

How to use Google Webmaster tools to improve your search engine rankings of your website

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Adding a website to your Google webmaster tools account

The screenshot shows the Google Webmaster Tools interface. At the top left is the logo "Google webmaster tools". Below it is a navigation menu with "Home" and "Messages". The "Messages" section shows "You have no unread messages." and a "Don't forward messages" dropdown menu. A "More »" link is also present. The "Sites" section is currently empty. A central message reads "Welcome to Webmaster Tools. To get started..." with a prominent "Add a site..." button. A footer at the bottom contains copyright information and links to "Webmaster Central", "Terms of Service", "Privacy Policy", and "Webmaster Tools Help".

Google webmaster tools

Home

Messages

Help with:
[Adding a site](#)
[Getting help](#)
[Site reconsideration](#)
[Google 101](#)
[Message forwarding](#)

Home

Messages Don't forward messages

You have no unread messages.

[More »](#)

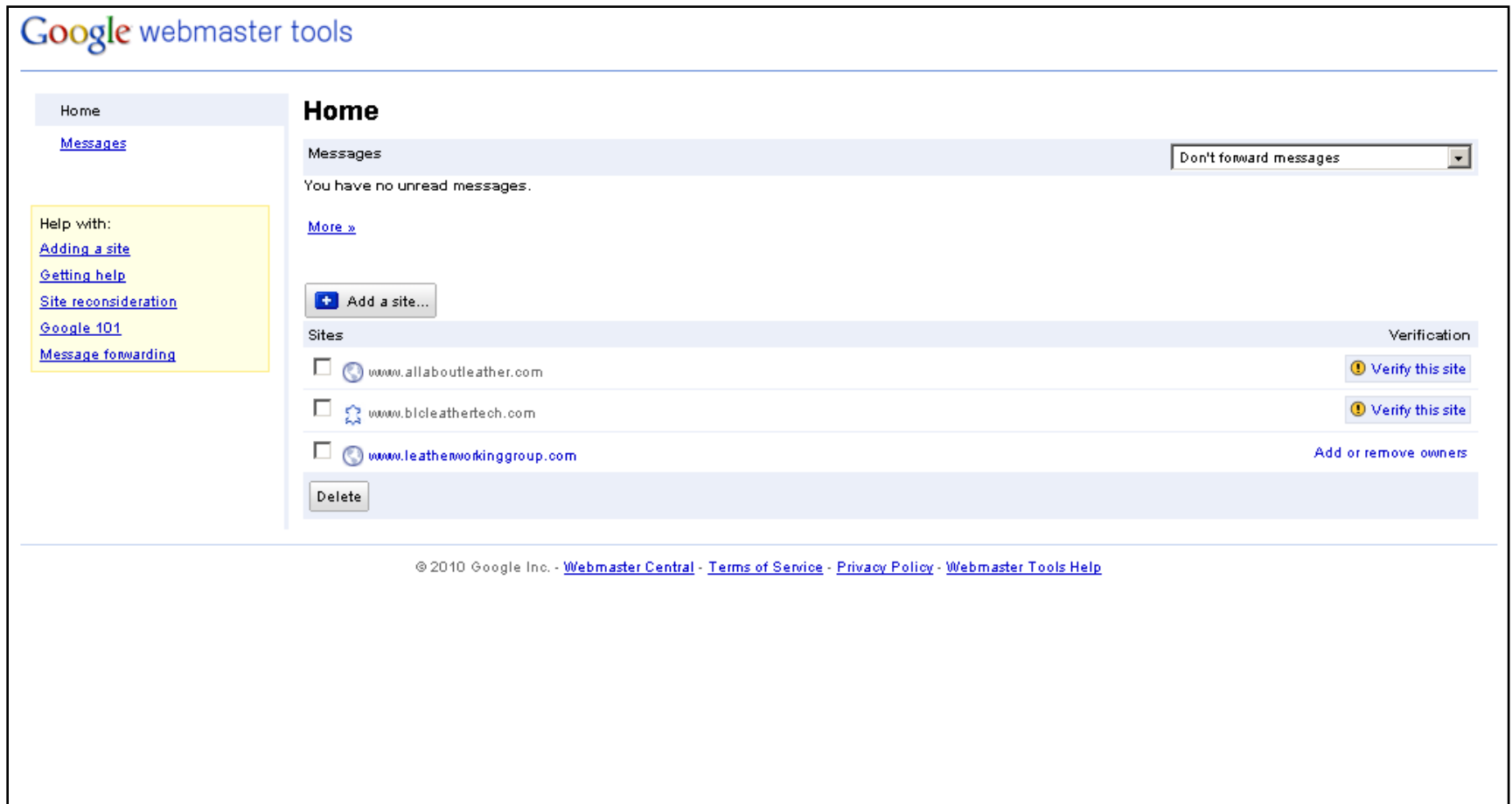
Sites

Welcome to Webmaster Tools. To get started...

[+ Add a site...](#)

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Verify each website by clicking on the links



The screenshot displays the Google Webmaster Tools interface. At the top left is the "Google webmaster tools" logo. Below it, there's a navigation menu with "Home" and "Messages". The "Messages" section shows "You have no unread messages." and a "Don't forward messages" dropdown menu. A "Help with:" section on the left lists links for "Adding a site", "Getting help", "Site reconsideration", "Google 101", and "Message forwarding". The main content area is titled "Home" and features an "Add a site..." button. Below this is a "Sites" table with three entries, each with a checkbox and a "Verify this site" link. The sites listed are www.allaboutleather.com, www.bicleathertech.com, and www.leathenworkinggroup.com. A "Delete" button is located at the bottom of the sites list. The footer contains copyright information and links to "Webmaster Central", "Terms of Service", "Privacy Policy", and "Webmaster Tools Help".

Google webmaster tools

Home

Messages

Don't forward messages

You have no unread messages.

More »

+ Add a site...

Sites

	Verification
<input type="checkbox"/> www.allaboutleather.com	Verify this site
<input type="checkbox"/> www.bicleathertech.com	Verify this site
<input type="checkbox"/> www.leathenworkinggroup.com	Add or remove owners

Delete

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Choice of verification methods

The screenshot shows the Google Webmaster Central interface for verifying domain ownership. The page title is "Verify ownership" and the status is "Not Verified". There are four radio button options for verification: "Add a DNS record to your domain's configuration", "Add a meta tag to your site's home page" (which is selected), "Upload an HTML file to your server", and "Link to your Google Analytics account". Below the options, there are instructions and a code block for the meta tag. At the bottom, there are "Verify" and "Do this later" buttons.

Google webmaster central

[Go back](#)

Verify ownership

Verify ownership **Not Verified**

Verification status

There are several ways to prove to Google that you own <http://www.biocleathertech.com/>. Select the option that is easiest for you.

- Add a DNS record to your domain's configuration
You can use this option if you can sign in to your domain registrar or hosting provider and add a new DNS record.
- Add a meta tag to your site's home page
You can choose this option if you can edit your site's HTML.
- Upload an HTML file to your server
You can choose this option if you can upload new files to your site.
- Link to your Google Analytics account
You can use this option if your site already has a Google Analytics tracking code that uses the asynchronous snippet. You must be an administrator on the Analytics account.

Instructions:

Copy the meta tag below, and paste it into your site's home page. It should go in the <head> section, before the first <body> section.

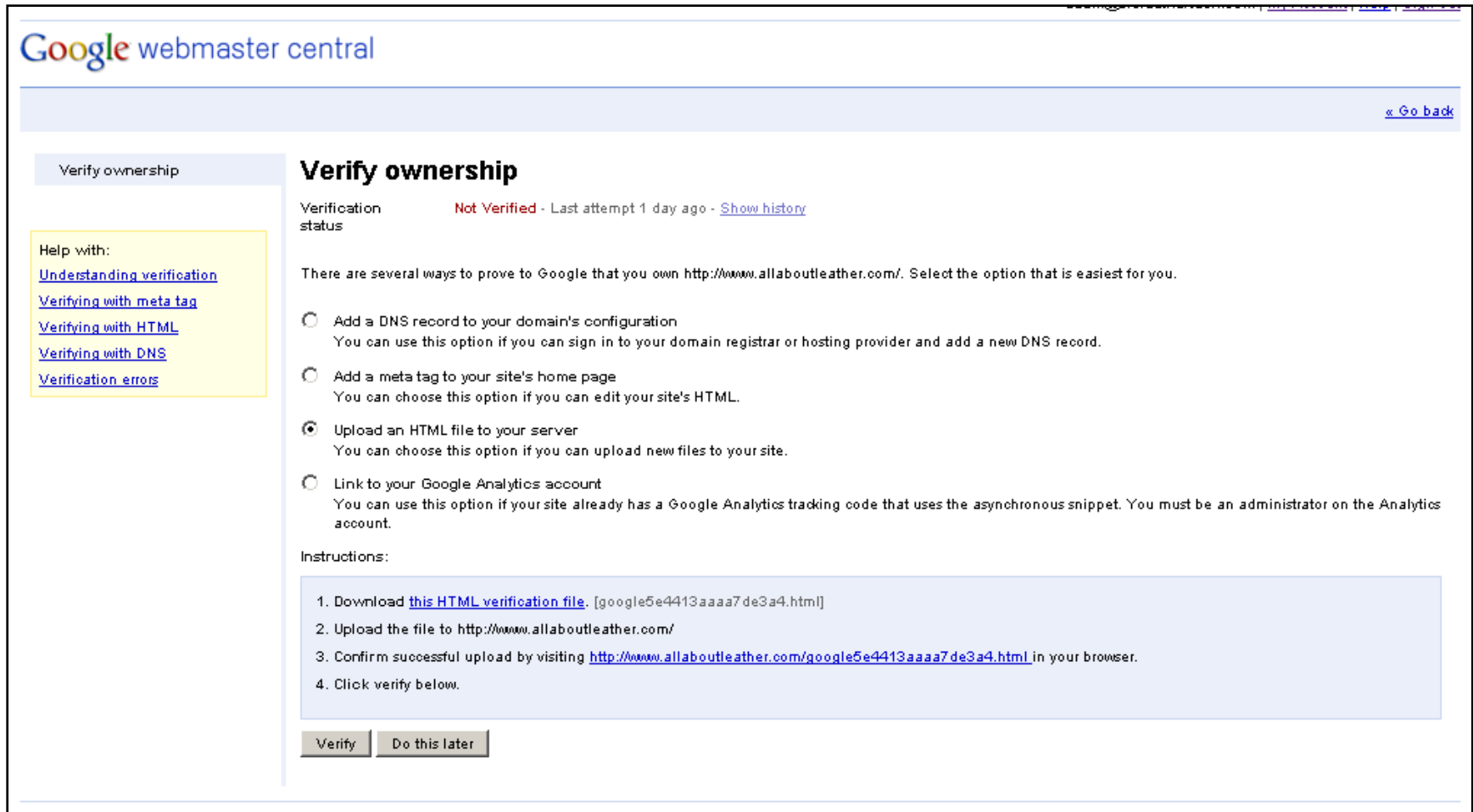
```
<meta name="google-site-verification" content="Vx6Aq3P3wf3PF4RxxzhTjRVB7lMcAY7EisomrYQmIyk" />
```

[+ Show me an example](#)

Verify Do this later

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Once you have uploaded a file by FTP you need to click on the link to verify



The screenshot shows the Google Webmaster Central interface for verifying domain ownership. The page title is "Verify ownership" and the status is "Not Verified". The user is prompted to select a verification method from four options: Add a DNS record, Add a meta tag, Upload an HTML file (selected), and Link to your Google Analytics account. A list of instructions is provided, including downloading a verification file, uploading it to the website, and visiting a specific URL in a browser to confirm the upload. At the bottom, there are "Verify" and "Do this later" buttons.

Google webmaster central Go back

Verify ownership

Help with:
[Understanding verification](#)
[Verifying with meta tag](#)
[Verifying with HTML](#)
[Verifying with DNS](#)
[Verification errors](#)

Verify ownership

Verification status **Not Verified** - Last attempt 1 day ago - [Show history](#)

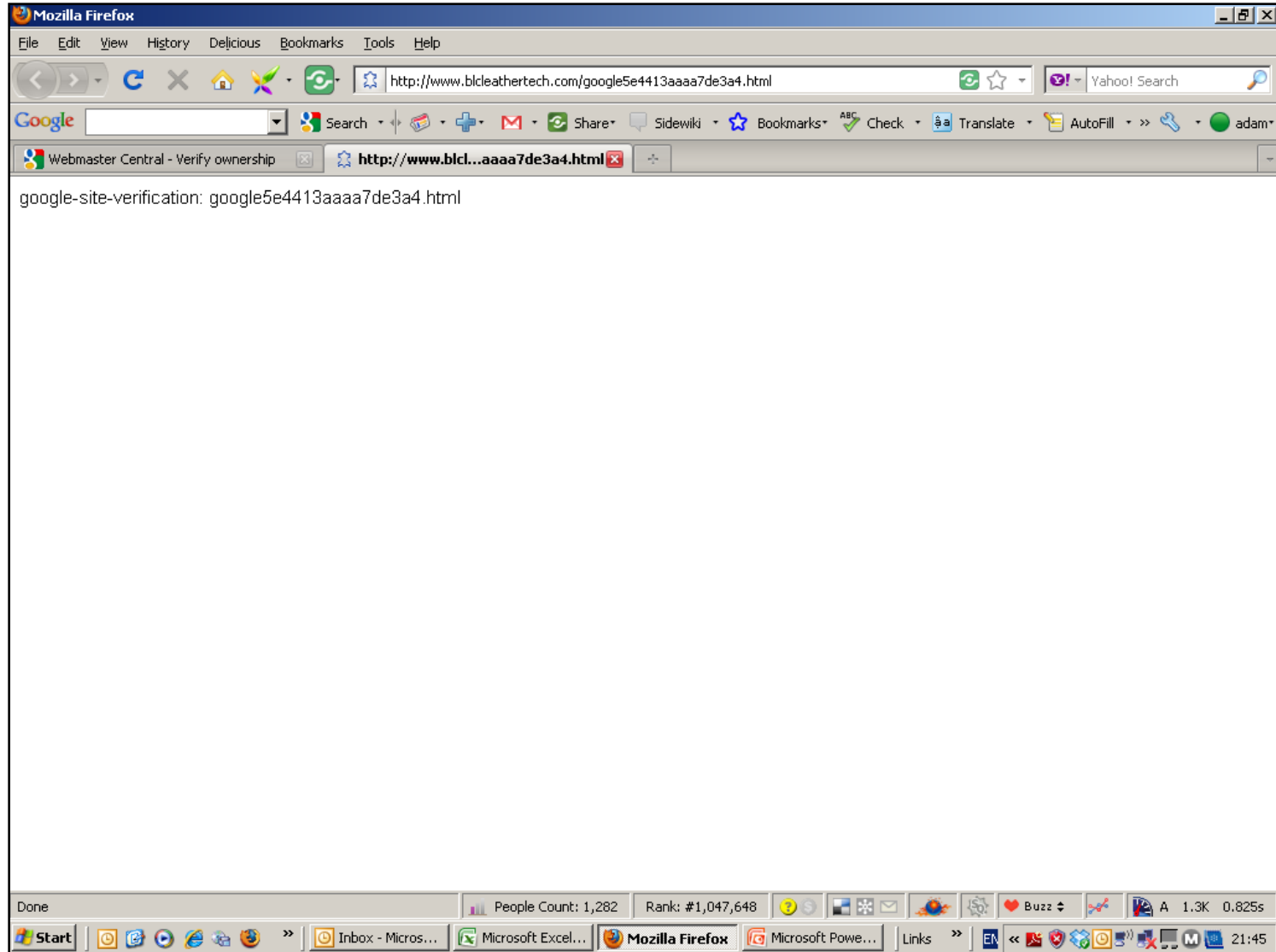
There are several ways to prove to Google that you own <http://www.allaboutleather.com/>. Select the option that is easiest for you.

- Add a DNS record to your domain's configuration
You can use this option if you can sign in to your domain registrar or hosting provider and add a new DNS record.
- Add a meta tag to your site's home page
You can choose this option if you can edit your site's HTML.
- Upload an HTML file to your server
You can choose this option if you can upload new files to your site.
- Link to your Google Analytics account
You can use this option if your site already has a Google Analytics tracking code that uses the asynchronous snippet. You must be an administrator on the Analytics account.

Instructions:

1. Download [this HTML verification file](#). [google5e4413aaaa7de3a4.html]
2. Upload the file to <http://www.allaboutleather.com/>
3. Confirm successful upload by visiting <http://www.allaboutleather.com/google5e4413aaaa7de3a4.html> in your browser.
4. Click verify below.

Uploaded html file



Webmaster tools Dashboard for your website

AdWords AdSense Analytics Apps adam@blcleathertech.com | My Account Help Sign out

Google webmaster tools

www.blcleathertech.com [Back to Home](#)

Dashboard

- Site configuration
- Your site on the web
- Diagnostics
- Labs

Help with:

- Top search queries
- Crawl errors
- Site reconsideration
- Sitemaps
- Links to your site

Dashboard

Search queries

Query	Impressions	Clicks
blc	6,600	210
lwg	720	16
dmf	480	<10
leather technology	480	5
leather upholstery	320	<10
leather tech	320	<10
leather working group	260	58
upholstery leather	210	<10
leather furniture	210	<10
blc leather	170	58

Jul 11, 2010 to Aug 10, 2010

[More »](#)

Links to your site

Page	Links (1,640)
http://www.blcleathertech.com/	1,620
leather-training-courses.htm	3
images/db/dt_leather-update/10/LeatherUpdateOct08-2.pdf	2
images/db/dt_leather-update/12/UpdateDec08.pdf	2
information/chrome-tanning.htm	2
testing-services/leather-garment-testing.htm	2
event-1_day_understanding_leather_course-7.htm	1
images/db/dt_leather-update/11/UpdateNov08.pdf	1
images/db/dt_leather-update/13/UpdateJAN09.pdf	1
images/db/dt_leather-update/14/aprilfinal.pdf	1

Updated Aug 11, 2010

[More »](#)

Crawl errors

[Not found](#) 31

Updated Aug 14, 2010

[More »](#)

Keywords

Keyword	Significance
leather	
testing	
course	
blc	
audits	

[More »](#)

Sitemaps

[Submit a Sitemap](#)

Add these gadgets and more to your iGoogle homepage.

Site configuration

Sitemap

Google webmaster tools

www.anicca-solutions.com [Back to Home](#) | [8](#)

[Dashboard](#)

[Site configuration](#)

- Sitemaps**
- [Crawler access](#)
- [Sitelinks](#)
- [Change of address](#)
- [Settings](#)

[Your site on the web](#)

[Diagnostics](#)

[Labs](#)

Help with:
[Creating and submitting Sitemaps](#)
[Sitemap errors](#)
[Sitemap details](#)
[Sitemaps for multiple sites](#)

Sitemaps

Submit a Sitemap to tell Google about pages on your site we might not otherwise discover.

Submitted URLs
123
93 URLs in web index

[+ Submit a Sitemap](#)

Show submissions: By me (3) - [All \(4\)](#)

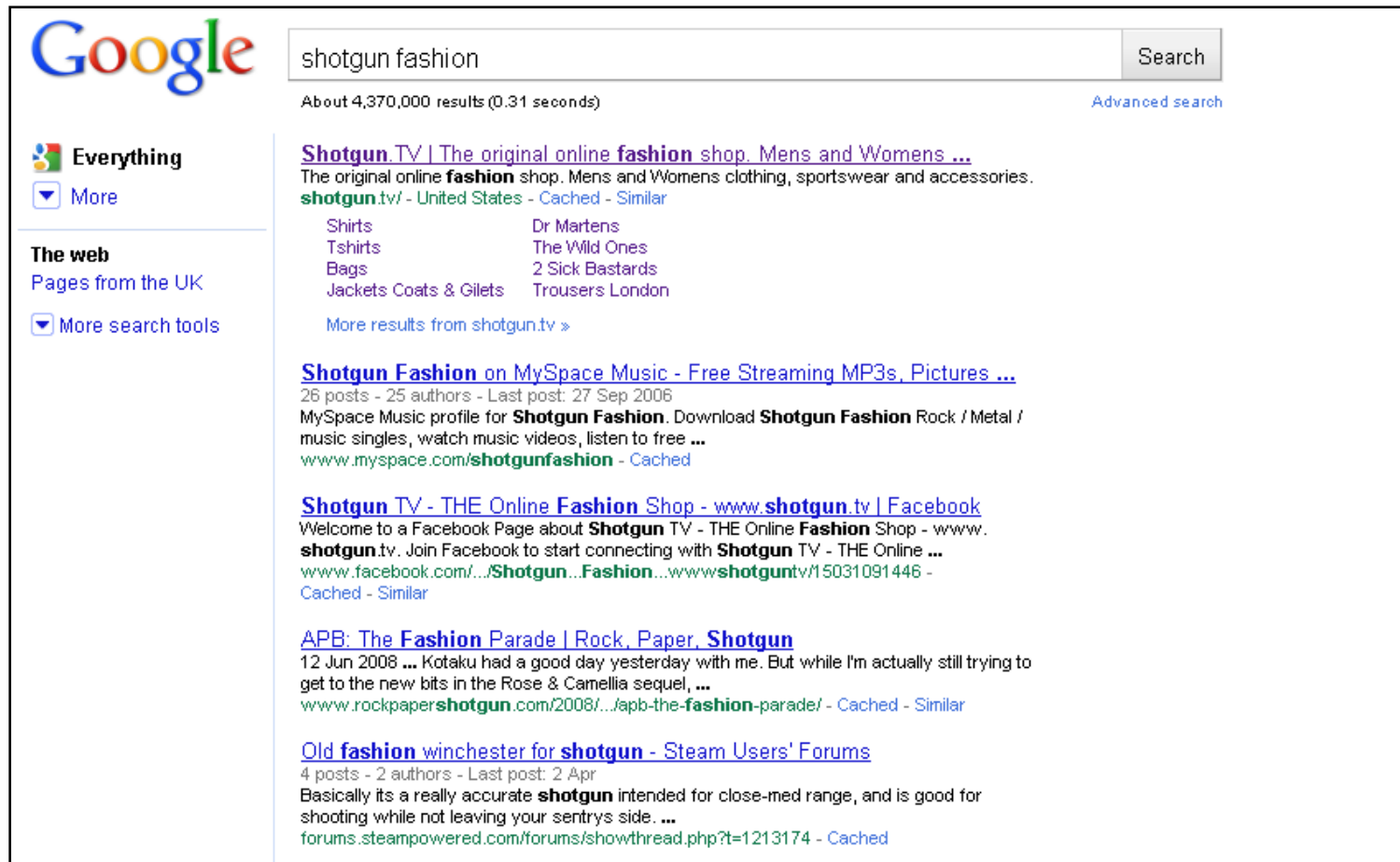
<input type="checkbox"/>	Sitemap	Status	Type	Downloaded	URLs submitted	URLs in web index
<input type="checkbox"/>	blog/feed/	✓	RSS	Aug 23, 2010	9	7
<input type="checkbox"/>	blog/sitemap.xml	✓	Sitemap	Aug 23, 2010	43	33
<input type="checkbox"/>	sitemap.xml	✓	Sitemap	Aug 23, 2010	71	53
<input type="checkbox"/>	Delete Resubmit					

[Download this table](#)

[Download data for all sites](#)

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Site links in Google



The screenshot shows a Google search interface. The search bar contains the text "shotgun fashion" and a "Search" button. Below the search bar, it indicates "About 4,370,000 results (0.31 seconds)" and a link for "Advanced search". On the left side, there are navigation options: "Everything" with a "More" dropdown, and "The web" with "Pages from the UK" and another "More search tools" dropdown.

The search results are as follows:

- Shotgun.TV | The original online fashion shop. Mens and Womens ...**
The original online **fashion** shop. Mens and Womens clothing, sportswear and accessories.
[shotgun.tv/](#) - United States - Cached - Similar
Shirts Dr Martens
Tshirts The Wild Ones
Bags 2 Sick Bastards
Jackets Coats & Gilets Trousers London
[More results from shotgun.tv »](#)
- Shotgun Fashion on MySpace Music - Free Streaming MP3s, Pictures ...**
26 posts - 25 authors - Last post: 27 Sep 2006
MySpace Music profile for **Shotgun Fashion**. Download **Shotgun Fashion** Rock / Metal / music singles, watch music videos, listen to free ...
[www.myspace.com/shotgunfashion](#) - Cached
- Shotgun TV - THE Online Fashion Shop - www.shotgun.tv | Facebook**
Welcome to a Facebook Page about **Shotgun TV - THE Online Fashion Shop** - [www.shotgun.tv](#). Join Facebook to start connecting with **Shotgun TV - THE Online ...**
[www.facebook.com/.../Shotgun...Fashion...wwwshotguntv/15031091446](#) - Cached - Similar
- APB: The Fashion Parade | Rock, Paper, Shotgun**
12 Jun 2008 ... Kotaku had a good day yesterday with me. But while I'm actually still trying to get to the new bits in the Rose & Camellia sequel, ...
[www.rockpapershotgun.com/2008/.../apb-the-fashion-parade/](#) - Cached - Similar
- Old fashion winchester for shotgun - Steam Users' Forums**
4 posts - 2 authors - Last post: 2 Apr
Basically its a really accurate **shotgun** intended for close-med range, and is good for shooting while not leaving your sentrys side. ...
[forums.steampowered.com/forums/showthread.php?t=1213174](#) - Cached

Blocking unwanted site links

AdWords AdSense Analytics Apps shotguntv@gmail.com | [My Account](#) | [Help](#) | [Sign out](#)

Google webmaster tools

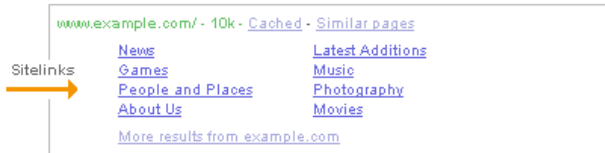
shotgun.tv [Back to Home](#) | [✉](#) | [Z](#)

- Dashboard
- Site configuration
- Sitemaps
- Crawler access
- Sitelinks**
- Change of address
- Settings
- Your site on the web
- Diagnostics
- Labs

Help with:
[Sitelinks](#)
[Changing a site's listing in search results](#)

Sitelinks

Sitelinks are links to a site's interior pages. Not all sites have sitelinks. Google generates these links automatically, but you can remove sitelinks you don't want.




Sitelinks Last updated Aug 18, 2010

Shirts	http://shotgun.tv/mens_shirts.aspx	Block
Tshirts	http://shotgun.tv/mens_tshirts.aspx	Block
Bags	http://shotgun.tv/womens_bags.aspx	Block
Jackets Coats & Gilets	http://shotgun.tv/mens_jackets-coats-and-gilets.aspx	Block
Dr Martens	http://shotgun.tv/dr-martens.asp	Block
The Wild Ones	http://shotgun.tv/the-wild-ones.asp	Block
2 Sick Bastards	http://shotgun.tv/2-sick-bastards.asp	Block
Trousers London	http://shotgun.tv/trousers-london.asp	Block

Blocked sitelinks Effective until Nov 22, 2010.

Drunkn Munky	http://shotgun.tv/products/1606-drunkn-munky-d1290-strokeknitted-beanie.html	Unblock
Eastpak Bags	http://shotgun.tv/categorylist/eastpak-bags/	Unblock
Peter Schmid	http://www.shotgun.tv/categorylist/peter-schmid/	Unblock
Philip Treacy for Umbro 695286 Swirl ...	http://shotgun.tv/products/80019-philip-treacy-for-umbro-695286-swirl-track-pant.html	Unblock
Art	http://shotgun.tv/categorylist/product-type-art/	Unblock

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Blocking unwanted site links

shotgun.tv [Back to Home](#) | [Z](#)

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[Site configuration](#)
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Sitelinks
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[Labs](#)

Help with:
[Sitelinks](#)
[Changing a site's listing in search results](#)

Sitelinks

Sitelinks are links to a site's interior pages. Not all sites have sitelinks. Google generates these links automatically, but you can remove sitelinks you don't want.

[www.example.com/](#) - 10k - [Cached](#) - [Similar pages](#)

Sitelinks

- [News](#)
- [Games](#)
- [People and Places](#)
- [About Us](#)
- [More results from example.com](#)
- [Latest Additions](#)
- [Music](#)
- [Photography](#)
- [Movies](#)

Sitelinks Last updated Aug 18, 2010

Shirts - http://shotgun.tv/mens_shirts.aspx	Block
Tshirts - http://shotgun.tv/mens_tshirts.aspx	Block
Bags - http://shotgun.tv/womens_bags.aspx	Block
Jackets Coats & Gilets - http://shotgun.tv/mens_jackets-coats-and-gilets.aspx	Block
Dr Martens - http://shotgun.tv/dr-martens.asp	Block
The Wild Ones - http://shotgun.tv/the-wild-ones.asp	Block

Help us improve! Tell us why you want to block this sitelink.

Reason

- The link is broken
- I don't want this page emphasized
- The title is inaccurate
- Other

Comments

[Block](#) [Cancel](#)

2 Sick Bastards - http://shotgun.tv/2-sick-bastards.asp	Block
Trousers London - http://shotgun.tv/trousers-london.asp	Block

Blocked sitelinks: Effective until Nov 22, 2010.

Drunks Munky - http://shotgun.tv/products/1506-drunks-munky-d1290-stroke-knitted-beanie.html	Block
--	-----------------------

Site links blocked

AdWords AdSense Analytics Apps shotguntv@gmail.com | [My Account](#) | [Help](#) | [Sign out](#)

Google webmaster tools We've received your submission. Thank you.

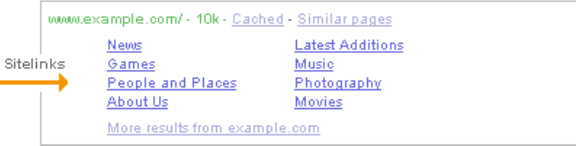
shotguntv [Back to Home](#) | [8](#)

- Dashboard
- Site configuration
- Sitemaps
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- Sitelinks**
- Change of address
- Settings
- Your site on the web
- Diagnostics
- Labs

Help with:
[Sitelinks](#)
[Changing a site's listing in search results](#)

Sitelinks

Sitelinks are links to a site's interior pages. Not all sites have sitelinks. Google generates these links automatically, but you can remove sitelinks you don't want.

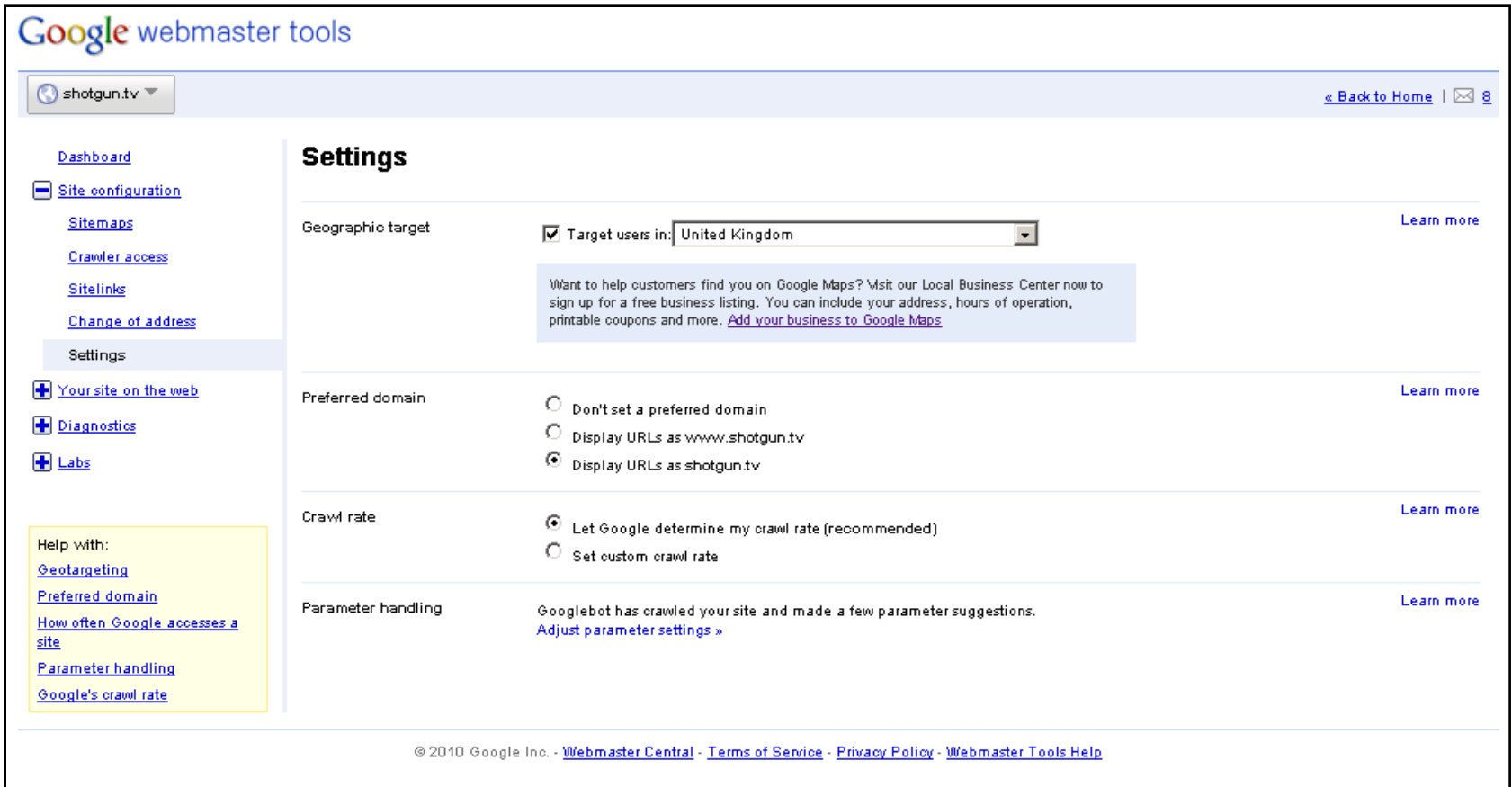


Sitelinks Last updated Aug 18, 2010

Shirts - http://shotgun.tv/mens_shirts.aspx	Block
Tshirts - http://shotgun.tv/mens_tshirts.aspx	Block
Bags - http://shotgun.tv/womens_bags.aspx	Block
Jackets Coats & Gilets - http://shotgun.tv/mens_jackets-coats-and-gilets.aspx	Block
Dr Martens - http://shotgun.tv/dr-martens.asp	Block
2 Sick Bastards - http://shotgun.tv/2-sick-bastards.asp	Block
Trousers London - http://shotgun.tv/trousers-london.asp	Block
Blocked sitelinks Effective until Nov 22, 2010.	
Drunk Munky - http://shotgun.tv/products/1606-drunkn-munky-d1290-strokeknitted-beanie.html	Unblock
Eastpak Bags - http://shotgun.tv/categorylist/eastpak-bags/	Unblock
Peter Schmid - http://www.shotgun.tv/categorylist/peter-schmid/	Unblock
Philip Treacy for Umbro 695286 Swirl... - http://shotgun.tv/products/80019-philip-treacy-for-umbro-695286-swirl-track-pant.html	Unblock
Art - http://shotgun.tv/categorylist/product-type-art/	Unblock
The Wild Ones - http://shotgun.tv/the-wild-ones.asp	Unblock

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Settings



The screenshot shows the Google Webmaster Tools interface for the domain shotgun.tv. The page is titled "Settings" and is part of the "Site configuration" section. The left sidebar contains navigation links for Dashboard, Site configuration, Sitemaps, Crawler access, Sitelinks, Change of address, Settings, Your site on the web, Diagnostics, and Labs. A "Help with:" section lists links for Geotargeting, Preferred domain, How often Google accesses a site, Parameter handling, and Google's crawl rate. The main content area displays four settings: Geographic target (set to United Kingdom), Preferred domain (set to Display URLs as shotgun.tv), Crawl rate (set to Let Google determine my crawl rate), and Parameter handling (with a message about Googlebot crawling and a link to adjust settings). The footer contains copyright information and links to Webmaster Central, Terms of Service, Privacy Policy, and Webmaster Tools Help.

Google webmaster tools

shotgun.tv

« Back to Home | 8

Dashboard

Site configuration

Sitemaps

Crawler access

Sitelinks

Change of address

Settings

Your site on the web

Diagnostics

Labs

Help with:

- [Geotargeting](#)
- [Preferred domain](#)
- [How often Google accesses a site](#)
- [Parameter handling](#)
- [Google's crawl rate](#)

Settings

Geographic target Target users in: United Kingdom [Learn more](#)

Want to help customers find you on Google Maps? Visit our Local Business Center now to sign up for a free business listing. You can include your address, hours of operation, printable coupons and more. [Add your business to Google Maps](#)

Preferred domain Don't set a preferred domain [Learn more](#)
 Display URLs as www.shotgun.tv
 Display URLs as shotgun.tv

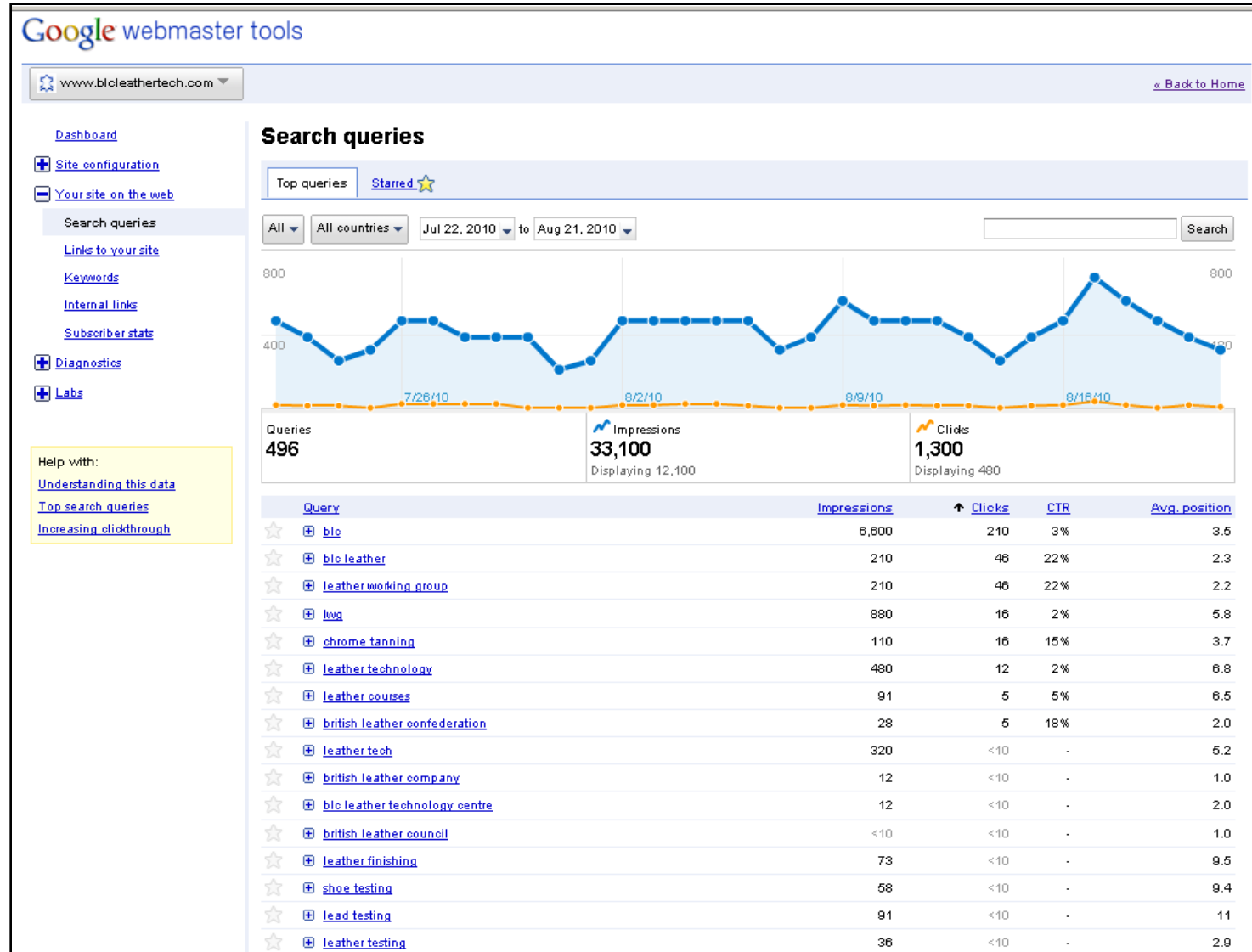
Crawl rate Let Google determine my crawl rate (recommended) [Learn more](#)
 Set custom crawl rate

Parameter handling Googlebot has crawled your site and made a few parameter suggestions. [Adjust parameter settings »](#) [Learn more](#)

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Your site on the web

Search queries



Details on positions and click through rates (CTR)

Understanding this data
 Top search queries
 Increasing clickthrough

Displaying 12,100 Displaying 480

Query	Impressions	Clicks	CTR	Avg. position
blo	6,600	210	3%	3.5
blo leather	210	46	22%	2.3
Position in search results				
1	91	46	51%	
2	91	<10	-	
3	<10	<10	-	
4	<10	<10	-	
5	<10	<10	-	
6 to 10	<10	<10	-	
Pages				
(index page)	91	46	51%	
/testing-services/leather-testing.htm	58	<10	-	
/information.htm	36	<10	-	
/leather-training-courses.htm	<10	<10	-	
/testing-services/leathermark.htm	<10	<10	-	
/testing-services/specialist-leather-tests.htm	<10	<10	-	
leather working group	210	46	22%	2.2
Position in search results				
1	110	36	33%	
2	110	<10	-	
3	<10	<10	-	
4	<10	<10	-	
5	<10	<10	-	
6 to 10	<10	<10	-	
Pages				
/lwg-audits/lwg-information.htm	110	36	33%	
?id=61	110	<10	-	
(index page)	<10	<10	-	
lwg	880	16	2%	5.8
chrome tanning	110	16	15%	3.7
leather technology	480	12	2%	6.8
leather courses	91	5	5%	6.5
british leather confederation	28	5	18%	2.0
leather tech	320	<10	-	5.2
british leather company	12	<10	-	1.0

Keywords

AdWords AdSense Analytics Apps adam@blcleathertech.com | [My Account](#) | [Help](#) | [Sign out](#)

Google webmaster tools

www.blcleathertech.com [Back to Home](#)

- Dashboard
- Site configuration
- Your site on the web
 - Search queries
 - Links to your site
 - Keywords
 - Internal links
 - Subscriber stats
- Diagnostics
- Labs

Help with:
[Keyword data](#)
[Site performance in search](#)
[Google-friendly sites](#)

Keywords

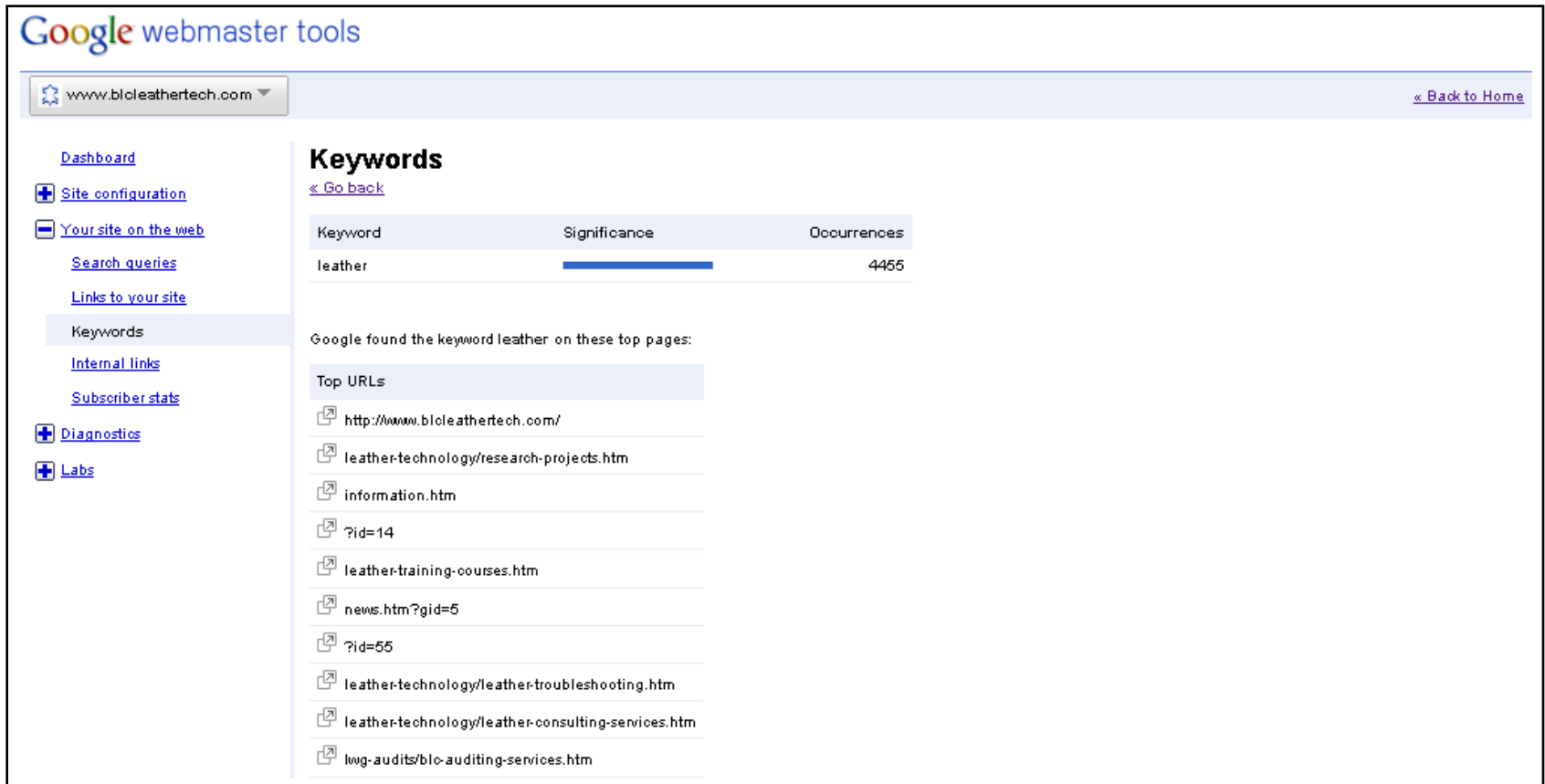
Below are the most common keywords Google found when crawling your site. These should reflect the subject matter of your site.

Keyword	Significance
1. leather	
2. testing	
3. course	
4. blo	
5. audits	
6. consulting	
7. technology	
8. research	
9. training	
10. product	
11. lwg	
12. environmental	
13. clean	
14. half	
15. construction	
16. garment	
17. leathergoods	
18. shoe	
19. solving	
20. supplier	

[Show more keywords...](#)
[Download this table](#)

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Occurrence of keywords



The screenshot displays the Google Webmaster Tools interface for the website www.blcleathertech.com. The 'Keywords' section is active, showing a table with one entry: 'leather' with a significance bar and 4455 occurrences. Below the table, it lists the top URLs where the keyword was found.

Google webmaster tools

www.blcleathertech.com [Back to Home](#)

Dashboard

- Site configuration
- Your site on the web
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 - Links to your site
- Keywords**
- Internal links
- Subscriber stats

Diagnostics

Labs

Keywords

[Go back](#)

Keyword	Significance	Occurrences
leather	<div style="width: 100%;"></div>	4455

Google found the keyword leather on these top pages:

Top URLs

- <http://www.blcleathertech.com/>
- <leather-technology/research-projects.htm>
- <information.htm>
- <?id=14>
- <leather-training-courses.htm>
- <news.htm?gid=5>
- <?id=55>
- <leather-technology/leather-troubleshooting.htm>
- <leather-technology/leather-consulting-services.htm>
- <lwg-audits/blc-auditing-services.htm>

Links to your site

The screenshot displays the Google Webmaster Tools interface for the website www.blcleathertech.com. The main section is titled 'Links to your site' and shows a list of pages and the number of links pointing to each. The top navigation bar includes a search box and a 'Find' button. The left sidebar contains various tool categories like 'Dashboard', 'Site configuration', and 'Your site on the web'. A 'Help with:' box is also visible.

Google webmaster tools

www.blcleathertech.com [Back to Home](#)

[Dashboard](#)

[Site configuration](#)

[Your site on the web](#)

[Search queries](#)

Links to your site

[Keywords](#)

[Internal links](#)

[Subscriber stats](#)

[Diagnostics](#)

[Labs](#)

Help with:
[Links to your site](#)
[Increasing clickthrough](#)

Links to your site

Links to your site [Anchor text](#)

Find links to:

Page	Links (1,711)
http://www.blcleathertech.com/	1,693
leather-training-courses.htm	3
images/db/dt_leather-update/10/LeatherUpdateOct08-2.pdf	2
images/db/dt_leather-update/12/UpdateDec08.pdf	2
information/chrome-tanning.htm	2
testing-services/leather-upholstery-testing.htm	2
images/db/dt_leather-update/11/UupdateNov08.pdf	1
images/db/dt_leather-update/13/UpdateJAN09.pdf	1
information/leather-specifications.htm	1
leather-technology/environmental-auditing.htm	1
leather-technology/laboratory-assessments.htm	1
testing-services/leather-garment-testing.htm	1
testing-services/specialist-leather-tests.htm	1

[Download this table](#) Updated Aug 22, 2010

[Download all external links](#)

Export details to Excel

Page	Link
http://www.blcleathertech.com/	http://ab-corporategifts.com/leather-directory.html
http://www.blcleathertech.com/	http://alexa.54zzz.com/index.asp?domain=bathroom-association.org
http://www.blcleathertech.com/	http://allin.northampton.ac.uk/specialist.html
http://www.blcleathertech.com/	http://asiacorporategifts.blogspot.com/2008_06_01_archive.html
http://www.blcleathertech.com/	http://bbs.fobshanghai.com/thread-545583-1-2.html
http://www.blcleathertech.com/	http://blog.leathersofaworld.com/
http://www.blcleathertech.com/	http://cooe.5d6d.com/thread-137-1-1.html
http://www.blcleathertech.com/	http://directory.123internetdesigns.com/default.asp?ID=209
http://www.blcleathertech.com/	http://euoppportunites.tvt.fr/article.php3?id_article=232&page=103&pas=10
http://www.blcleathertech.com/	http://euoppportunites.tvt.fr/article.php3?id_article=232&page=103&pas=20
http://www.blcleathertech.com/	http://euoppportunites.tvt.fr/article.php3?id_article=232&page=103&pas=30
http://www.blcleathertech.com/	http://euoppportunites.tvt.fr/article.php3?id_article=232&page=104&pas=10
http://www.blcleathertech.com/	http://euoppportunites.tvt.fr/article.php3?id_article=232&page=104&pas=20
http://www.blcleathertech.com/	http://euoppportunites.tvt.fr/article.php3?id_article=232&page=104&pas=30
http://www.blcleathertech.com/	http://euoppportunites.tvt.fr/article.php3?id_article=232&page=105&pas=30
http://www.blcleathertech.com/	http://euoppportunites.tvt.fr/article.php3?id_article=232&page=108&pas=10
http://www.blcleathertech.com/	http://euoppportunites.tvt.fr/article.php3?id_article=232&page=108&pas=20
http://www.blcleathertech.com/	http://euoppportunites.tvt.fr/article.php3?id_article=232&page=108&pas=24
http://www.blcleathertech.com/	http://euoppportunites.tvt.fr/article.php3?id_article=232&page=109&pas=10
http://www.blcleathertech.com/	http://euoppportunites.tvt.fr/article.php3?id_article=232&page=109&pas=20
http://www.blcleathertech.com/	http://euoppportunites.tvt.fr/article.php3?id_article=232&page=111&pas=10
http://www.blcleathertech.com/	http://euoppportunites.tvt.fr/article.php3?id_article=232&page=111&pas=20
http://www.blcleathertech.com/	http://euoppportunites.tvt.fr/article.php3?id_article=232&page=111&pas=30
http://www.blcleathertech.com/	http://euoppportunites.tvt.fr/article.php3?id_article=232&page=112&pas=26
http://www.blcleathertech.com/	http://euoppportunites.tvt.fr/article.php3?id_article=232&page=113&pas=20
http://www.blcleathertech.com/	http://euoppportunites.tvt.fr/article.php3?id_article=232&page=113&pas=30
http://www.blcleathertech.com/	http://euoppportunites.tvt.fr/article.php3?id_article=232&page=114&pas=10
http://www.blcleathertech.com/	http://euoppportunites.tvt.fr/article.php3?id_article=232&page=114&pas=20
http://www.blcleathertech.com/	http://euoppportunites.tvt.fr/article.php3?id_article=232&page=118&pas=20
http://www.blcleathertech.com/	http://euoppportunites.tvt.fr/article.php3?id_article=232&page=119&pas=20
http://www.blcleathertech.com/	http://euoppportunites.tvt.fr/article.php3?id_article=232&page=119&pas=30
http://www.blcleathertech.com/	http://euoppportunites.tvt.fr/article.php3?id_article=232&page=12&pas=24
http://www.blcleathertech.com/	http://euoppportunites.tvt.fr/article.php3?id_article=232&page=123&pas=20

Anchor text of links

[Dashboard](#)

- [+ Site configuration](#)
- [- Your site on the web](#)
 - [Search queries](#)
 - [Links to your site](#)
 - [Keywords](#)
 - [Internal links](#)
 - [Subscriber stats](#)
- [+ Diagnostics](#)
- [+ Labs](#)

Help with:
[Links to your site](#)
[Increasing clickthrough](#)

Links to your site

[Links to your site](#) [Anchor text](#)

In external links to your site

1. www.bicleathertech.com	32. site na internet 1
2. blic leather technology centre	33. blic leathers
3. ingliliz deni teknolojisi merkezi	34. british leather council
4. 皮革工艺技术信息中心	35. blic leather technology centre
5. blic leather technology center	36. visit website
6. http www.bicleathertech.com	37. blic leather technology
7. leather testing footwear testing leather training & courses	38. performance specifications
8. blic	39. updatejan09.pdf
9. blic leather technology centre ltd	40. the leather technology centre
10. www.bicleathertech.com opens in a new window	41. 09 www.bicleathertech.co
11. blic the leather technology center	42. http.bicleathertech.com
12. leather technology center	43. visit.bicleathertech.com
13. blic website	44. blic logo
14. blic leather tech	45. leather furniture and automotive upholstery testing at blic
15. read more	46. go to website
16. leather technology centre	47. www.bicleathertech.com leather technology environmental auditing.htm
17. blicleathertech.com	48. picture
18. blic british leather confederation	49. updatedec08.pdf
19. a member of the blic	50. blic the leather technology centre
20. 英国皮革协会	51. leather update welcome to leather update
21. british leather confederation	52. r
22. ttp www.bicleathertech.com	53. blic leather technology centre the leading independent leather
23. my company	54. lpihsc
24. leather working group	55. view site
25. موقع الكتروني 1	56. british leather council blic leather technology centre
26. view	57. welcome to leather update
27. leather training courses from blic the	58. leather courses
28. مركز تكنولوجيا البليو blic	59. british leather technology centre
29. leather training courses	60. blic leather technology centre 英国皮革センター
30. website 1	61. leatherupdateoct08 2.pdf
31. the british leather technology centre ltd	62. blic leather technology centre http www.bicleathertech.com

Link: in Google results (44 listed)

The screenshot shows a Google search interface. At the top, there are navigation links for 'Web', 'Images', 'Videos', 'Maps', 'News', 'Shopping', 'Gmail', and 'more'. The user's email 'adam@blcleathertech.com' and 'Settings' are visible in the top right. The search bar contains the query 'link:www.blcleathertech.com' and a 'Search' button. Below the search bar, it indicates 'About 44 results (0.17 seconds)' and a link to 'Advanced search'. On the left side, there are sections for 'Everything' with a 'More' dropdown, and 'The web' with 'Pages from the UK' and another 'More search tools' dropdown. The main content area displays a list of search results, each with a title, a brief description, and a URL. The results include links to a membership enquiry form, information about chrome tanning, careers at BLC, client testimonials, advice on leather care, leather care for shoes, leather care for handbags, NetRegs for leather businesses, and the Leathersellers' Company.

Web [Images](#) [Videos](#) [Maps](#) [News](#) [Shopping](#) [Gmail](#) [more](#) ▼ adam@blcleathertech.com | [Settings](#) ▼ | [Sign out](#)

Google

About 44 results (0.17 seconds) [Advanced search](#)

Everything
More

The web
Pages from the UK
More search tools

[Membership Enquiry Form | BLC](#) ☆
Become a member of BLC. Membership Enquiry Form. Contact Name. Email. Username. Company Name. Address. City. Postcode. Phone Number. Mobile Number ...
www.blcleathertech.com/blc-membership/membership-enquiry.htm - [Cached](#)

[Chrome Tanning - Leather testing footwear testing leather courses ...](#) ☆
Clearing the Chromium Tanning Confusion. There is much inaccurate information in circulation regarding the use of chromium salts and their associated safety ...
www.blcleathertech.com/information/chrome-tanning.htm - [Cached](#)

[Careers at BLC Leather Technology Centre](#) ☆
BLC is always looking for high calibre, experienced people from industry to join the organisation. If you are interested in working for the leading ...
www.blcleathertech.com/about-blc/careers.htm - [Cached](#)

[CLIENT TESTIMONIALS - Leather testing footwear testing leather ...](#) ☆
We train hundreds of delegates every year and are proud of the quality of our work at BLC. We get some excellent feedback from our clients and a small ...
www.blcleathertech.com/leather-training.../customer-comments.htm - [Cached](#)

[About BLC - Advice on leather care, leather cleaning and more ...](#) ☆
About BLC Leather Technology Centre. This website is sponsored by BLC Leather Technology Centre and aims to answer your questions about all aspects of ...
www.all-about-leather.co.uk/about-blc-leather-technology-centre.htm - [Cached](#)

[Leather care and leather cleaning - shoes](#) ☆
Caring for leather footwear. Your shoes tell the story of your journey. They look after your feet, and to do that properly you need to care for them ...
www.all-about-leather.co.uk/leather-care/footwear.htm - [Cached](#) - [Similar](#)

[Leather care - caring for and cleaning your leather handbag](#) ☆
Leathergoods. The most common stains to remove from handbags are finger marks, but simple regular treatments will stop them from building up into unsightly ...
www.all-about-leather.co.uk/leather-care/leathergoods.htm - [Cached](#) - [Similar](#)

[NetRegs - Cymdeithasau masnach](#) ☆ - [[Translate this page](#)]
Mae'n bosibl gall cymdeithasau masnach a phroffesiynol ddarparu gwybodaeth amgylcheddol ac arfer da fanwl, broses-benodol. Mae llawer o gymdeithasau masnach ...
www.netregs.gov.uk/cy/netregs/businesses/leather/62633.aspx - [Cached](#)

[The Leathersellers' Company](#) ☆
The Leathersellers' Company is ranked fifteenth in the order of precedence. The company devotes its energies to support for charity, education and the ...
www.leathersellers.co.uk/contact.php?cid=97 - [Cached](#)

Internal links

The screenshot displays the Google Webmaster Tools interface for the website www.blcleathertech.com. The main section is titled "Internal links" and shows a list of pages on the site that are linked to by other pages. The search criteria are set to find internal pages that link to http://www.blcleathertech.com/ from the domain http://*.blcleathertech.com. The results are sorted by the number of internal links, with the highest count being 169 for the page leather-technology/leather-supplier-audits.htm.

Internal links

Pages linked to by other pages on your site.

Find internal pages that link to: From:

Page	Internal links (5,374)
leather-technology/leather-supplier-audits.htm	169
leather-technology/laboratory-assessments.htm	167
leather-technology/leather-process-audits.htm	167
leather-technology/leather-yield-improvements.htm	167
information/leather-update.htm	166
leather-technology/leather-research-overview.htm	165
testing-services/footwear-testing.htm	165
testing-services/leather-measurement.htm	165
testing-services/leathermark.htm	165
information.htm	164
testing-services/leather-hide-power.htm	164
testing-services/leather-problem-solving.htm	164
testing-services/nickel-testing.htm	162
leather-technology/clean-technology.htm	161
testing-services/leather-garment-testing.htm	161
testing-services/leather-upholstery-testing.htm	161
testing-services/leather-reach-testing.htm	160
information/chrome-tanning.htm	155
lwg-audits/lwg-information.htm	154
testing-services/dmf-testing.htm	151
testing-services/lab-supplies.htm	147
information/leather-specifications.htm	113
leather-technology/leather-consulting-services.htm	113
leather-training-courses.htm	113
leather-training-courses/customer-comments.htm	113
lwg-audits.htm	113
lwg-audits/blc-auditing-services.htm	113
testing-services/chemical-isl.htm	113

Diagnostics

Crawl errors

The screenshot displays the Google Webmaster Tools interface for the website www.anicca-solutions.com. The main section is titled "Crawl errors" and shows a list of three 404 (Not found) errors. The errors are:

- URL: <http://www.anicca-solutions.com/blog/2010/05/leadership-first-training-grants-east-midlands-train-to-gain/comment-page-1/www.commissionair.co.uk/> (404 Not found), linked from 1 page, detected on Aug 16, 2010.
- URL: <http://www.anicca-solutions.com/blog/2010/08/google-places-now-allows-for-owner-response-to-reviews-2/> (404 Not found), linked from 2 pages, detected on Aug 17, 2010.
- URL: <http://www.anicca-solutions.com/cse> (404 Not found), linked from 1 page, detected on Aug 20, 2010.

The interface also includes a sidebar with navigation links such as "Dashboard", "Site configuration", "Your site on the web", "Diagnostics", "Malware", "Crawl errors", "Crawl stats", "HTML suggestions", and "Labs". A "Help with:" section provides links for "Crawl errors", "HTTP status codes", "Soft 404s", "Checking robots.txt", and "Broken links". At the bottom, there are download options for the table and all errors, and a footer with copyright information and links to "Webmaster Central", "Terms of Service", "Privacy Policy", and "Webmaster Tools Help".

URL	Detail	Linked From	Detected
http://www.anicca-solutions.com/blog/2010/05/leadership-first-training-grants-east-midlands-train-to-gain/comment-page-1/www.commissionair.co.uk/	404 (Not found)	1 page	Aug 16, 2010
http://www.anicca-solutions.com/blog/2010/08/google-places-now-allows-for-owner-response-to-reviews-2/	404 (Not found)	2 pages	Aug 17, 2010
http://www.anicca-solutions.com/cse	404 (Not found)	1 page	Aug 20, 2010

Updated Aug 23, 2010

html suggestions

Google webmaster tools

www.bictechartech.com [Back to Home](#)

[Dashboard](#)

[Site configuration](#)

[Your site on the web](#)

[Diagnostics](#)

[Malware](#)

[Crawl errors](#)

[Crawl stats](#)

HTML suggestions

[Labs](#)

Help with:
[Good titles and descriptions](#)

HTML suggestions

When Googlebot crawled your site, it found some issues with your content. These issues won't prevent your site from appearing in Google search results, but addressing them may help your site's user experience and performance.

	Pages
Meta description	
Duplicate meta descriptions	7
Long meta descriptions	0
Short meta descriptions	3
Title tag	
Missing title tags	28
Duplicate title tags	7
Long title tags	0
Short title tags	0
Non-informative title tags	0
Non-indexable content	
We didn't detect any issues with non-indexable content on your site.	

[Download this table](#)

Last updated Aug 23, 2010

Short meta descriptions

The screenshot shows the Google Webmaster Tools interface for the website www.blcleathertech.com. The main content area is titled "HTML suggestions" and focuses on "Short meta descriptions". It explains that meta description information can give users a clear idea of the site's content and encourage clicks in search results. A table lists three pages with short meta descriptions, providing the page title and the corresponding URL. A "Download this table" link is available below the table. The left sidebar contains navigation links for Dashboard, Site configuration, Your site on the web, Diagnostics, Malware, Crawl errors, Crawl stats, HTML suggestions (selected), and Labs. A "Help with:" section highlights "Good titles and descriptions". The footer includes copyright information for 2010 Google Inc. and links to Webmaster Central, Terms of Service, Privacy Policy, and Webmaster Tools Help.

Google webmaster tools

www.blcleathertech.com [Back to Home](#)

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[Malware](#)

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HTML suggestions

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Help with:
[Good titles and descriptions](#)

HTML suggestions

Short meta descriptions

Meta description information can give users a clear idea of your site's content and encourage users to click on your site in the search results pages.

[Back to all issues](#)

Pages with short meta descriptions	Pages
1 Day Leather Finishing Course	/event-1_day_leather_finishing_course-36.htm
Half Day What is an Eco Leather?	/event-half_day_what_is_an_eco_leather-14.htm
CPSC approved lead testing from BLC	/testing-services/lead-testing.htm

[Download this table](#)

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Duplicate title tags

Google webmaster tools

www.blcleathertech.com [Back to Home](#)

- Dashboard
- Site configuration
- Your site on the web
- Diagnostics
 - Malware
 - Crawl errors
 - Crawl stats
 - HTML suggestions
- Labs

Help with: [Good titles and descriptions](#)

HTML suggestions

Duplicate title tags

Your title provides users and search engines with useful information about your site. Text contained in title tags can appear in search results pages, and relevant, descriptive text is more likely to be clicked on. We recommend reviewing the list and updating the title tags wherever possible.

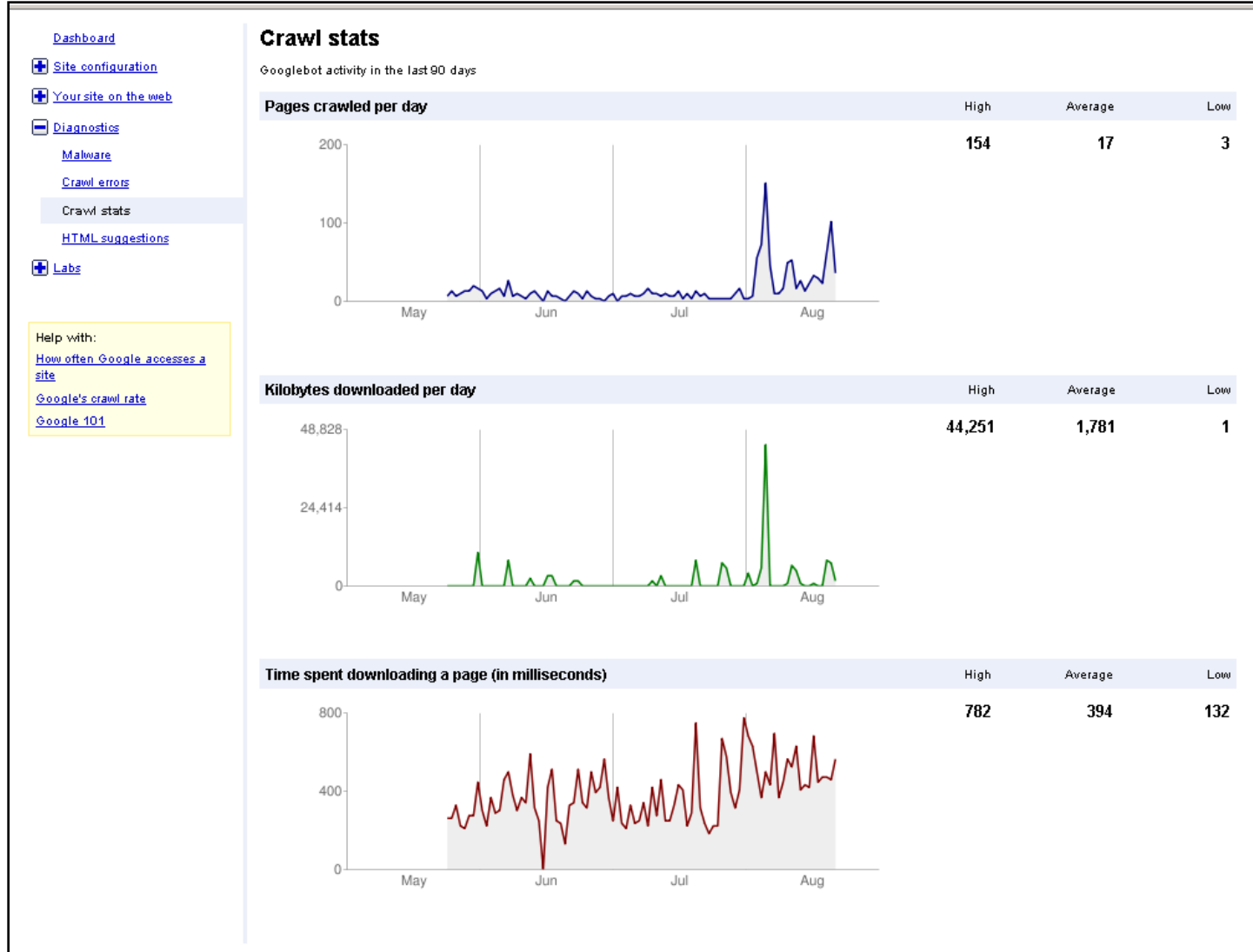
[Back to all issues](#)

Pages with duplicate title tags	Pages
Leather testing footwear testing leather courses from BLC the leather experts	
/?id=164	
/?id=17	
/?id=1	
/?id=31	
/?id=55	
/?id=61	

[Download this table](#)

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Crawl stats



Labs

Site performance

[Dashboard](#)

[+ Site configuration](#)

[+ Your site on the web](#)

[+ Diagnostics](#)

[- Labs](#)

[Fetch as Googlebot](#)

[Sidewiki](#)

[Site performance](#)

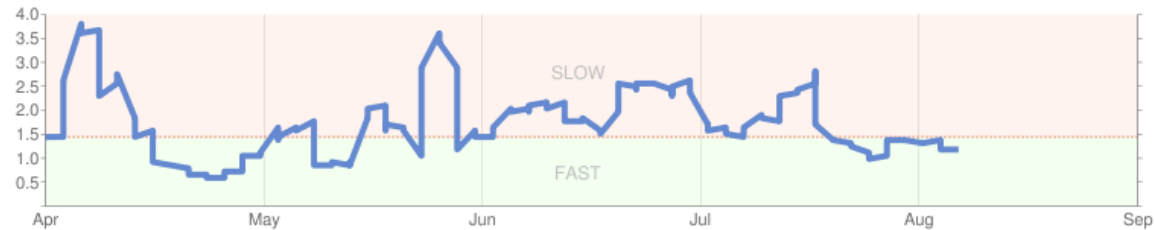
[Video Sitemaps](#)

Site performance

This page shows you performance statistics of your site. You can use this information to improve the speed of your site and create a faster experience for your users. [Learn more](#)

Performance overview

On average, pages in your site take 1.2 seconds to load (updated on Aug 7, 2010). This is faster than 86% of sites. These estimates are of medium accuracy (between 100 and 1000 data points). The chart below shows how your site's average page load time has changed over the last few months. For your reference, it also shows the 20th percentile value across all sites, separating slow and fast load times.



Example pages

These are some example pages from your site and the time that they take to load in a browser (in seconds).

URL	Load time
/	1.7
/blog/	1.5
/index.htm	1.0
/website-design-development.htm	0.6
/online-marketing.htm	0.7
/blog/wp-admin/post.php	2.2
/blog/2010/08/pay-less-for-your-pay-per-click-leads-and-sales/	1.4
/blog/wp-admin/options-general.php	1.8
/portfolio.htm	3.6
/blog	0.2

Page Speed suggestions

These are some example pages from your site and some suggestions on how to optimize them, based on the [Page Speed](#) tool.

NOTE: These suggestions are based on Googlebot's view of the page. It is possible that resources are served differently to your site's users, in which case some of these suggestions may not be applicable. For better results, please install and run the Page Speed extension for Firefox yourself.

[URL](#)

[/](#)

[+ Details](#): Save up to 8.27 KB, 3 requests