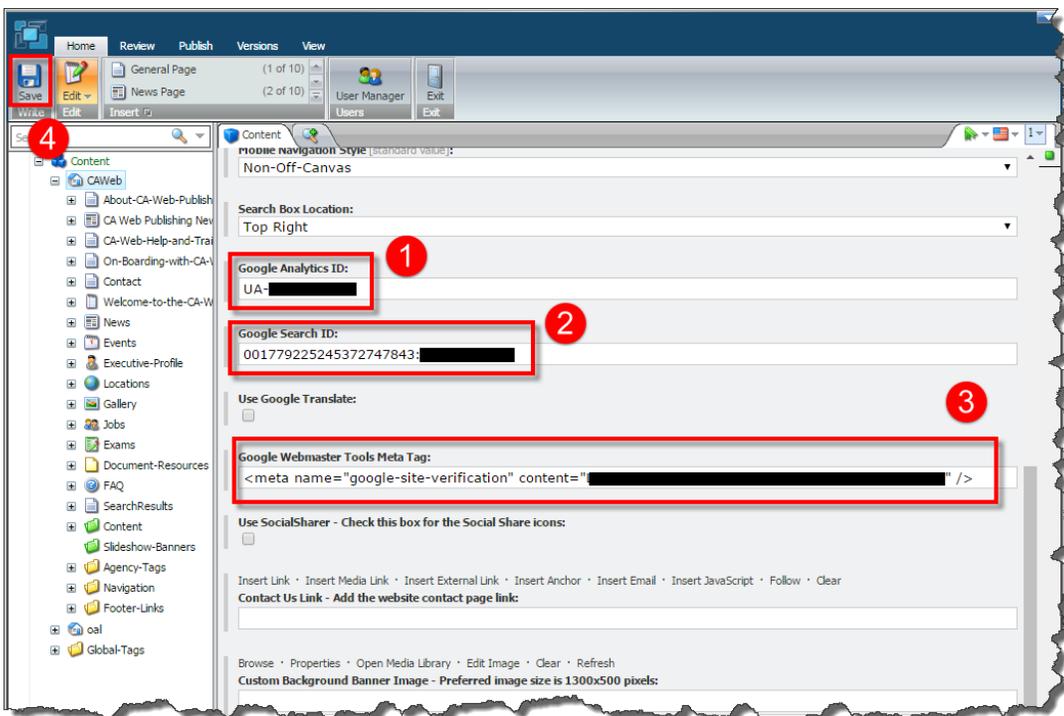
Add Google Analytics, Search, and Meta Tag to CAWeb Content Editor Settings

Open a new browser window or tab and login to your [CAWeb portal](#) and open the Content Editor. Navigate to the root node of **your site** and click **Lock and Edit...**

Please Note: The screenshots below are using CAWeb as the example. When following the steps, make sure that you are expanding the node for **your site** and **not CAWeb**.

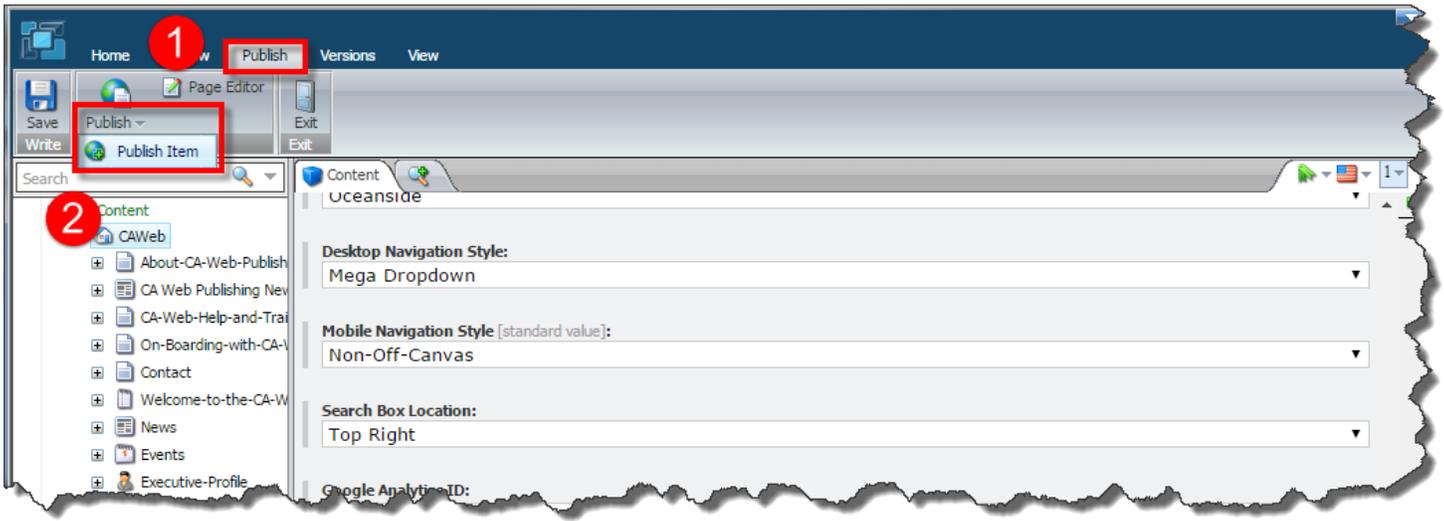


Scroll down to the Google settings area. Your Search ID should already be in place and possibly your Analytics ID as well. If not, please enter both ID's for your agency. If you do not know your ID's, please contact david.goebel@state.ca.gov for help. As for the Google Webmaster Tools Meta Tag, paste in the text you copied in the step above from the Search Console. When you have entered all three, click the **Save** icon.

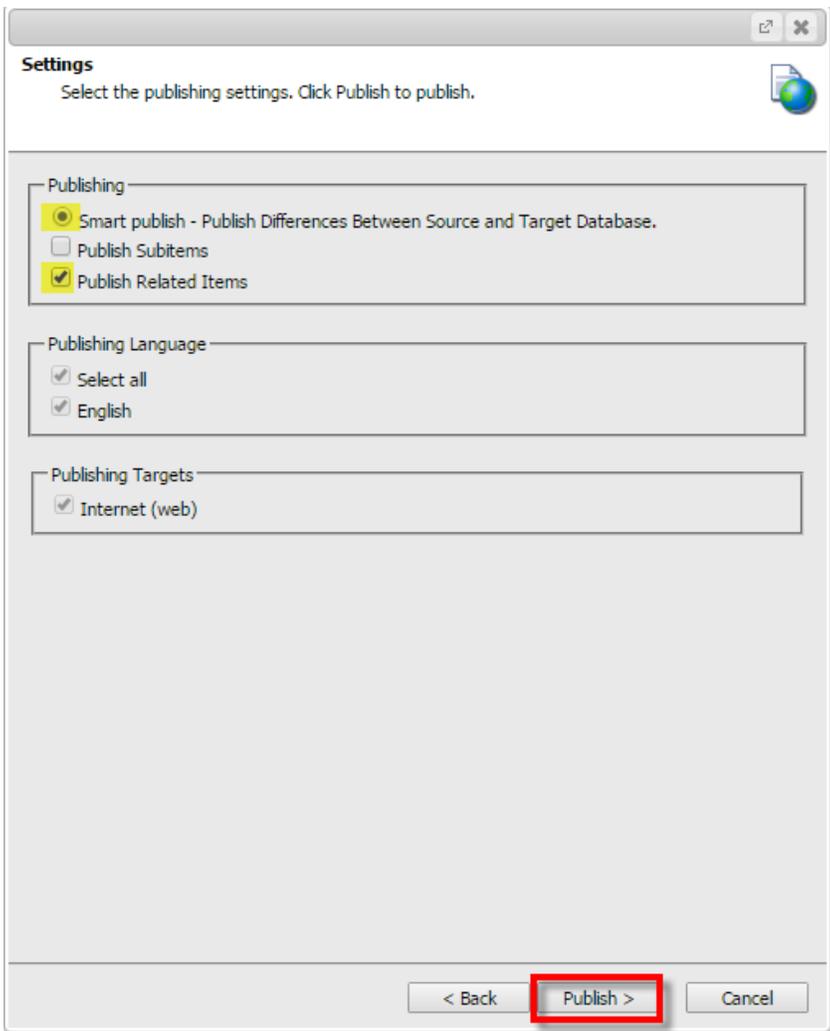


Re-Publish Homepage in CAWeb

In order to push the meta tag live, you will need to republish your homepage. You can do this from the content editor by selecting the root level of your site and then use the Publish Item option under the Publish tab...

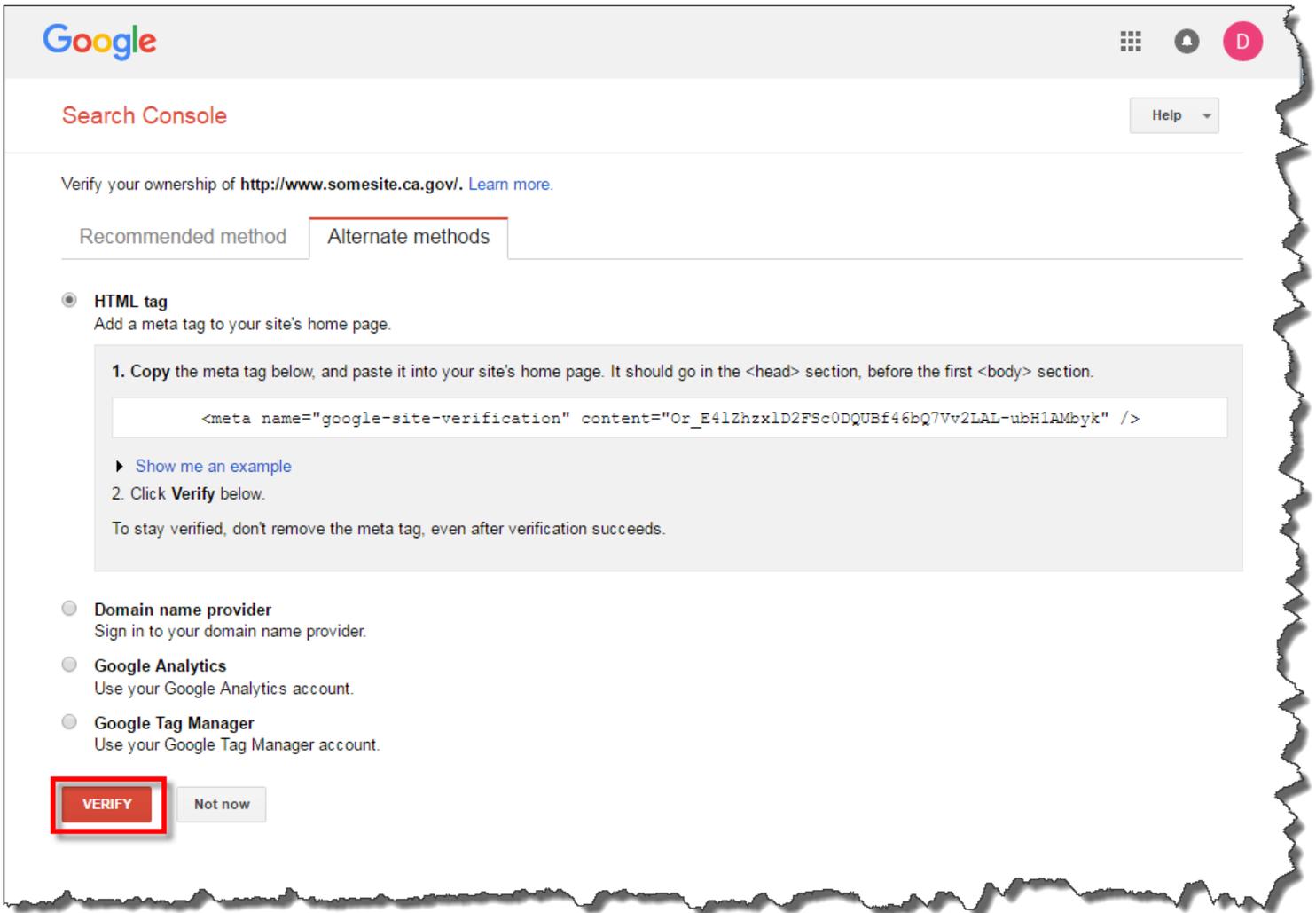


Click through the wizard and be sure to select the **Smart Publish** and **Publish Related Items** options...

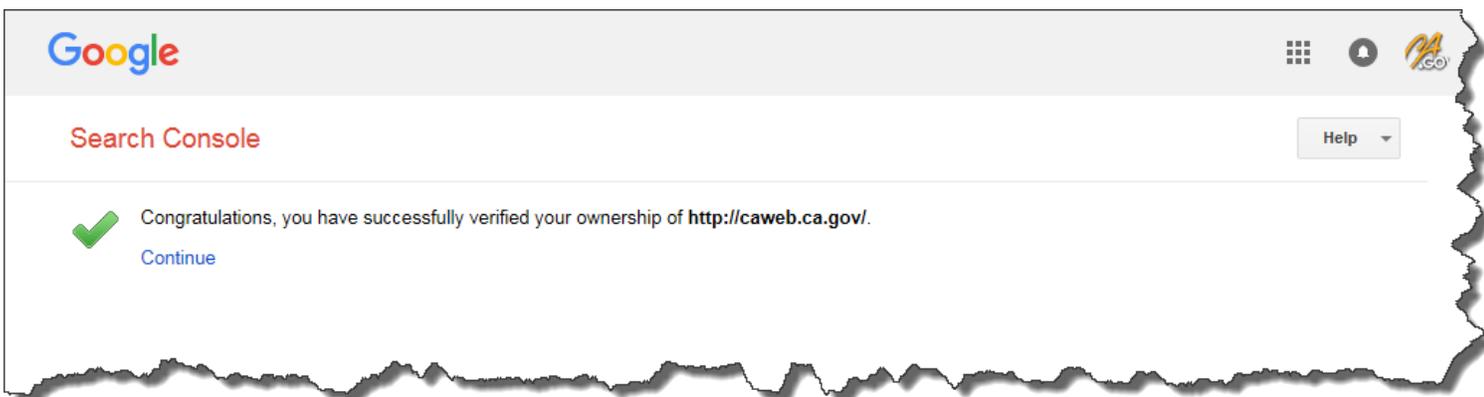


Verify Site in Search Console (Google Webmaster Tools)

Now that your meta tag has been pushed live, switch back over to the Search Console and click the Verify button...



You should then get a confirmation message like this...

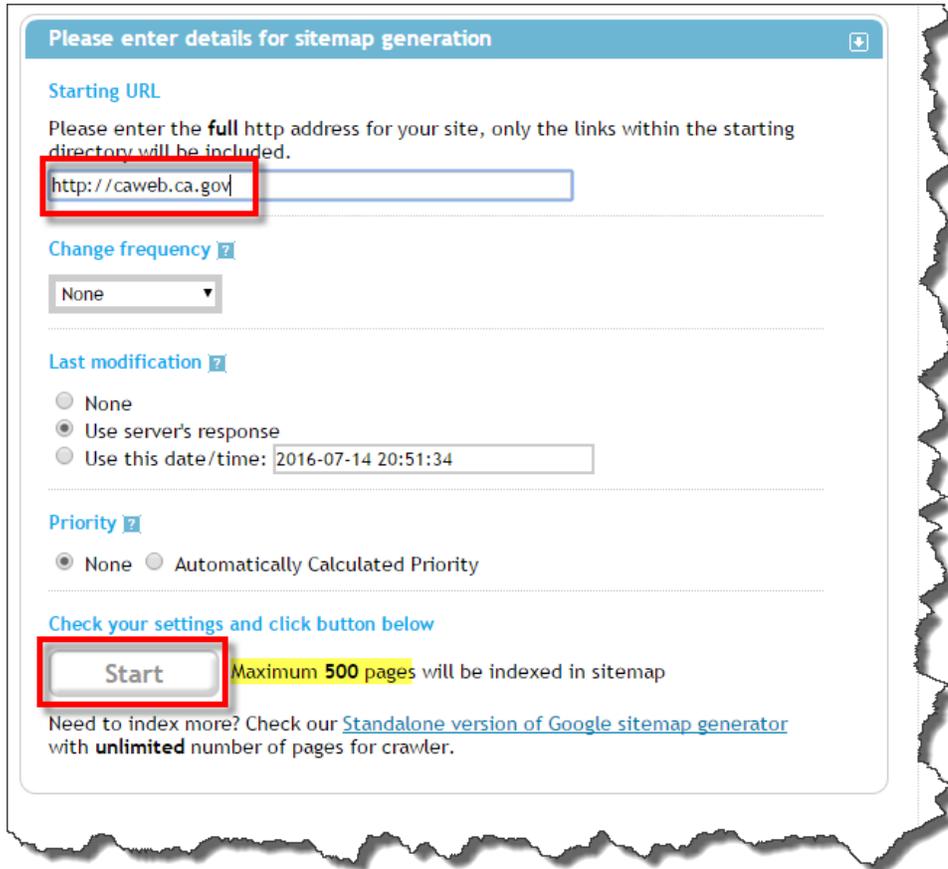


If not, double check that you have (1) copy/pasted the entire meta tag code into the correct field in the CAWeb content editor and (2) published your homepage after you have saved the meta tag code.

Create XML Sitemap

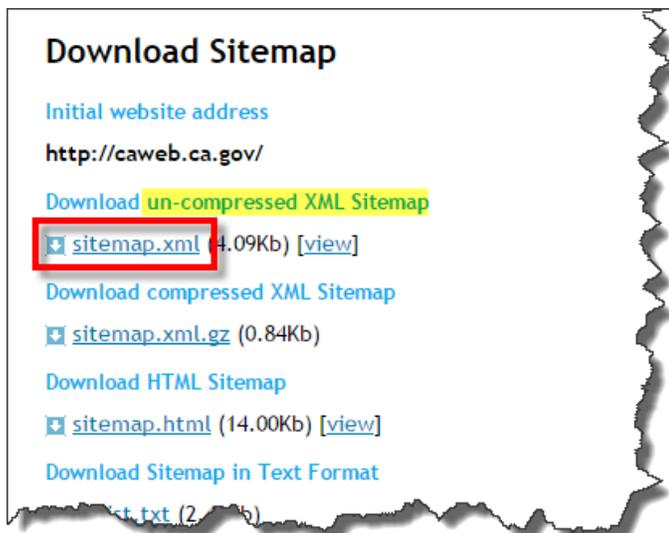
In order to get your site re-indexed by Google in a timely fashion, you will need to create an XML sitemap. There are numerous products and tools on the web that can do this, but here is a good (and free) tool you can use to start with... <https://www.xml-sitemaps.com/> The only catch is that their free version only goes up to 500 items total. So you might need to purchase their full version or find another tool/solution.

Enter **your site URL** and click Start. The caweb.ca.gov URL is only shown as an example.



The screenshot shows the 'Please enter details for sitemap generation' form. The 'Starting URL' field contains 'http://caweb.ca.gov'. The 'Change frequency' dropdown is set to 'None'. The 'Last modification' section has 'Use server's response' selected. The 'Priority' section has 'None' selected. A 'Start' button is highlighted with a red box, and a yellow highlight indicates 'Maximum 500 pages will be indexed in sitemap'. Below the button, there is a link to a 'Standalone version of Google sitemap generator' with 'unlimited' pages.

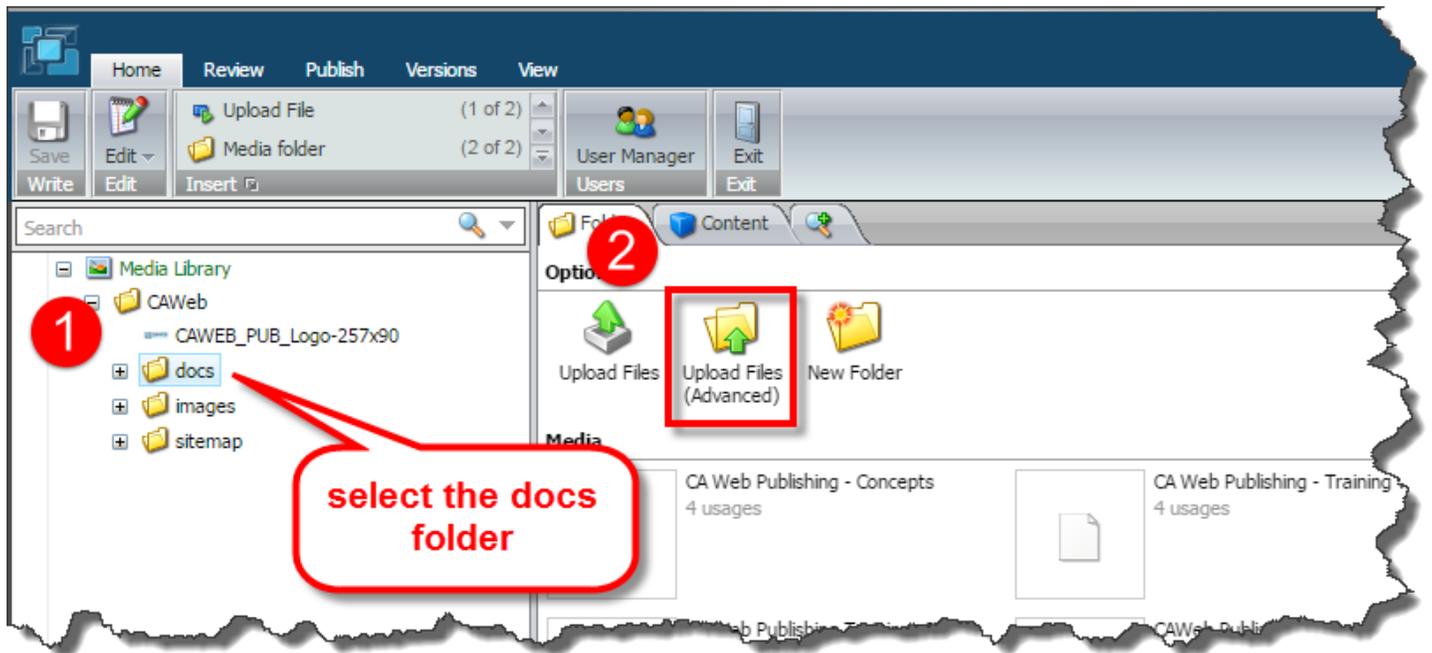
Once the sitemap is complete, download the uncompressed sitemap.xml file toward the top...



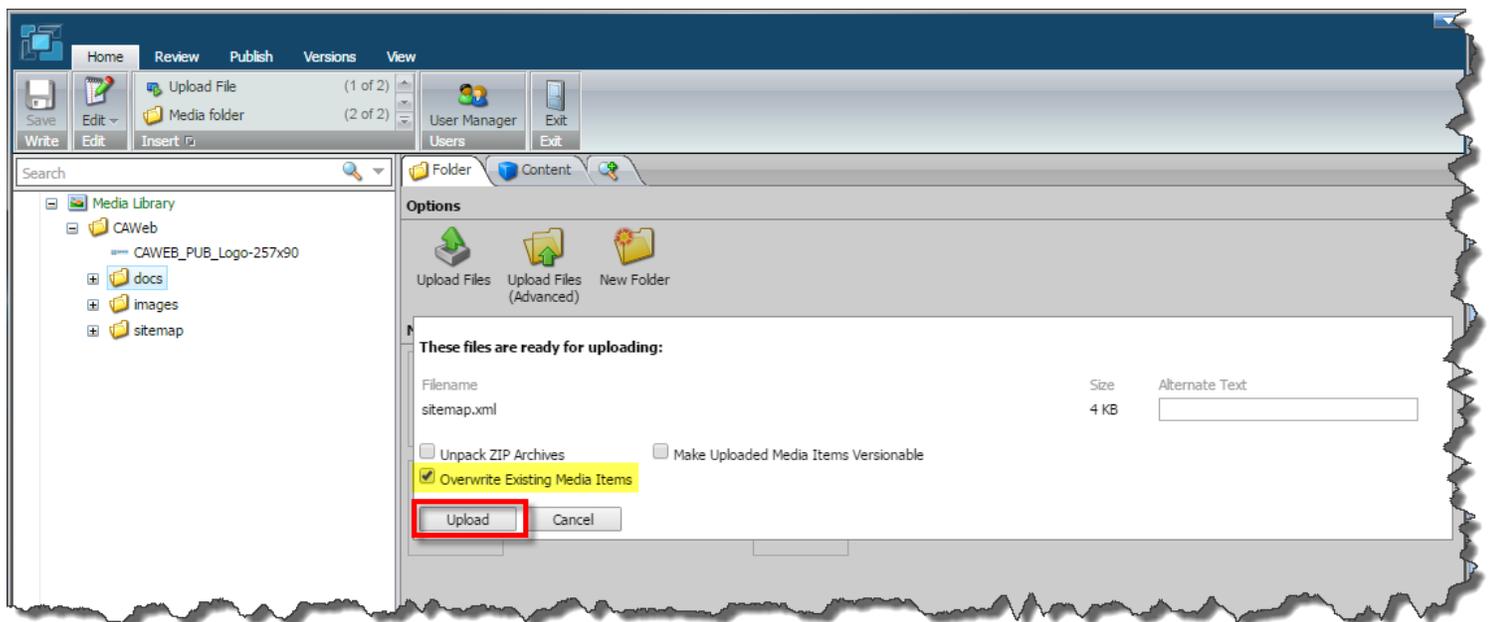
The screenshot shows the 'Download Sitemap' section. The 'Initial website address' is 'http://caweb.ca.gov/'. There are four download options: 'Download un-compressed XML Sitemap' (highlighted in yellow), 'Download compressed XML Sitemap', 'Download HTML Sitemap', and 'Download Sitemap in Text Format'. The 'sitemap.xml' file (4.09Kb) is highlighted with a red box.

Upload and Publish XML Sitemap to CAWeb

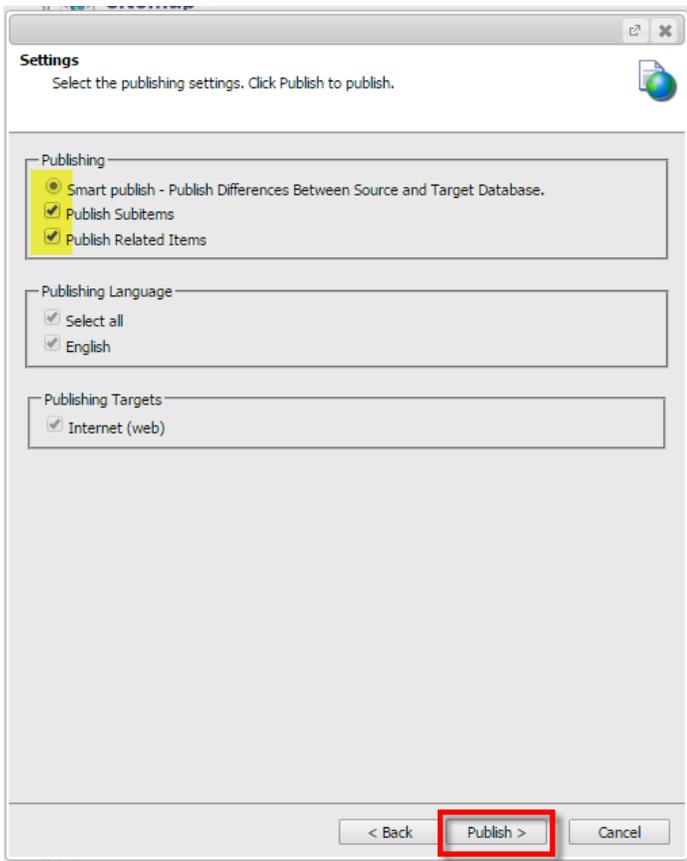
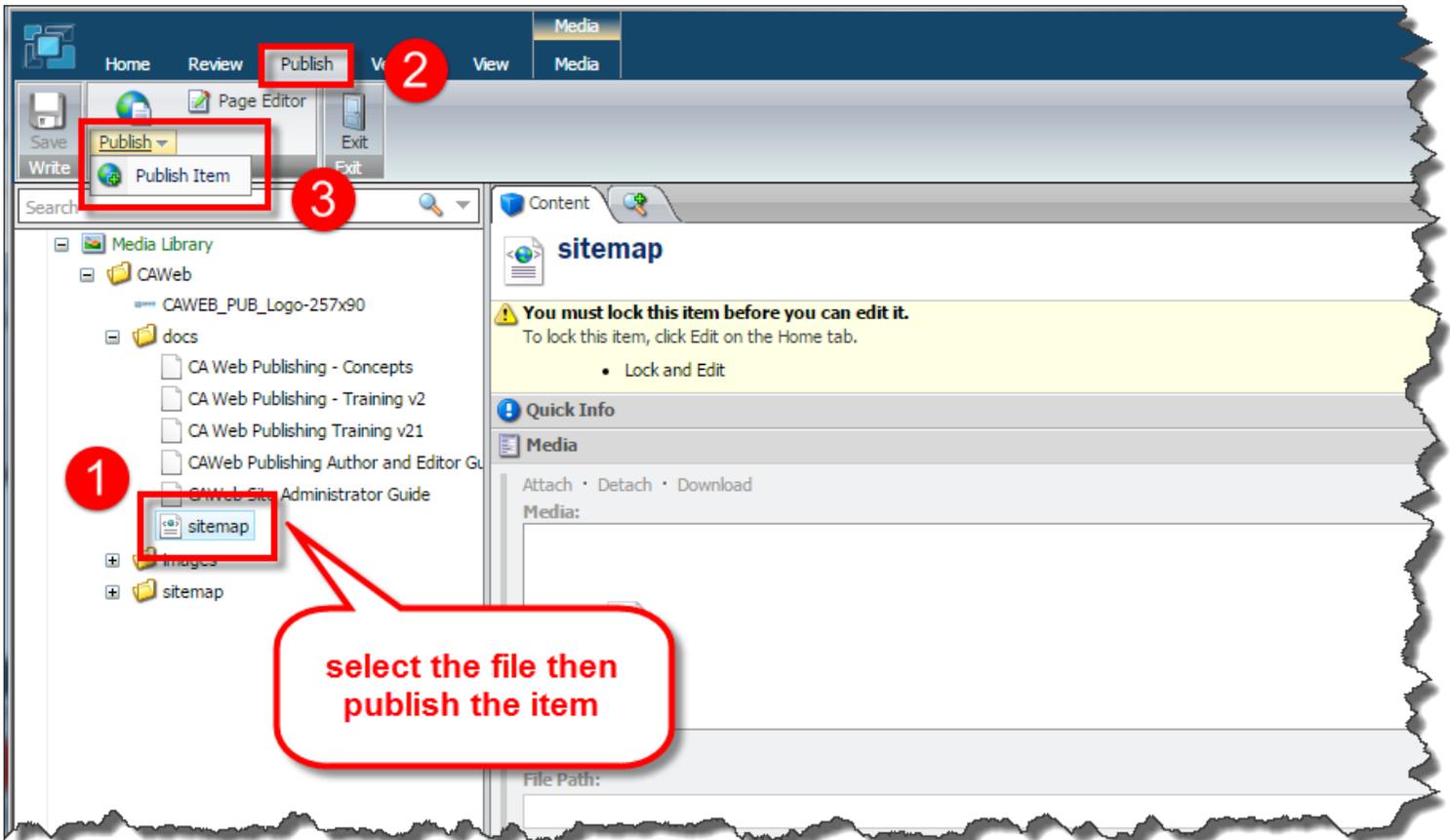
Log back into CAWeb, open the content editor, and then expand the Media Library for **your site** (not CAWeb). Drill down and select the **docs** folder. Upload your sitemap.xml file into the root level of the **docs** folder. To ensure that Google uses the latest version of your sitemap, upload the file using the (Advanced) option.



Most likely this will be your first upload of this file, but get in the habit of using this option in order to ensure that you overwrite any previous versions.

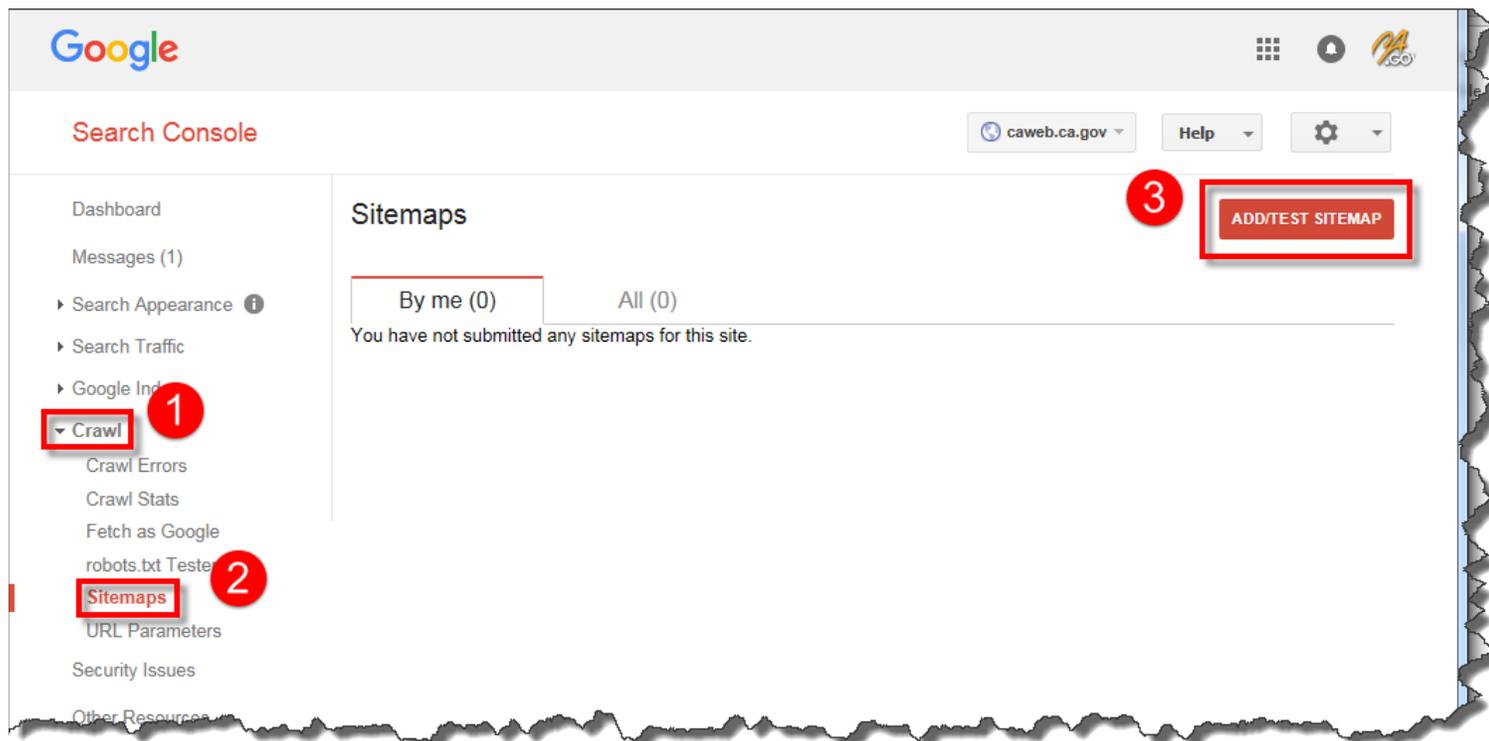


Now you can publish the file...



Submit Sitemap in Search Console (Google Webmaster Tools)

Now that your XML file is live on your site, Google can crawl/index your sitemap. Switch back over to the Search Console and drill down to the sitemap area and click the [Add/Test Sitemap](#) button...



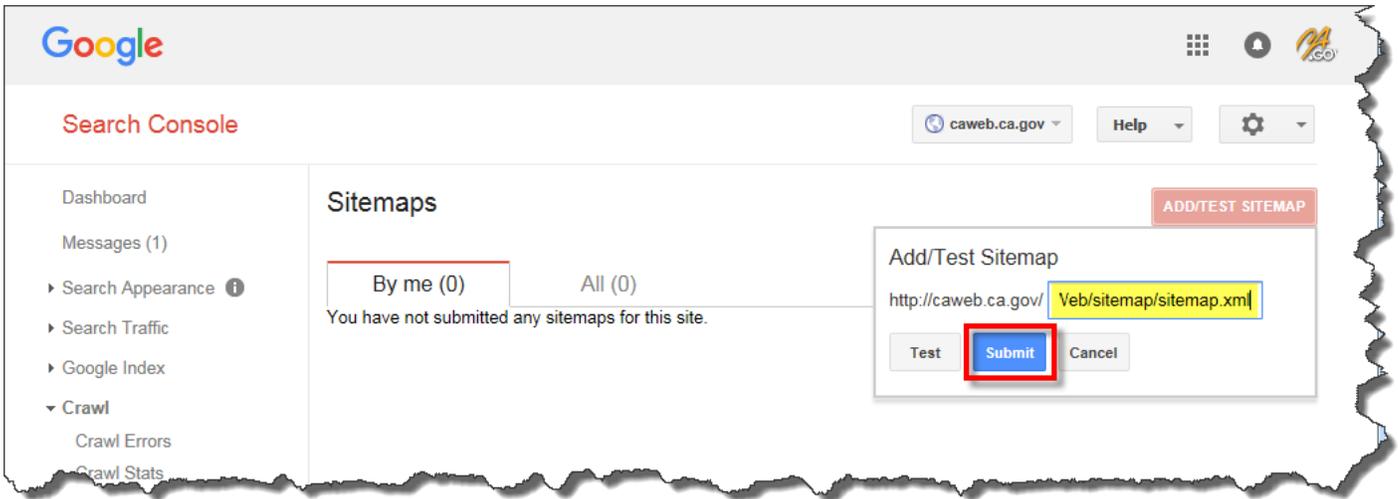
You will then be prompted for the URL path to your sitemap. Copy/paste the following into this field...

`~/media/YourSite/sitemap/sitemap.xml`

Replace **YourSite** with the name of your site in the content editor. You can find this name here...



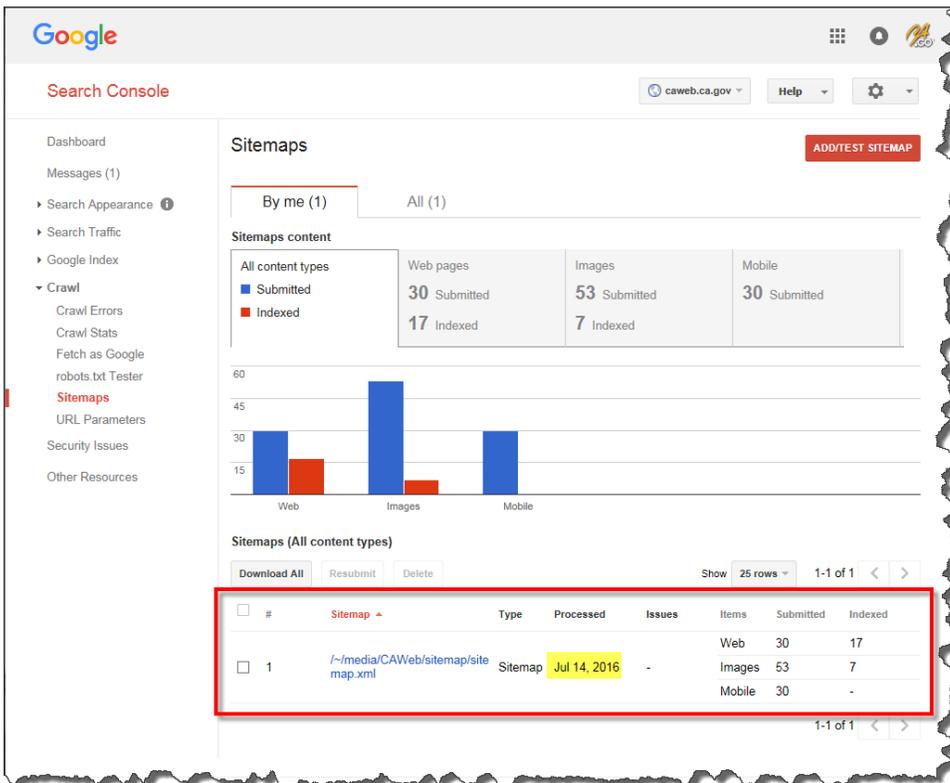
And then click Submit...



Refresh...



You should then see a results page showing that your sitemap was submitted and is most likely in a status of "processing". However, this screen shot show what it will look like once it has been processed (crawled) by Google...



Process Complete!

Congrats, you have completed the sitemap submittal process! The rest is up to Google as it **could take as long as 10-12 days** before all of your site content is crawled and re-indexed. However, the typical turnaround time is closer to 1-2 days. If you have any further questions, please let me know. Thanks.