

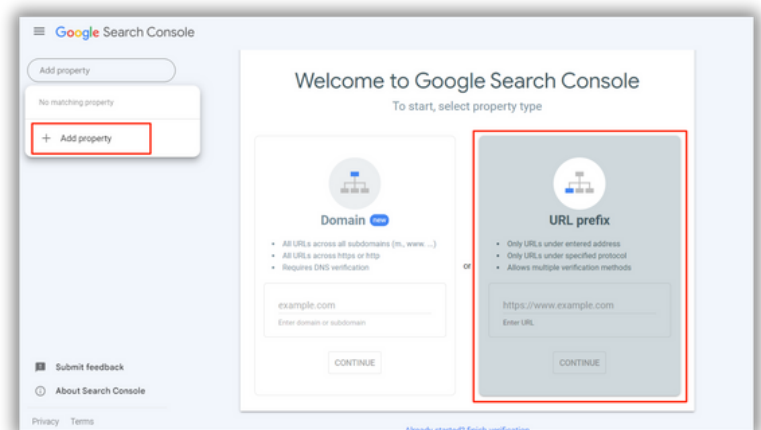
Leverage 2 FREE platforms

Understand the search terms for which your website ranks

Google search queries are not available in GA4 by default, like it was in Universal Analytics. However, in just 15mins, you can connect your search console and pull through this data through into GA4.

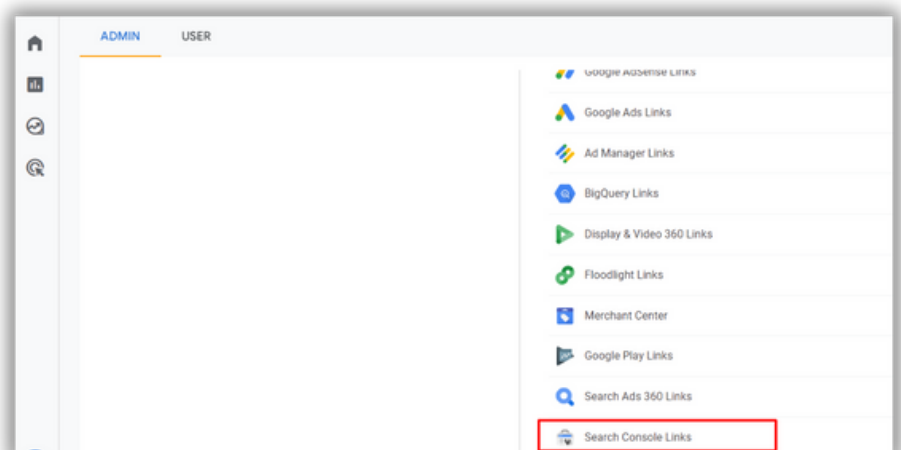
Step 1. Create A Google Search Console Property

- Visit <https://search.google.com/search-console/welcome> and click 'Add Property'.
- Select the URL Prefix option and add you website domain. Click 'continue'. Make sure to use the same google email id that has admin permission on either the Google Analytics or GTM already installed on your website.



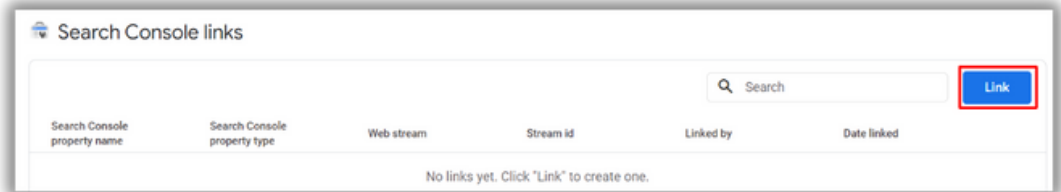
Step 2. Open Your GA4 and connect GSC

- Go to Admin -> Property
- In the property column, scroll down to Products Links, then select Google Search Console Links.

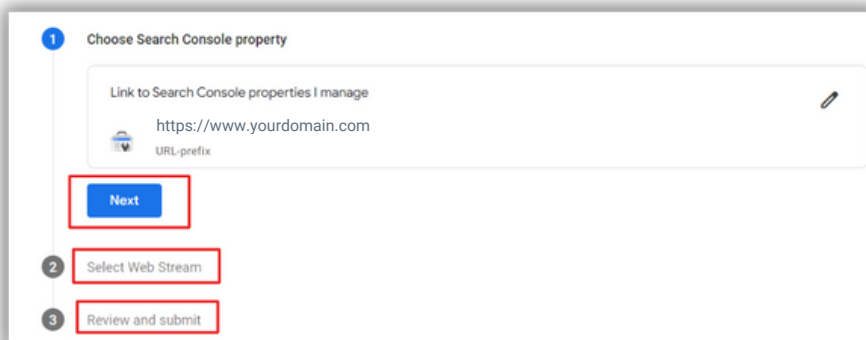
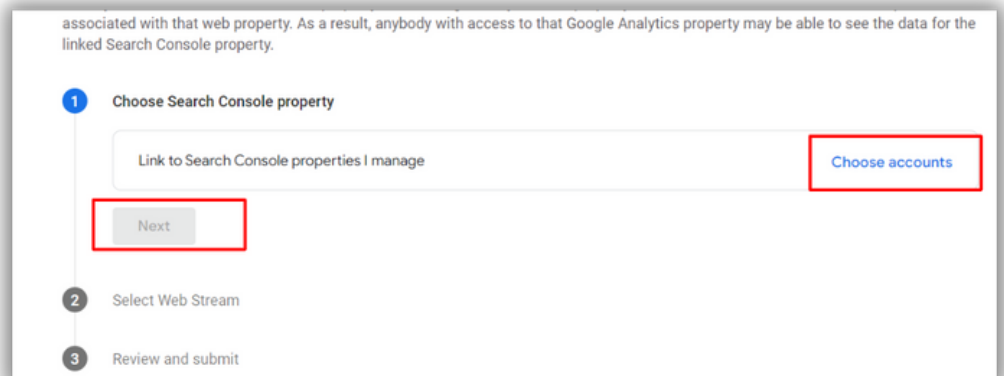


Step 2. continued

- Click on the Link button.

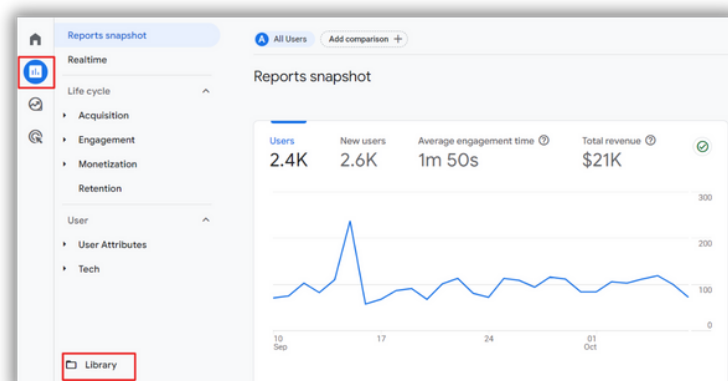


- Then click on Choose Accounts. This will bring up a list of all GSC properties you have access to, select the one you've just set up.



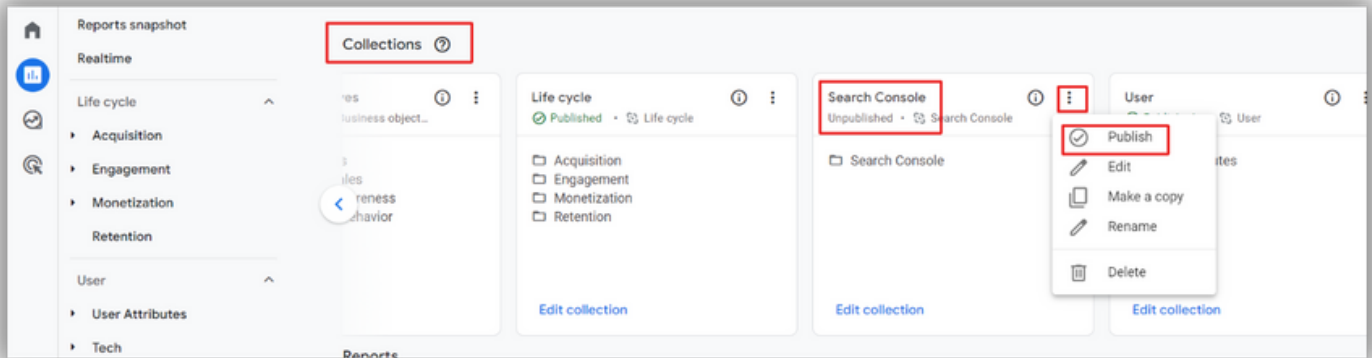
- Select your property and click on Confirm. Then Next.
- Now select your web stream (the website integrated with GA4). Click Next, then Submit.
- Done. Results will show this confirmation: "Link Created".

Step 3. Add the Google Search Console report to GA4's Report Navigation

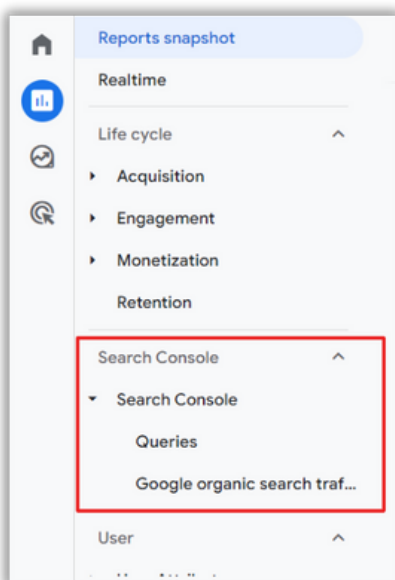


- By default, GA4 disables the Search Console collection (your search console report). You'll have to publish it within GA4 to see the GSC report in your reports navigation.
- Go to Reports - > Library

- Go to the Search Console card and click the 3 vertical dots. Then select Publish.



What's next?



You'll know that your GSC collection is published with the Published status on the card and the addition of your Search Console reports to the report navigation.

- **Queries:** Here you'll find the keywords users entered in the Google search engine.
- **Google Organic Search Traffic:** Here the report focuses more on your site's landing pages, but is based on organic search traffic and metrics from Search Console.