

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 Google Search Console https://search.google.com/searchconsole/welcome Welcome to Google Search Console To start, s and click 'Add Property'. + Add nenn -h Select the URL Prefix option and add Domain 🧰 URL prefix 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	🕆 Search Console links						
	button.	Search Console property name	Search Console property type	Web stream No links	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.	assoc linkec 2 3	iated with that web prope I Search Console property Choose Search Console Link to Search Console Next Select Web Stream Review and submit	erty. As a result, anyboo e property ole properties I manage	ly with access to that G	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.

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8	Life cycle Acquisition Engagement	n res 💿 : Nusiness object	Life cycle ① : ② Published · ③ Life cycle □ Acquisition □ Engagement	Search Console Unpublished • 😒 Search Console	User 🛈
	Monetization Retention User	Anvior	Retention		Rename Delete
_	User Attributes Tech	Reports	Edit collection	Edit collection	Edit collection

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.