

# Leverage 2 FREE platforms

#### Understand the search terms for which your website ranks

Google search queries are <u>not available</u> 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	Add property	Welcome to Goog	le Search Console			
and click 'Add Property'.	No matching property + Add property	To start, select property type				
	T Abd property					
Select the URL Prefix option and add		Domain 🥽				
you website domain. Click 'continue'.		All URLs across all subdomains (m., www)     All URLs across https or http	Only URLs under entered address Only URLs under specified protocol			
Make sure to use the same google		Requires DNS verification	Allows multiple verification methods			
email id that has admin permission on		example.com Enter domain or subdomain	https://www.example.com Ener URL			
either the Google Analytics or GTM	III Submit feedback	CONTINUE	CONTINUE			
already installed on your website.	About Search Console  Privacy Terms					

## 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.	🕏 Search Co	Search Console Web stream St		Q. Search		
	button.	Search Console property name	Search Console property type		Stream id yet. Click "Link" to create o	Linked by	Date linked
•	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.		I Search Console property Choose Search Console		,	oogle Analytics property	r may be able to see the data for the Choose accounts



- 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.

	Reports snapshot Realtime		Collections (2)							
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G.	Engagement     Monetization     Retention	iles reness chavior	Acquisition     Engagement     Monetization     Retention	Search Console		Edit Make a copy	ites			
	User	^					Ĩ	Delete		
	<ul> <li>User Attributes</li> <li>Tech</li> </ul>		Reports	Edit collection		Edit collection		Edit collectio	n	

#### 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.