# **Connect Search Console**

Last updated and reviewed: Jun 27, 2022 Time needed to execute: 5-10 minutes Skill level: Intermediate

#### **Background:**

Google Search Console is a useful tool that helps you monitor your organic search traffic, clicks, and conversions for your SEO and content marketing campaigns. We created a process doc to help you integrate Search Console directly into your GA4 instead of switching back and forth between these tools.

#### **Purpose:**

Integrate your Google Search Console into your Google Analytics 4 dashboard.

#### **Process Steps:**

- □ Section 1: Create New Search Console property
- □ Section 2: Set Up Search Console Reports

### SECTION 1: CREATE NEW SEARCH CONSOLE PROPERTY

- □ Go to *Admin* in your GA4 account
- □ Scroll down to *Product Links* under the "*Properties*" column
- Click Search Console Links

PROD	DUCT LINKS
	Google Ads Links
11/	Ad Manager Links
Q	BigQuery Links
Þ	Display & Video 360 Links
\$	Merchant Center
~	Google Play Links
Q	Search Ads 360 Links
	Search Console Links

If you do not have any existing Search Console links, you will have an opportunity to create a new one by following the steps below.

□ Click the *Link* button

÷	.ıl	Ana	ytics	All accounts > Martin Suttill GA4 Testing -	Q Try search	ing "link with Ads"					ø : 🚱
n		ADM	N	USER							
			Property GA4 Tes	r + Create Property	🗟 Search Cons	ole links					
ଷ		~	Ń	Setup Assistant					Q, Search		Link
©€				Property Settings	Search Console property name	Search Console property type	Web stream	Stream id	Linked by	Date linked	
			<u></u>	Property Access Management			No links yet	t. Click "Link" to create one.			
			-	Data Streams							
				Data Settings							
			Ť	Data Import							
			-18	Reporting Identity							
			٦,	Attribution Settings							
			9	Property Change History							
			Dd	Data Deletion Requests							
0					©2022 Googi	e   Analytics home   Terr	ns of Service   Privacy	y policy   🗇 Send feedbac	k		

#### □ Click Choose accounts

n	ADMIN	ink setup		
	Prop-	Periodica una basística especto la una Par	nde Connecto anno activitati ante la Rece batanza di	a sendurite Data sensetad
3	€ 2	By inking your wharpics property to your sea from your Search Console property into Goog data imported into Search Console is subject	Ich Console property, you will enable data to flow between the fie Analytics is subject to the Google Analytics Terms of Service. By creating this link to the Search Console Terms of Service. By creating this link	re products. Usta exported rice, while Google Analytics k, your email address will
(R	6	be recorded and may be visible to authorised Learn more	users of this Google Analytics property and/or the linked Se	arch Console property.
	4	When you associate a Search Console proper associated with that web property. As a resul for the linked Search Console property. Choose Search Console property	ty with a Google Analytics web property, Search Console dat 4, anybody with access to that Google Analytics property may	a is enabled for all profiles y be able to see the data
	8	Link to Search Console properties	that I manage	Choose accounts
		Next		·
	2	Select Web Stream		
	D	Review and submit		

 $\hfill\square$  Tick the checkboxes of the accounts you want, then click Confirm

× Create a link	with Search Conso	×	Link to a property that I manage Q, Search			Carlien
	Link setup	0	To link a GA property to a Search Console property, you must be a verified you are a verified site owner are listed time.	alte owner of the Search Canaole property and have let	B' permissions on the GA property. Search Consule properties for which	Add a property
				Preparty name	Property type	
	By linking your Analy property into Google				URL profix	
<ul> <li>Create a link with Search</li> <li>Link unterproperty of control of the link with search</li> <li>By later property of control of the link with your property of the</li></ul>	Console Terms of Se the linked Search Co When you associate		-		URL prefix	
	property. As a result,				URL profix	
	O Choose Sear				Derain	
	Link to Be				URL partie	
	Mart				URL profix	
					URL ports	
	Select Web B				URL perfix	
	O Broire and a				URL perfor	
	_				URL profile	
					URL profile	
					URL profile	
					URL prefix	
					URL prefix	
					URL perfe	
					URL prefix	
		0	Selected: 1 (maximum: 1)			

□ After confirming, click *Next* as shown in the screenshot below.

#### Link setup

By linking your Analytics property to your Search Console property, you will enable data to flow between the products. Data exported from your Search Console property into Google Analytics is subject to the Google Analytics terms of service, while Google Analytics data imported into Search Console is subject to the Search Console of service. By creating this link, your email address will be recorded and may be visible to authorized users of this Google Analytics property and/or the linked Search Console property. Learn more

When you associate a Search Console property with a Google Analytics web property, Search Console data is enabled for all profiles associated with that web property. As a result, anybody with access to that Google Analytics property may be able to see the data for the linked Search Console property.

	Link to Search Console properties I manage	0
	· · · · · · · · · · · · · · · · · · ·	
	Next	
2	Select Web Stream	
3	Review and submit	

□ Select your Web Stream by clicking *Choose* next to your analytics account

*Note:* "Web Stream" is a data stream in GA4 that looks at your website events. Data streams GA4 replace Views in UA. For more information, read our blog post on <u>GA4 Data Streams</u>.

#### Click Next

□ Click Submit under "Review & Submit"

You should now see a light green text box "LINK CREATED" as shown below:

Results	
	LINK CREATED
Contraction and Contraction of Contr	1

In the *Search Console links* screen on your GA4 dashboard, you should see a new Search Console property similar to below:

Anal	lytic	All accounts > Martin Suttill	Q Try searching "	link with Ads"						::	0
ADM	IIN	USER									
	Prope	erty + Create Property	🗟 Search Console	links							
÷	Ń	] Setup Assistant					Q Search		Link		
		Property Settings	Search Console property name	Search Console property type	Web stream	Stream id	Linked by	Date linked			
		Property Access Management	https://www.54solution s.com/	URL prefix	54 Solutions		martin@54solutions.co m	5 Apr 2022	>		
		Data Streams									
		Data Settings									
	Ţ	, Data Import									
	-98	Reporting Identity									
	°C,	Attribution Settings									
	8	Property Change History									
	Do	d Data Deletion Requests									
		Google Ads links									
	4	Ad Manager links									
	୍ବ	BigQuery links									
			©2022 0	Google   Analytics home   1	erms of Service   Privacy p	olicy   🗈 Send feedback					

#### Now what?

We're actually not quite finished yet. There are a few more steps to go through in the next section. We'll show you how to set up your Search Console reports in GA4.

## SECTION 2: SET UP SEARCH CONSOLE REPORTS

- □ Go to *Reports* on the left-hand side as shown by the red arrow.
- □ Click the *Library* at the bottom
- □ Under the "Search Console" collection, click Edit Collection

al	Analytics 54 GA4 +	Q. Try searching "link with Ads"				:: 0 : \ominus
■ 10 00	Reports snapshet Real-time Ulls cycle Acquisition Acquisition overview User acquisition Traffic sequisition	Library All of your collections and reports organi cuatomise the presentation of reports in Learn more	ised in one place where you can customise the laft newlgation.	them and create more. Collections allow a	dministrators to	
	<ul> <li>Engagement</li> <li>Engagement overview</li> </ul>	Collections (5)				
	Events Conversions Pages and screens Monetisation Retestion User ~ Comographics Feeh	+ Create new collection	Life cycle C I © Addated - 15 Life cycle Digagement Digagement Meetantion Reference	Search Conseile Colombia Uppeliated + 15 Search Conseile 2 Search Conseile Edit collection	User © Fuller © Published + 12 liter © Perropsychics © Tech	
		Reports			•	
\$	C Ubary	Type Name	Ovelor Last modified &	Tangles	+ Create new report Collection Description Description Description	L Search

In the next screen as shown below:

Analytics	54 GA4 -	Try searching "link with A	da"	II 0 I 💮
Ľ	← Back Customise collection			
	Search Console	Unpublished	Drag reports to create collection	
	COLLECTION TEMPLATE	0	Q, South sports	
	TOPIOS AND REPORTS		Detail reports Conview reports	
	Search Console	0	Conversions	
	Drag aventew rep	n. 0	Entrographic details Then a second a separated, conversion and version relation (e.g., particle, retreated and forgungs)	
	+ Create new topic		E-constructs purchases from purchases by enset, landst activity and evenue.	
			Events E treat careful y more come, using with lotal cares that traggered the event, event per use and events per event.	
			🗄 Google organic search traffic	
			II In-top partheses Product perhases by quantity and reserval.	
			Pages and screens this pages and age someon by bold neuro, number of users who neuron and page/screen, overage engagement time and acraits.	
		Save	BABilder ads M performance by represented when and revenue.	

- Drag any detailed reports you want to add to your Search Console collection from the right to left panes.
- $\Box$  Order your reports in the way you want to see them.
- $\Box$  Click *Save* and the  $\leftarrow$  *Back* button

You will return to the Library page.

al	Analytics 54 GA4 +	Q. Try searching "link with Ads."			:: e : 😔
^ 0	Reports enapeliet Real-time	Library			
0	Life cycle ^	All of your collections and reports organised in o customise the presentation of reports in the left	one place where you can customise th t navigation.	em and create more. Collections allow administrators to	
0 8	Engagement     Monotization     Reference	Learn more			<u>2</u> <u>n</u>
	User ^	Collections (3)			
	+ Tech	Line Of	regelæ 🖉 I Pathaled + 15 Life cycle	Search Conade Uputities - El Search Conade	© I
		+	Acquisition Depagement Monetisation Referition	Search-Converie	•
			R collection	Elit collection Edit collection	
		Reports			
	C Ubrary			+ 0	ade rew report QL Search
۵		Type Hana Orad	tor Last modified &	Tanglata Eolaction	Description
				Annucleum constant i Reporte	Dashboard overview of user count and the

□ Click the triple dots <sup>i</sup> on the upper right corner of the Search Console collection

#### Click Publish

A new Search Console report will appear on the left hand side as shown below:

	All accounts > Martin Suttill	0			
.11	Analytics 54 GA4 -	Q Try searching "link with Ads"			
<ul> <li>▲</li> <li>▲</li></ul>	Reports snapshot Real-time Life cycle ^ > Acquisition > Engagement > Monetisation Retention	Library All of your collections and reports organis customise the presentation of reports in the Learn more	ed in one place where you can customise t he left navigation.	them and create more. Collections allow ad	ministrators to
	Search Console ^ * Search Console Oueries	Collections (2)			
	Google organic search traf		Life cycle ① E ② Published · S) Life cycle	Search Console      O      Published · 03. Search Console	User @ Published · S User
	User ^ > Demographics > Tech	Create new collection	Acquisition Engagement Monetisation Retention	🗅 Search Console	<ul> <li>Demographics</li> <li>Tech</li> </ul>
			Edit collection	Edit collection	Edit collection
		Reports			
					+ Create ne
	C Library	-			

You can now view your Search Console report data in Google Analytics 4:

- Queries
- Google organic search traffic
- Conversions
- ... and more!

<ul> <li>Augustation</li> <li>Augustat</li></ul>	al	Analytics 54 GA4 +	Q Try searching "Ink with Ads"						:: 0	: 6
<ul> <li>Construction</li> <li>Cons</li></ul>	^	Reports snapshot Real-time	Google organic search traffic: Landing page 💿 🍨 🧕 💿				Last 28 days 20	h Apr - 23 May 2	∞2• B < 2	÷ 1
• forgepretet           • Maximizin           • Maximizin         • Maximizin           • Maximizin	0	Life cycle ^	Organic google asserb clicks over time		Organic go	ogle search clicks and (	Organic google searchi	impressions by L	anding page	
Netetics         Bisech Console         Bisech Consol	Q I	Engagement     Monetization			SK DRSN	NIC GOOGLE SEARCH IMPRO	lag The rebirth of google o	an adpliced		
<ul> <li>Seech Console</li> <li>Couries</li> <li>Coople organic search text</li> <li>Coople organic search tex</li></ul>	Г	Retention .	۱	1		/blog/doudways-hosting /blog/whatist	minur) the Sandhoalk conversions	api and why you i	hould use it?	
User         ·           · Cerographics         ·		Search Console     Queries		1.	ж					
User         A           • Demographics         0	L	Google organic search traf		<u></u>	•	•/				
• Tech         Opening propring: 10 • Opening propring: 10 • Opening propring in the second hand benefitive for the second		Demographics			CREAR	ec oppilal blance click	20	40		68
Image: constraint of the second sec		+ Tech	G, Seach.				Rows per page: 10	* Goto	1C_1-11.er14	>
<ul> <li></li></ul>			Landing pape + + + + Organic g search	agle Organ Acks ing	ic google search pressions	Organic google search click through rate	Organic google search average position	Users	Engaged sessions	
A Magnetic Antipage and the para-database of 1 1 Magnetic Antipage and the para-database of 1 Magnetic Antipage antipage antipage antipage antipage antipage antipage antipage antipa			Tools 1874	80 Facul 12	SLEM DLatwood	0.69% 1871.efteriel	47.54 1001. ef tetal	14 100% of total	12 100% of total	
Image: set problem         2         /         1%         1%         1%         25.33         4         6           3         Mag: Set withth-of gaugle samplifies/         1%         4.30%         6.27%         55.23         5         2           4         Mag: Set withth-of gaugle samplifies/         3         3.481         6.89%         96.41         6         6           5         Jgaugle samplifies/ensignation/         2         667         6.29%         36.47         6         6			1 /blag/what-io-the-facebook-conversions-api-and-why-you-should-use-b/	51	3,310	1545	34.98	4	3	
Image: Constraint of the second sec			1 /	16	813	1.875	25.33	4	5	
4         Abiguidadespectating-review?         3         3,811         8,874         95,471         8         8           4         Abiguidadespectating-review?         3         3,881         8,874         95,471         8         8           5         /georgle-analytics-4-relayation?         2         667         33,437         8         8		C1 Library	3 /blag the robirth-of-gaogle-analytics/	16	4,335	0.37%	55.29	5	2	
			4 /blog/cloudways-hasting-raview/	3	3,481	0.09%	99.41			P
	¢	<	5 /google-analytics-4-migration/	2	667	0.25	36.47	0		

Your report data will show much of what Google Search Console already shows except now it will all be integrated into your Google Analytics 4.

□ Objective: I added Search Console reports to my Google Analytics 4.