

AI-04631 Google Search Console Setup

What is Google Search Console? Is GSC Free? How can I get started. Create a step by step instructions. My domain is gravelcloud.com, do I need to list all the subdomain such as hub.gravelcloud.com, docmost.gravelcloud.com, webserver.gravelcloud.com? How to index initially? Do I need to reindex manually? How to monitor the traffic? Do I need to install a counter?

Google Search Console (GSC) is a free web service from Google that allows website owners to monitor search performance, track indexing status, submit sitemaps, and fix technical site issues.

Subdomain Management

You do **not** need to list subdomains like `hub.gravelcloud.com` or `docmost.gravelcloud.com` individually if you set up a **Domain Property**.

- **Domain Property (`gravelcloud.com`):** Automatically aggregates data for the root domain, all subdomains (`hub` , `docmost` , `webserver`), and both `http` and `https` protocols into a single dashboard.
- **URL Prefix Property (`[https://hub.gravelcloud.com](https://hub.gravelcloud.com)`):** Only tracks that exact URL prefix, requiring individual setup for every subdomain.

Note: Only public pages intended for search engines will be indexed. Private or password-protected subdomains (like internal dashboards or self-hosted apps) will naturally be excluded by Google.

Step-by-Step Setup Instructions

1. Go to the [Google Search Console](#) homepage and sign in with your Google account.
2. Under **Select property type**, choose the **Domain** panel on the left.
3. Enter `gravelcloud.com` and click **Continue**.
4. Copy the `google-site-verification` TXT record generated by GSC.
5. Log into your DNS provider (such as Cloudflare) and add a new **TXT record** at the root (`@`) containing that verification string.

6. Return to Search Console and click **Verify**.

Initial Indexing & Reindexing

- **Initial Indexing:** Submit an XML sitemap (e.g., [gravelcloud.com/sitemap.xml] (<https://gravelcloud.com/sitemap.xml>)) under **Indexing > Sitemaps** in the left sidebar. For individual urgent pages, paste the full URL into the top search bar (**URL Inspection**) and click **Request Indexing**.
- **Manual Reindexing:** Unnecessary for routine updates. Googlebot automatically re-crawls known pages on a recurring schedule. Reserve manual indexing requests for major content overhauls or critical fixes.

Traffic Monitoring & Trackers

You do **not** need to install a counter or any tracking code on your web server for Search Console. GSC collects search performance metrics directly from Google's own search engine logs based on domain verification alone.

- **What GSC Tracks:** Organic search clicks, search impressions, click-through rates (CTR), and keyword search queries.
- **When to Add Analytics:** If you want to track full web traffic—such as direct visits, referral links, session durations, or page views—you can install a privacy-focused analytics tool or Google Analytics 4, but this is entirely separate from Search Console.