



# DRIVING SEO PERFORMANCE WITH SEARCH CONSOLE DATA REPORTS



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## INTRODUCTION

When it comes to search and digital marketing, one of the most commonly neglected aspects of a strategy is the ability to understand and evaluate raw data, and then adapt the strategy to make performance stronger in the future. Some brands think that, if their goals or KPIs have been ticked and their initial targets have been met or exceeded, then their work is done.

The nature of the Google algorithm and the increase in competition online means that you constantly have to tinker with the strategy, expand your audience and alter your targets.

One of the best ways to inform your SEO strategy is to look at Google Search Console Data Reports and learn from them. This guide will look at some of the information you can gather from Search Console and some of the things you can implement off the back of it.



## WHAT IS GOOGLE SEARCH CONSOLE?

Google Search Console is a free service designed to help brands monitor and maintain their site's presence in search results. Launched in May 2015, replacing Google Webmaster Tools, and updated in January 2018, Google Search Console is one of the many tools that developers and SEOs use to monitor the performance of their sites. It offers error reports, keyword reports, mobile site reports and more – making it an ideal tool for any brand, but perfect to newcomers.

## WHO SHOULD USE GOOGLE SEARCH CONSOLE?

When Google renamed Webmaster Tools to the GSC, they did so with the aim of being more inclusive. It was thought that the vast majority of those using the service to improve or monitor performance weren't in fact 'webmasters' and therefore, it was seen perhaps as a little too technical and needed to be more accessible.

Under the new format, Google said that the platform was for "Anyone with a website! From generalist to specialist, from newbie to advanced, Search Console can help."

They then broke down their target audience into five subsections for the types of people that should be using GSC and what each group could expect from using it. Their five groups are identified as:

### **A business owner who delegates**

Even if you don't think you know how to use Search Console, you should be aware of it and become familiar with the basics. You might hire your webmaster or a marketing specialist to help you set up your website with Search Console. In that case, you can work with that person to ensure you have access and control to all of the reports for your website. In addition, it's a good idea to learn all you can about how your site is performing in search results so you can make important business decisions about your site.

### **SEO specialist or marketer**

As someone focused on online marketing, Search Console will help to analyse your performance on Google Search, optimise your ranking, and make informed decisions about the appearance of your site's search results. You can use the information in Search Console to influence technical decisions for the website and do sophisticated marketing analysis in conjunction with other Google tools like Analytics, Google Trends, and AdWords.

### **Web Developer**

If you are creating the actual markup and/or code for your site, Search Console helps you monitor and resolve common issues with markup, such as errors in structured data.

## Site Administrator

As a site admin, you care about the healthy operation of your site. Search Console lets you easily monitor and in some cases resolve server errors, site load issues, and security issues like hacking and malware. You can also use it to ensure any site maintenance or adjustments you make happen smoothly with respect to search performance.

## App Developer

If you own an app, you want to see how mobile users find your app using Google Search. Search Console can help you integrate your app seamlessly with the website world.

## WHAT ARE THE BENEFITS OF USING GOOGLE SEARCH CONSOLE?

The main benefits of using the GSC are to monitor performance in the search engine results pages (SERPs) and to discover how Google and others see your site.

One of the most important benefits is that you are able to make sure that your site is fully optimised, and that Google can access all of your content. This is vital as it makes sure you are getting the most out of the keyword rich text and that your site is displaying to the correct audience. You are also able to check when new content has been crawled and remove the content that is dated, or you no longer wish to rank for. Google also states that you are able to:

- Create and monitor content that delivers visually engaging search results
- Maintain your site with minimal disruption to search performance
- Monitor and resolve malware or spam issues so your site stays clean

In terms of visibility, GSC can be used in a number of ways. It can help brands understand exactly which queries caused their site to be displayed in the SERPs and which queries display the site more frequently. This gives the business owner the perfect opportunity to see where they're strong and where to concentrate future strategies.

Search Console can also highlight if you are gaining the maximum exposure for your most basic details. You can use the platform to see if your product prices, company contact info, or events are highlighted in rich search results.

Two of the biggest things that Google looks for when they are planning to crawl and rank a site for a certain queries are links and optimisation. The search engine wants to see who is linking to your site and the authority that the site has relating to these links. If you are being linked to by highly relevant sites and your site is optimised to answer the query then you are far more likely to appear higher in SERPs.

In terms of optimisation one of the top priorities is the need for speed and for sites to be fully optimised for mobile. Since searches on mobile overtook desktop there has been a higher focus on using Accelerated Mobile Pages (AMP). This Google-backed project was designed as an open standard for any publisher to have pages load quickly on mobile devices.

When launched, Google said:

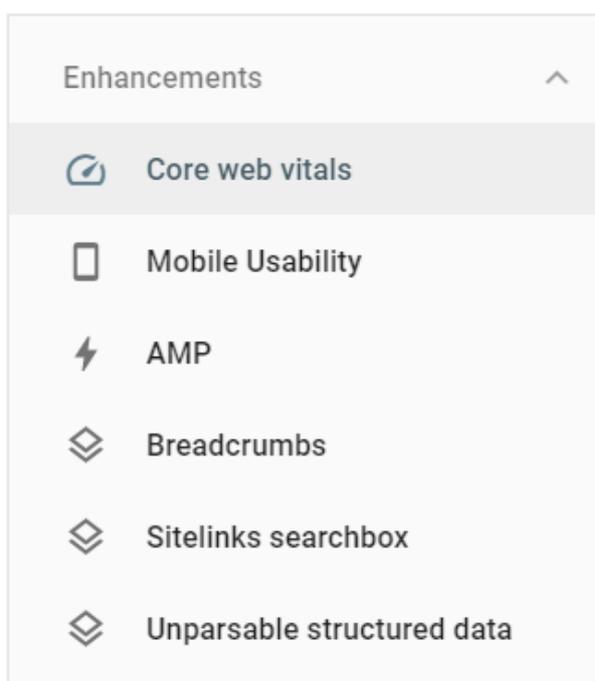
**“By creating open technical standards to boost page speed and streamlining ads (e.g., no interstitials, no pop-ups), the hope is that the ecosystem can build a faster, more engaging mobile web that will benefit everyone.”**

Aside from AMP pages being quicker and the fact that page load and site speed are official ranking factors, part of the reason for using the GSC to see if you are fully optimised is that you want to offer a good user experience (UX).

If a page fails to load, or if there are errors of poorly optimised images then there is a good chance that the person using the site will exit the page, or not return at all.

## Enhancements

One of the most important sections of GSC is the “Enhancements” section. This section is incredibly useful for understanding how their website is currently set up and how it displays on SERPs.



Here you have some of the reports crucial to the present and future of your performance in search. Not only do you have the Mobile Usability report which should have played an important part of your strategy since the mobile friendly update of a couple of years ago, but also the ‘Unparsable structured data’ report which will help you to properly implement your structured data strategy and, in terms of the future of search, the Core Web Vitals report – elements of which will be a part of Google’s algorithm as an acknowledged ranking factor.

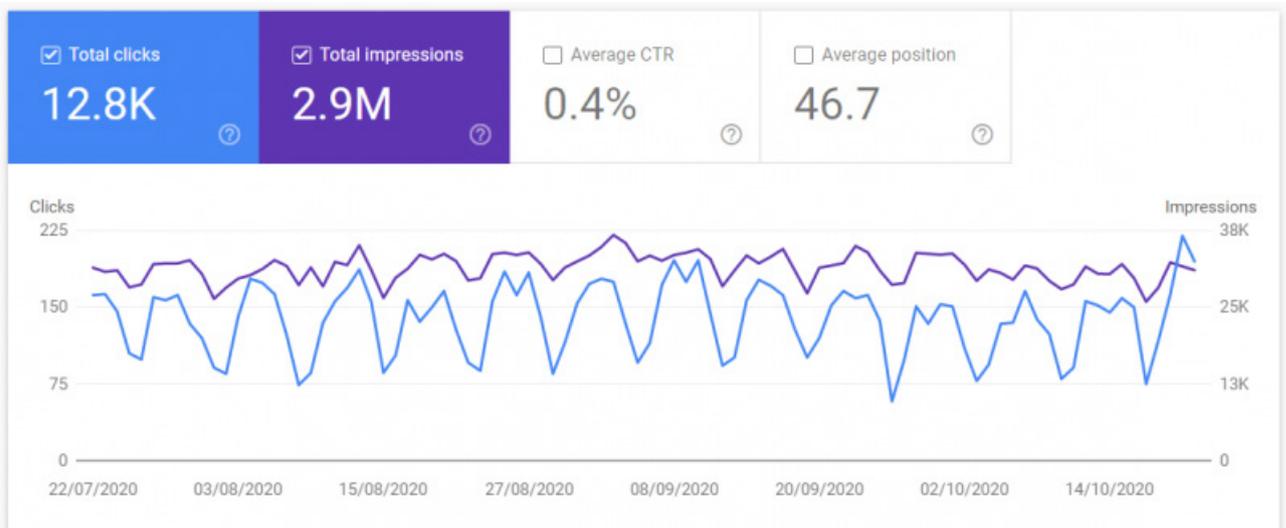
## WHAT TO DO WITH NEW CONTENT

Content is an important factor when it comes to getting your website into SERPs. After all, it's the information that Google 'reads' to determine what your site is about, what information your pages contain and whether or not you are relevant to a given query.

Something that many brands forget is that this content should grow, expand and update as your business does the same. If you have new products or services you want to promote, or if you have news and updates that will be relevant for your audience, it is vital that you upload it to the site.

Using GSC is the fastest and cheapest way to run an M.O.T on your site, you can give it a full health check and make sure that you are not experiencing a higher than normal level of errors. You are also able to look at weekly and monthly patterns in terms of traffic. If you are receiving peak traffic at 15.00 on a Friday for example, ask what the reason for this is. Have you sent an email, has a promotion gone live, are you pushing content which is keyword rich, or are you using social media to drive traffic through newsjacking or similar techniques?

The answer to these questions and the traffic information that you gather from your GSC dashboard, can assist in the development of future strategies.

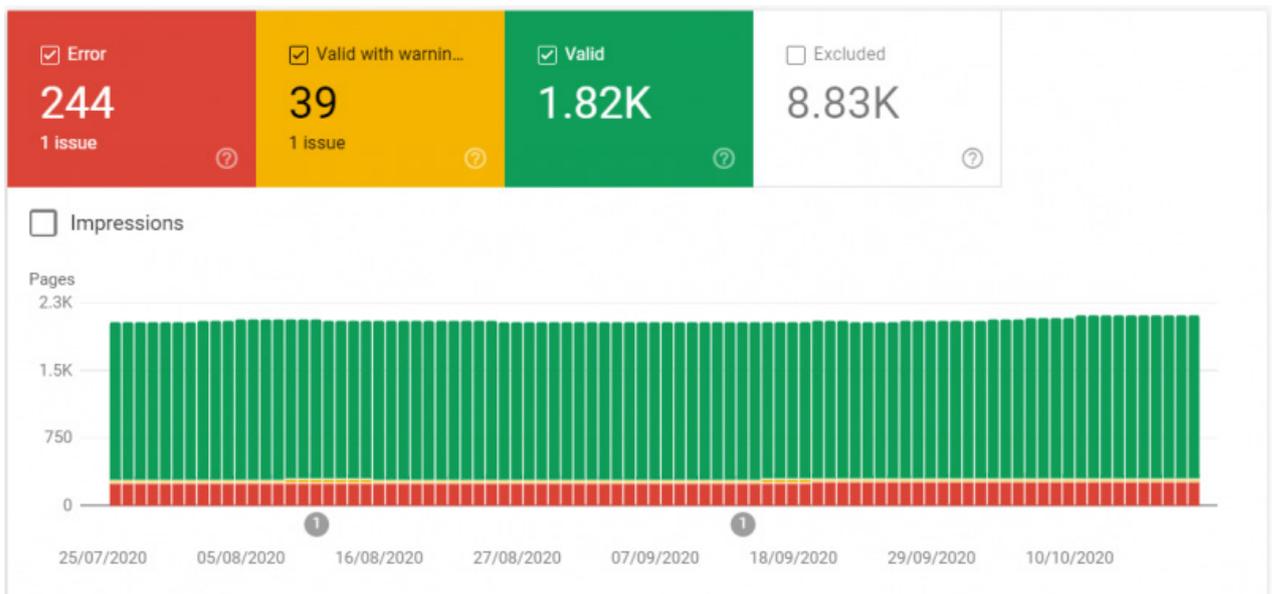


The next stage is to update your sitemap and tell Google which of your pages that you want to be crawled and which pages not to crawl using robots.txt or noindex tags.

Details				
Status	Type	Validation ↓	Trend	Pages
Error	Submitted URL marked 'noindex'	! Not Started		244
Error	Redirect error	N/A		0
Error	Submitted URL has crawl issue	N/A		0
Valid	Submitted and indexed	N/A		1,032

Rows per page: 10 1-4 of 4

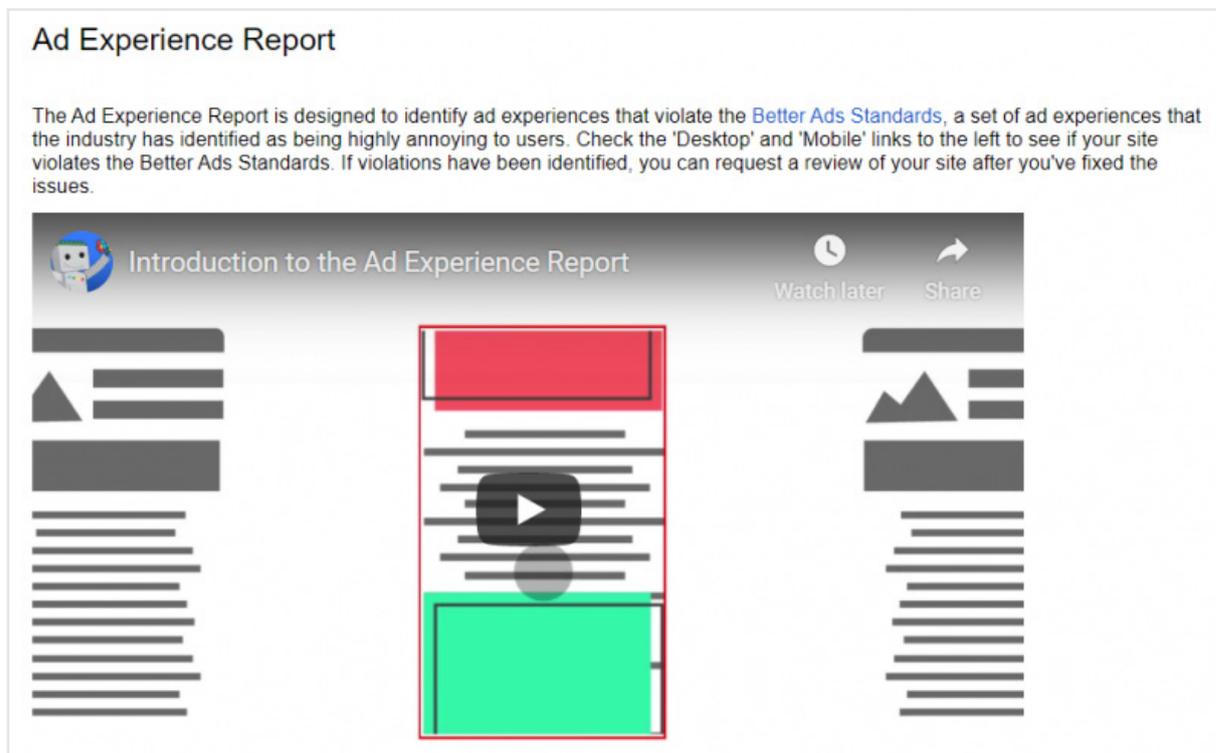
Fresh content can take anything from a few hours to a couple of weeks to be indexed, but you should check back on GSC regularly to see if the pages and posts are starting to be picked up. If so, you will notice a rise in the number of pages that your site currently has indexed for. The severity or steadiness of the rise will correlate with the amount of content that you have uploaded.



The beauty of having access to this kind of monitoring is that it works both ways. We also use GSC to help remove a huge number of pages from the index for another client. This was done due to a change in the focus of the business, and a more targeted strategy. You can track progress both up and down to monitor the success of your activity.

## WEB TOOLS

In the Web Tools section of GSC, one of the first things that you come to is the Ad Experience Report. This is designed to identify ad experiences that violate the Better Ads Standards, a set of ad experiences the industry has identified as being highly annoying to users.



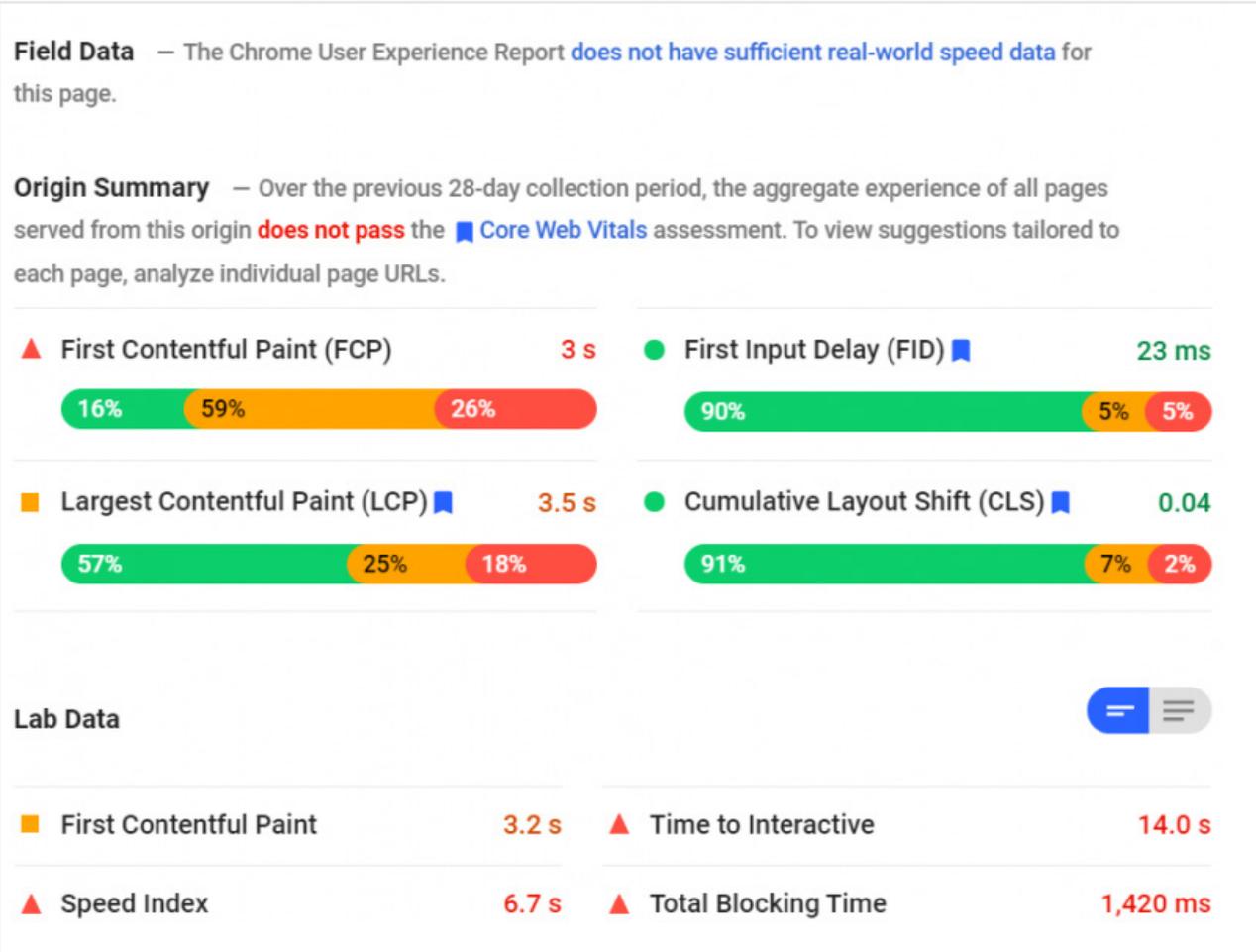
The final, and perhaps best part of using the GSC to aid your search strategy is that it teaches best practice in the form of a checklist. The GSC offers numerous additional tools and by utilising these you are putting your site in the best possible position.

The other tools and resources that you can access through the GSC and which can assist your online performance are:

- **Google My Business:** This service allows you to make sure your business looks great on Google Search, Maps and Google+ and what's more it's free. This is the perfect place for you to include all of the important information your customers might look for such as email address, contact details, reviews, opening times and a map.
- **Google Merchant Center:** This is especially useful if you are a retail site or you have an ecommerce based model as it offers you a place to upload your product data to Google and make it available to Google Product Search.
- **PageSpeed Insights:** You can use PageSpeed Insights to find out how to make your web pages fast on all devices. This optimisation can be the difference between a high position on the SERPs and digital obscurity.

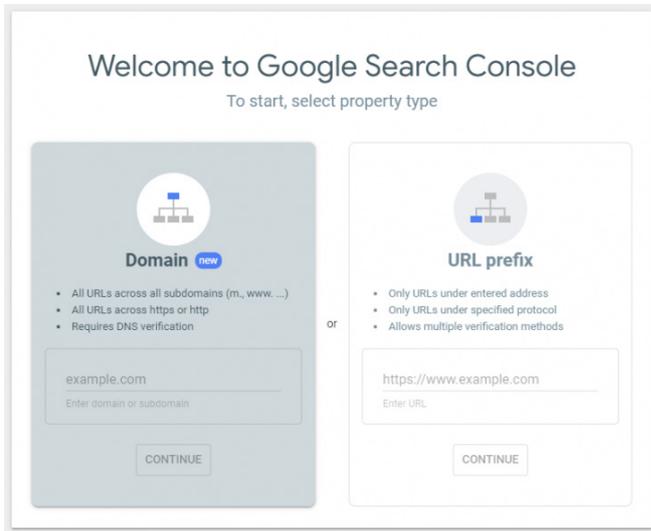
Other resources	
<a href="#">Google My Business</a>	Make sure that your business looks great on Google Search, Maps and Google+ for free.
<a href="#">Google Merchant Center</a>	The place to upload your product data to Google and make it available to Google Product Search and other Google services.
<a href="#">PageSpeed Insights</a>	Use PageSpeed Insights to find out how to make your web pages fast on all devices.
<a href="#">Customised Search</a>	Harness the power of Google to create a customised search experience for your own website.
<a href="#">Google Domains</a>	Find a domain name and build a website with Google Domains.
<a href="#">Webmaster Academy</a>	Learn to create a great website with valuable content and make it findable in Google Search.
<a href="#">Google Ads</a>	Advertise your business on Google and reach new customers with Google Ads.
<a href="#">Google Analytics</a>	Use Google Analytics to measure behaviour across websites, apps and devices to make better data-driven decisions.

After the initial results come back you can look at what changes can be made and the recommendations and optimisations that you can perform. Checking these things off will almost certainly lead to an improvement in performance and visibility. Here's a section of an example report



Google Analytics – The ultimate tool for the office ‘stato’ Google Analytics is essential if you are to measure behaviour across websites, apps, and devices. If you can get a grasp on GA then you are sure to make better, data-driven decisions.

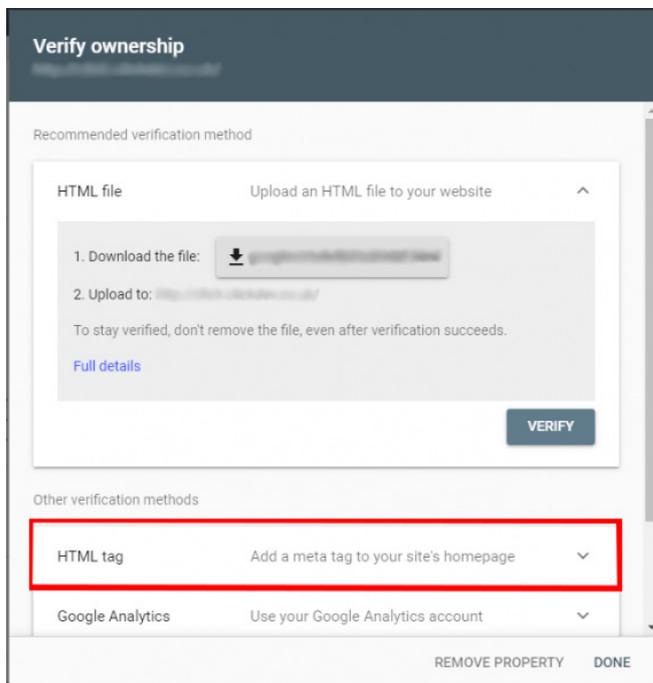
## HOW TO ADD YOUR SITE TO GOOGLE SEARCH CONSOLE



Source: Google Search Console

First, you'll need to log in to [Google Search Console](#). Once there, you'll be presented with a binary choice between adding a property by domain or URL prefix.

If you choose to add your property, you will need to verify your ownership of the property via DNS – while it's not tremendously difficult, there are a few steps you'll need to follow and you can find guidance on how to navigate DNS verification [here](#).



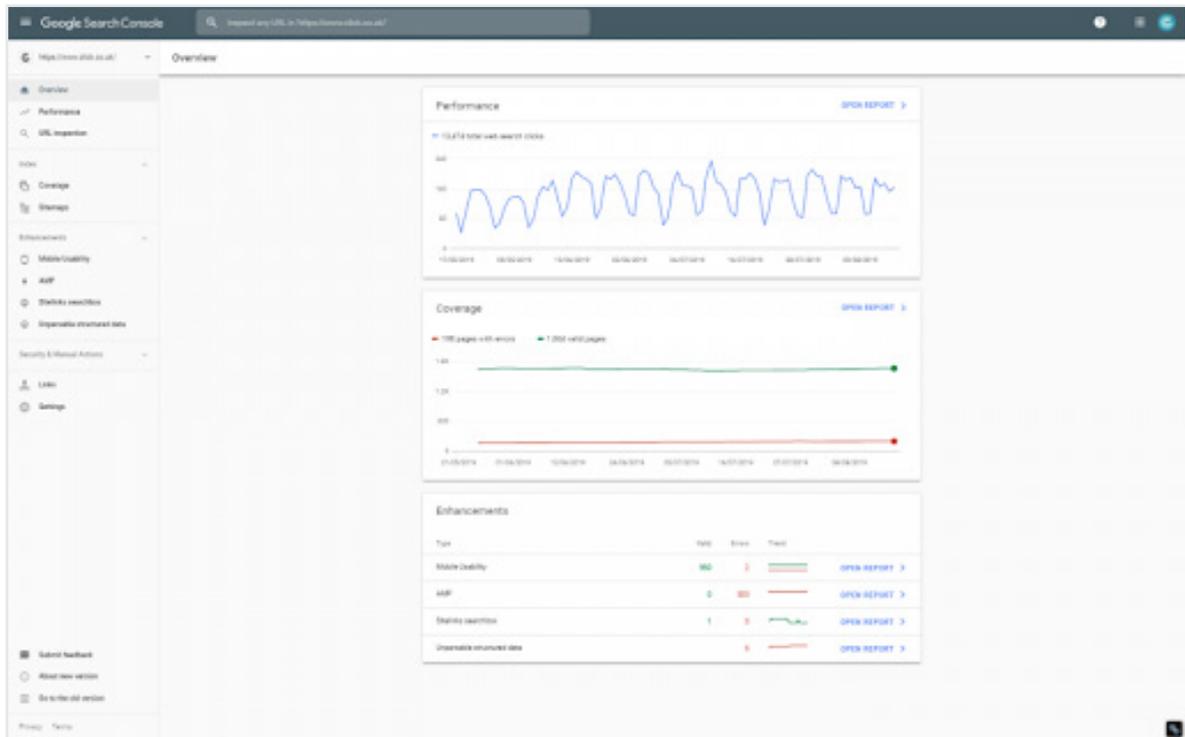
Source: Google Search Console

Probably the easier route is to verify by HTML which involves copying a snippet of code into your <head> section before your first <body> section. You can find the code you need to copy and paste by expanding the box indicated below – once you have placed the code snippet, you can click 'verify'.

Once you have verified your site, you'll be met with your homepage – the 'Overview', a left-hand side menu with your available reports, which we'll take a look at one by one. Firstly, we'll have a look at the Overview page.

## GSC OVERVIEW

As you would expect from an 'overview', the first screen offers a big picture view of your site's recent performance, coverage and enhancement with full reports available at a click.



Source: Google Search Console

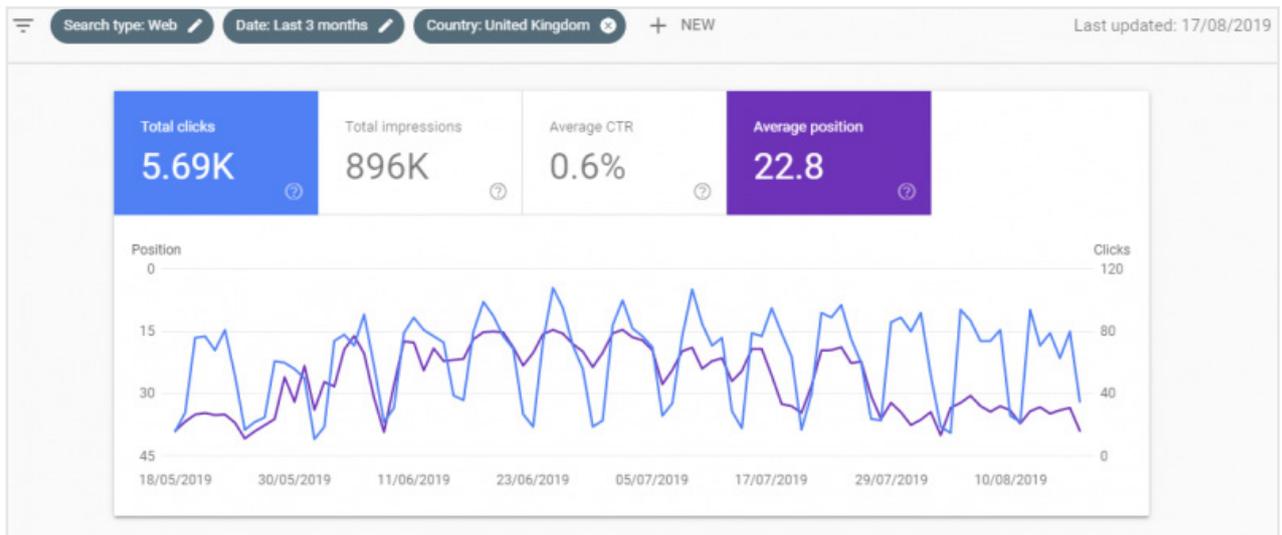
## PERFORMANCE

An expanded version of the top level performance report from the overview, this is made up of two sections – your site's performance in SERPs, and your site's performance broken down into categories, so a top level performance and a break down performance (there are no table labels, so I apologise for this awful naming convention).

### TOP LEVEL

The top level report offers insights into the performance of your site overall – with four metrics displayed in a line graph:

- 1. Total clicks:** The total number of clicks through to your site resulting from searches.
- 2. Total impressions:** How often your site has appeared for a consumer's search term.
- 3. Average CTR:** The percentage of impressions that resulted in a click.
- 4. Average position:** The average position of your top ranking page whenever your site appears in a search result.



Source: Google Search Console

These can be filtered by:

- **Search type:** This can be filtered to include only web searches, image searches or video searches – it's worth pointing out here, that the 'google images – organic' source seems to have disappeared from Google Analytics, so this will be where you'll need to look for performance in this area.
- **Date:** This is simply the start and end dates for the report.
- **Country:** Restricts the report to only include searches made in a specific country.
- **Query:** Narrows the report to searches that contain a specified keyword or phrase.
- **Page:** Filters the report to searches for which a specific URL appeared.
- **Device:** Allows you to see searches only from desktops, mobile phones or tablets.
- **Search appearance:** Shows searches where your site appears in either 'Web Light', 'AMP' or 'AMP article' results.

While the uses of this are probably obvious, this group of potential filter combinations allow you to compare your performance on different devices, track your site's performance over time and the frequency your site's AMP pages appear in SERPs.

The break down table organises your site data more specifically – giving you greater insight into performance. While the metrics remain the same for each of the five options, they are still subject to the main page filters – so that comparison between devices, queries etc. can still be made. The metrics for the table are:

- **Impressions:** How many times the specific page, query etc. has generated an impression.
- **Position:** The average position of the specific page, device, country etc.

There are other metrics there – but to access them, you will have to either export the data, or connect your GSC to Data Studio (there's a guide on connection a little further down, and there's a guide to creating a GSC report [here](#)).

Search type: Web | Date: Last 3 months | + NEW | Last updated:

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE
Query				Impressions   Position
click consult				2,368   1.3
how to reset pinterest				632   3.5
gpc case study				1,224   4.5
how to get youtube to recommend your video				466   4.2
clickconsult				133   1.1
reset pinterest				305   5.7
display advertisement format				515   1.4
how to get recommended on youtube				573   6.5
how to get youtube to recommend your video 2019				338   4.3
how to reset pinterest feed				683   5.1

Rows per page: 10 | 1-10 of 1000

Source: Google Search Console

The dimensions available here (again, all filtered by the main page level filter) are:

- **Queries:** Gives you the search terms for which your site has appeared.
- **Pages:** Which of your pages has appeared in search.
- **Countries:** Which countries your site has appeared in results for.
- **Devices:** How your site has performed on mobile, tablet and desktop.
- **Search appearance:** How your site has fared across 'Web Light', 'AMP' and 'AMP article' results

This table gives you the ability to determine your best performing content, topics, queries you are answering well and those you could answer better, which countries are seeing your work and which could do with a little extra help – whether in the form of translation or paid promotion – and more besides.

## URL INSPECTION

The next report in the menu is the 'URL inspection' tool – this crawls a specific URL as entered and offers some key information: whether the page has been indexed, whether it is mobile friendly and whether AMP is in place.

The screenshot shows the 'URL Inspection' tool interface. At the top left, it says 'URL Inspection' and at the top right, there is a 'TEST LIVE URL' button. The main content area is divided into several sections:

- URL is on Google, but has issues:** This section features a yellow warning triangle icon. The text states: 'It can appear in Google Search results (if not subject to a manual action or removal request). However, some issues prevent it from being eligible for all enhancements.' Below this text is a 'Learn more' link. At the bottom of this section are two buttons: 'VIEW CRAWLED PAGE' and 'REQUEST INDEXING' (with a 'Page changed?' label).
- Coverage:** This section shows a green checkmark icon, the word 'Coverage', and the status 'Submitted and indexed' with a dropdown arrow.
- Enhancements:** This section contains two items:
  - Mobile Usability:** Shows a green checkmark icon, the text 'Page is mobile friendly', and a right-pointing arrow.
  - AMP:** Shows a red warning triangle icon, the text 'Linked AMP version is invalid', and a right-pointing arrow.

Source: Google Search Console

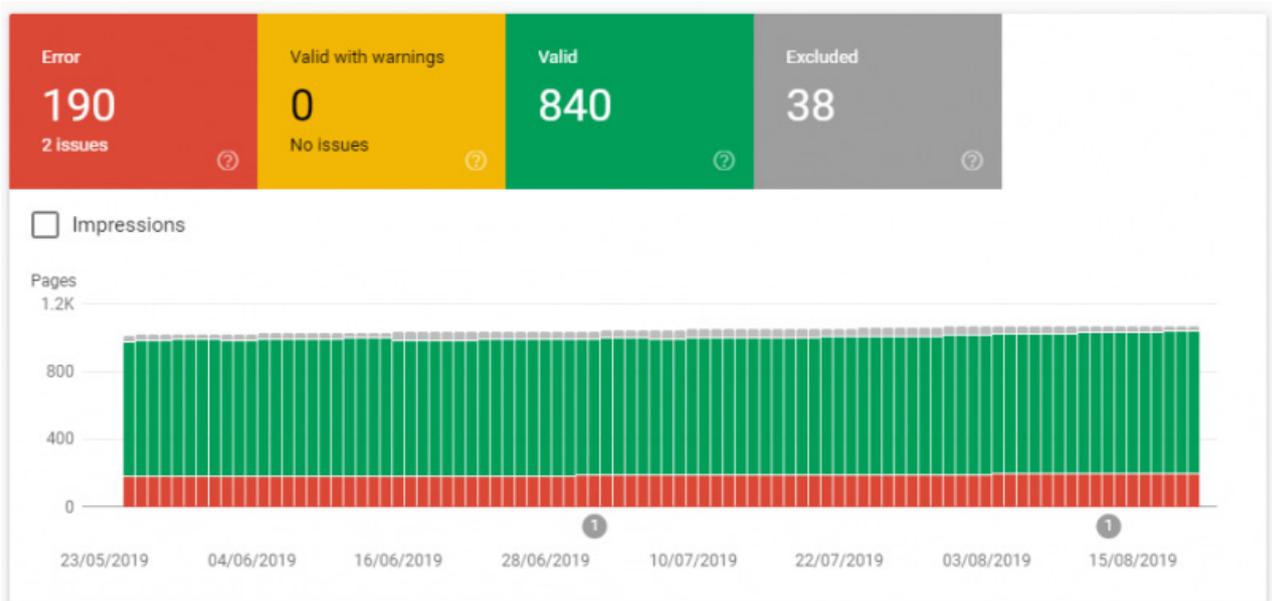
By expanding the top tab, or clicking on the others, you can see what the declared canonical tag for the page is, its last crawl date, as well as open up a page specific mobile usability or AMP report.

## COVERAGE REPORT

Your 'Coverage' report gives you the headline numbers on your indexing performance and any errors present with your site's coverage by search. This allows you to ensure you have not 'noindexed' any important pages, and whether or not there are any other errors that are halting your progress in search. In addition, by overlaying the 'impressions' line, you can also see immediately whether your errors are causing any real problems with your visibility.

The report is broken up into a stackable bar chart with four options and a 'Details' table below. The four metrics in the top chart are:

- **Error:** Gives you the search terms for which your site has appeared.
- **Valid with warnings:** Which of your pages has appeared in search.
- **Valid:** Which countries your site has appeared in results for.
- **Excluded:** How your site has performed on mobile, tablet and desktop.



Source: Google Search Console

This can also be filtered to 'All submitted pages' and to your submitted sitemap (with the default 'All know pages').

## DETAILS

The details box allows you to dig a little deeper in to the highlighted issues in the main chart – however, any pages you have specifically noindexed will show as errors, so don't panic but do make sure you keep an eye on the total so that it matches your own number (to save you having to go through the URLs every time).

Status	Type	Validation ↑	Trend	Pages
Error	Submitted URL marked 'noindex'	Not Started		187
Error	Redirect error	Started		12
Error	Submitted URL has crawl issue	N/A		0

Rows per page: 10 | 1-3 of 3

Source: Google Search Console

By clicking on any of the errors or warnings, you are directed to a more in-depth report on the issue – with affected URLs listed and exportable to a Google Sheet or CSV.



Source: Google Search Console

In addition, once you have tackled any issues present – you can then click a button to have Google validate the fix for you.

**Submitted URL marked 'noindex'**  
First detected: 20/12/2017 Status: Error

[LEARN MORE](#)

Finished fixing? **VALIDATE FIX**

Source: Google Search Console



## SITEMAP

Sitemap is where you enter the location of your XML sitemap for validation – this allows you to communicate to GSC what you expect to see indexed and, therefore, is an important part of setting up your GSC profile. There's some more information on the importance and creation of XML sitemaps [here](#).

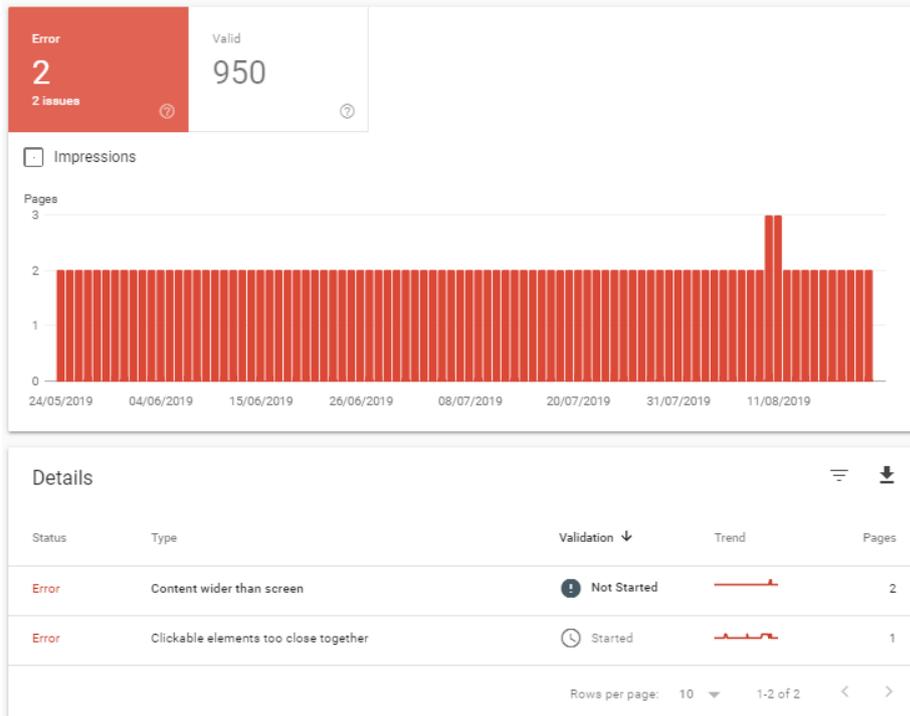
Sitemap	Type	Submitted ↓	Last read	Status	Discovered URLs
[REDACTED]	Sitemap index	31 Jul 2019	21 Aug 2019	Success	1,070

Source: Google Search Console

## MOBILE USABILITY

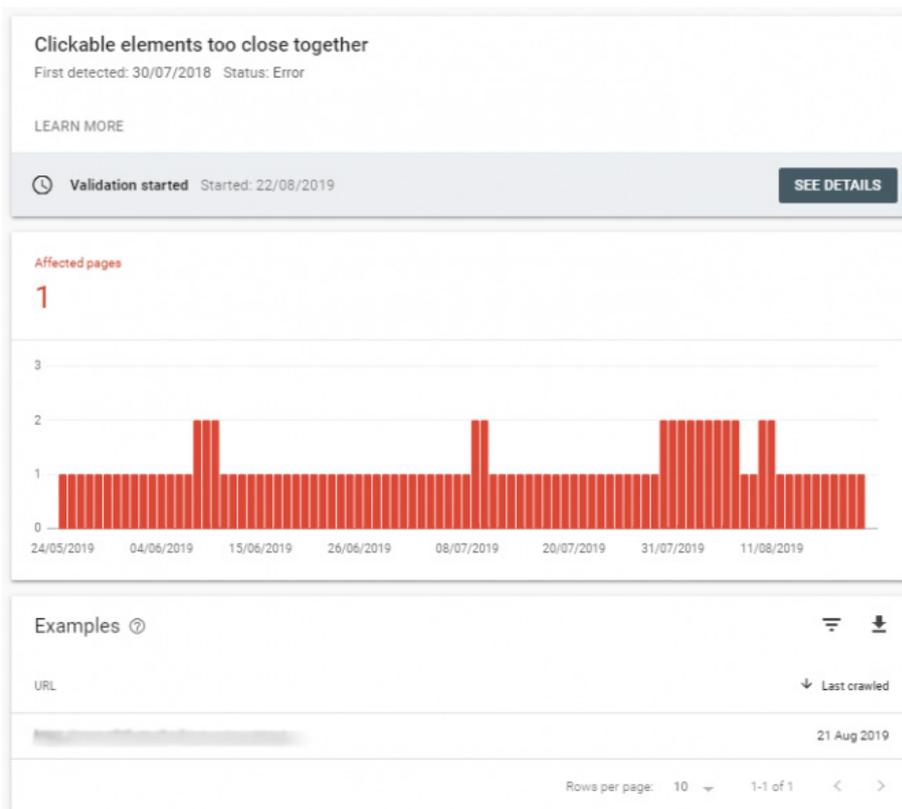
The Mobile Usability report, like many of the other GSC report types, is split into the top table and 'details' box below. Errors detected by this report include:

- **Clickable elements too close together:** As you might imagine, this refers to icons, menus and the like which are positioned in such proximity that it makes clicking on the right option difficult or impossible.
- **Viewport not set:** While I'd hope you won't see this error, this refers to the <meta name="viewport"> element which should be set generally as <meta name="viewport" content="width=device-width, initial-scale=1.0">.
- **Content wider than screen:** Generally experienced when you have failed to define a width or break points for your site or images, this is where you'll see pages on your site which require sideways scrolling to see the whole page.
- **Text too small to read:** Again, this is fairly self-evident but refers to the size of your text when viewed on smaller screens – again, you can resolve this by selecting specific increases in font sizes along with your break points, attributing font sizes relatively (using em or rem), or by specifying font sizes along with your @media queries.



Source: Google Search Console

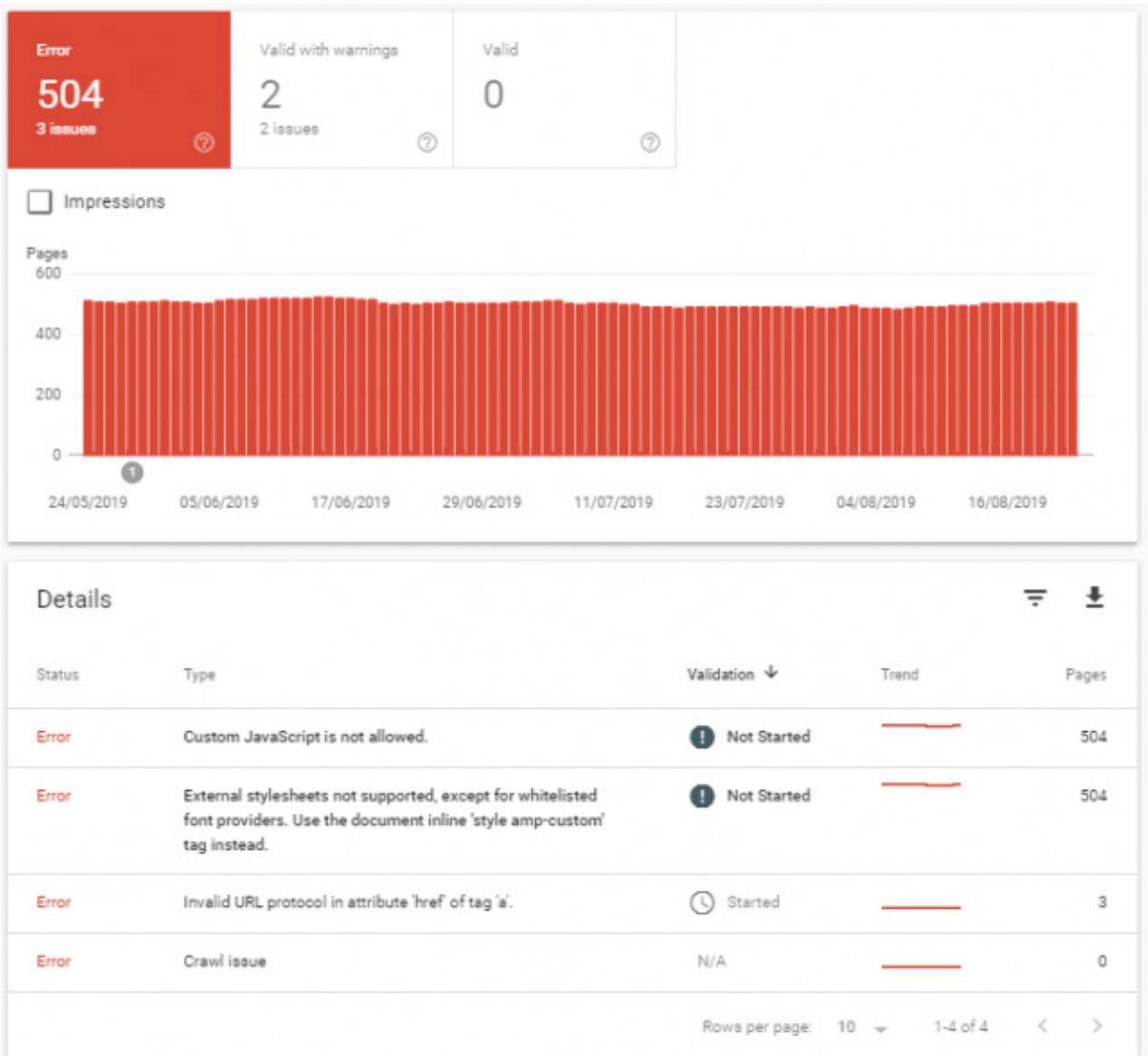
Again, these errors are clickable – taking you to a page with a drill down of the errors, and the option to submit your fixes for validation.



Source: Google Search Console

## AMP

Again, the report is split into the two sections – with the totals and details separate. With opinion split on the benefits (not to mention the general morality) of Google’s AMP project, the decision as to whether this report will matter to your brand will be one to think carefully about. The furore around the recent [swipe to visit](#) for image search, and the fact that it remains within the Google ecosystem rather than directing to your actual site, is only the surface of the rows surrounding the technology. Nevertheless, there are apparent benefits and search features which require adoption, so it’s a conversation that will need to be had.



Source: Google Search Console

Some errors you may see in this report include the below:

	Issue	Severity ▲
1	Prohibited or invalid use of HTML Tag	Critical
2	Prohibited HTML Tag with AMP equivalent	Critical
3	User-authored JavaScript found on page	Critical
4	Invalid usage of AMP tags	Critical
5	AMP markup missing or incorrect	Critical
6	Invalid structured data element	Non-critical
7	Content mismatch between AMP and canonical pages	Non-critical
8	Add AMP structured data (if supported)	Non-critical

[Download](#)

Source: Search Engine Journal

### Manual Actions

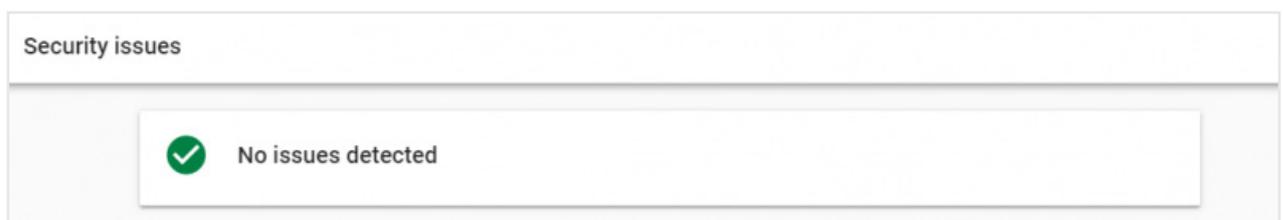
Manual actions is within the ‘Security & Manual Actions’ section of the reports and is an entirely binary report – you will either have a manual action penalty and it will tell you where and why, or you won’t, in which case you’ll see the below message:



Source: Google Search Console

### Security issues

Directly below your ‘Manual actions’ report and identically presented, the ‘Security issues’ report will again describe an extant problem, or give you the all-clear:



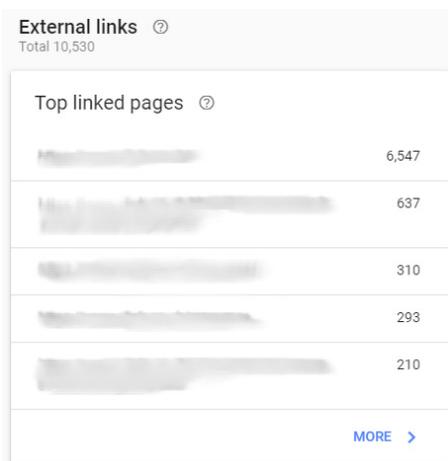
Source: Google Search Console

## Links

Honestly, there is no one tool that will give you a full reflection of your external inbound links – but in case you haven't the budget for the two or three it would take to give you a good idea, GSC's link report is a pretty good place to start. There are 4 reports – each of which will give you a little more information about how your links (internal and external) are representing your brand and the information they communicate about you.

### Top linked pages (External links)

This report gives you the pages on your site that have presently earned links to your site, and the report shows as a table on the links report with the target URL and the number of links, but once clicked through, you can also see the number of linking sites.



The screenshot shows the 'External links' report in Google Search Console. It displays a table titled 'Top linked pages' with 5 rows of data. The first row has the highest number of links, 6,547. The table is partially obscured by blurring, but the structure is clear. A 'MORE >' link is visible at the bottom right of the table.

Target URL	Number of Links
[blurred]	6,547
[blurred]	637
[blurred]	310
[blurred]	293
[blurred]	210

Source: Google Search Console

While, obviously, we think everything we write is worthy of linking to – we write what we do because we think our audiences need to read it – but it's seldom the case that everything will earn a click let alone a link. This report allows you to see what parts of your site, what content you've produced, is earning your site links.

While most of your links, generally speaking, will probably be to your home page – you'll be able to scope out content that you could be promoting more, or that could use updating in order to keep it relevant etc.



The screenshot shows the 'Internal links' report in Google Search Console. It displays a table titled 'Top linked pages' with 10 rows of data. The first row has the highest number of links, 5,916. The table is partially obscured by blurring, but the structure is clear. A 'MORE >' link is visible at the bottom right of the table.

Target URL	Number of Links
[blurred]	5,916
[blurred]	5,612
[blurred]	5,496
[blurred]	4,774
[blurred]	4,517
[blurred]	3,580
[blurred]	3,247
[blurred]	3,232
[blurred]	3,217
[blurred]	3,212

Source: Google Search Console

### Top linked pages (Internal links)

Links are a reasonable way for search engines to determine importance (though, obviously, there are a lot of other factors) and this is true internally as well as externally. Therefore, this report – which, as with external links, can be expanded to show all pages – can let you see whether there are any of your important pages that are presently underserved by your internal linking strategy.

Top linking sites	
www.bbc.com	2,580
www.fox.com	304
www.fox.com	265
www.fox.com	207
www.fox.com	195
<a href="#">MORE &gt;</a>	

Source: Google Search Console

### Top linking sites

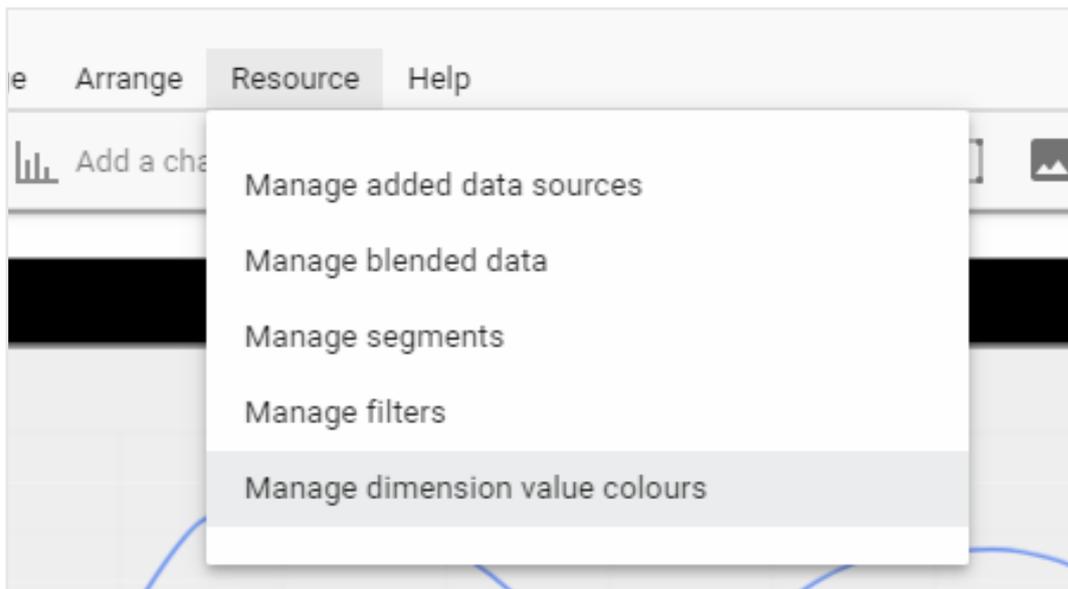
Top linking sites is not just a way to check for your biggest fans – it can also represent an opportunity for prospecting. By downloading the full list, you can run it through whatever tool you’re using to audit links, but you can also check out sites that have linked to you once or twice and, using tools like SEMrush, Ahrefs or others, you can look for similar sites that might also want to link to your content.

### Top linking text

Set up like the rest of the reports in this area, the top linking text report provides you with a list of the anchor text that is being used to point to your site – while you can tell from a glance whether your top text is what you want it to be, if you have hundreds of results here, you can export the list, possibly using delimiting in a spreadsheet and run it through a word cloud generator to discover trends in the anchor text and expose areas you may need to work on.

## USING GOOGLE SEARCH CONSOLE WITH DATA STUDIO

Like the rest of the integrations with Google tools and Data Studio, the Google Search Console connector is nice and simple – simply select ‘Manage added data sources’ from your resource tab (in edit view).



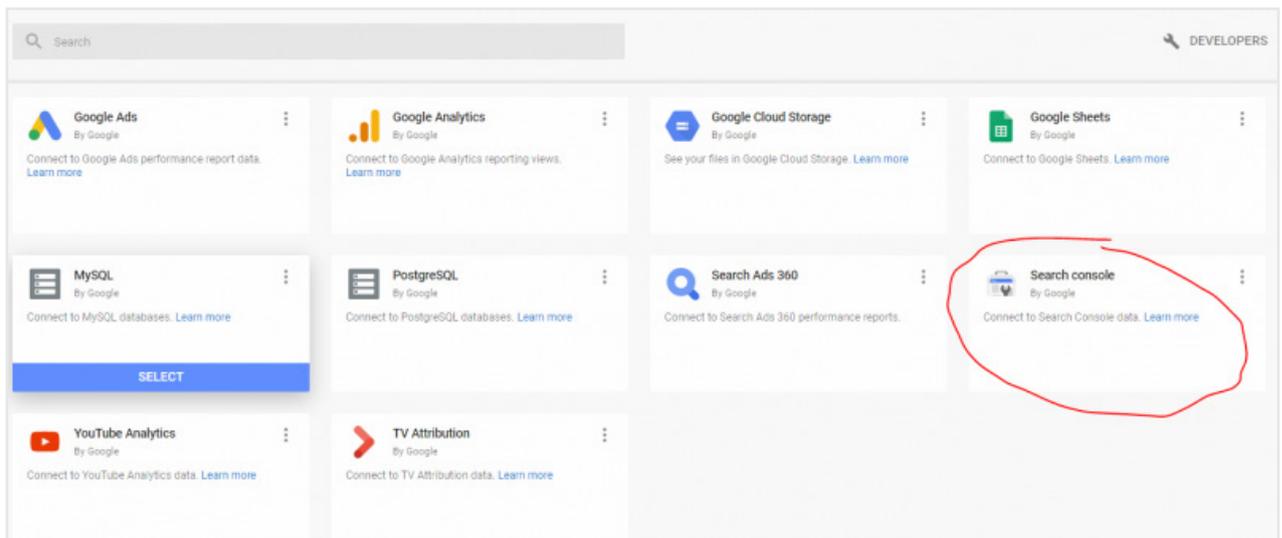
Source: DataStudio

Then scroll to the bottom of your current data sources and select 'add a data source'.



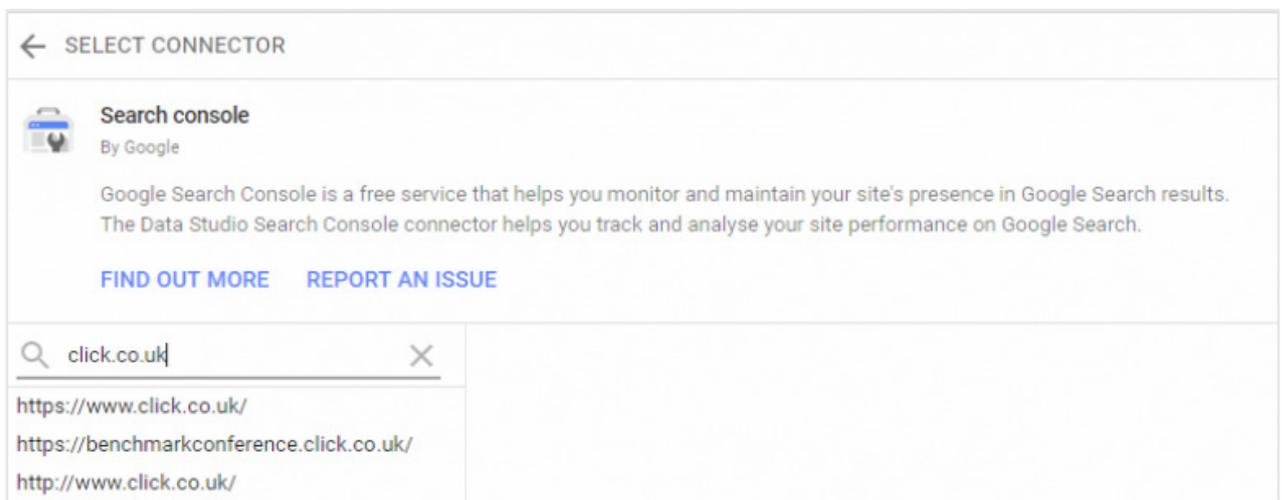
Source: DataStudio

Then select GSC from the list of sources (one scroll down – for me at least).



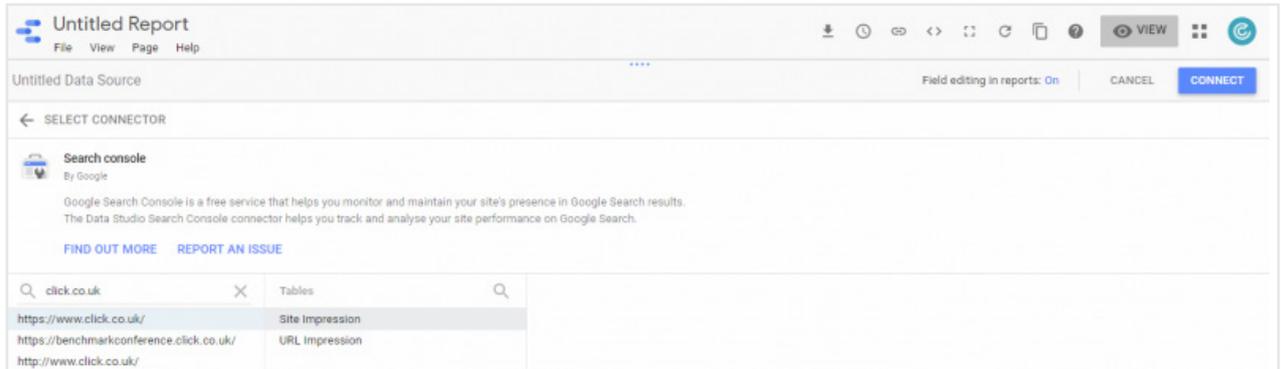
Source: DataStudio

You'll then need to choose the site you want to connect to – for which there's a search function if you are managing multiple sites.



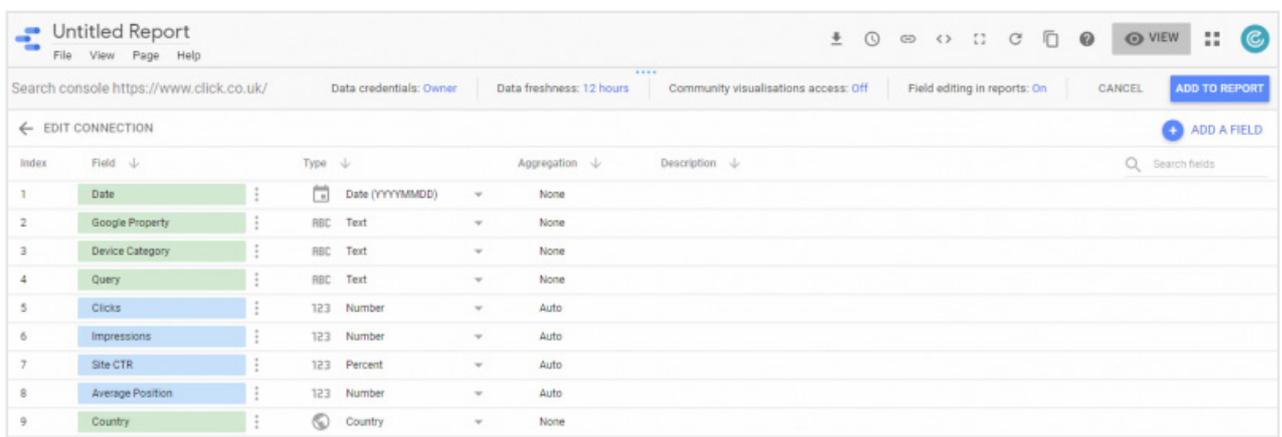
Source: DataStudio

Then you'll need to choose between the two options – site impression or URL impression. For this report, we'll be using site impression as it holds average position data while URL impression doesn't (though it has landing page data instead), after which you can click the connect button.



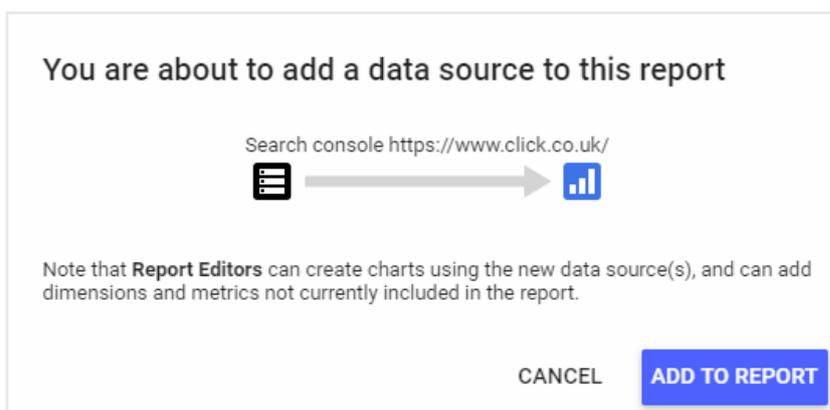
Source: DataStudio

You can then add the data source to the report (changing any of the dimensions and metrics to the measurement you prefer).



Source: DataStudio

You can then confirm the process and add it to the source.

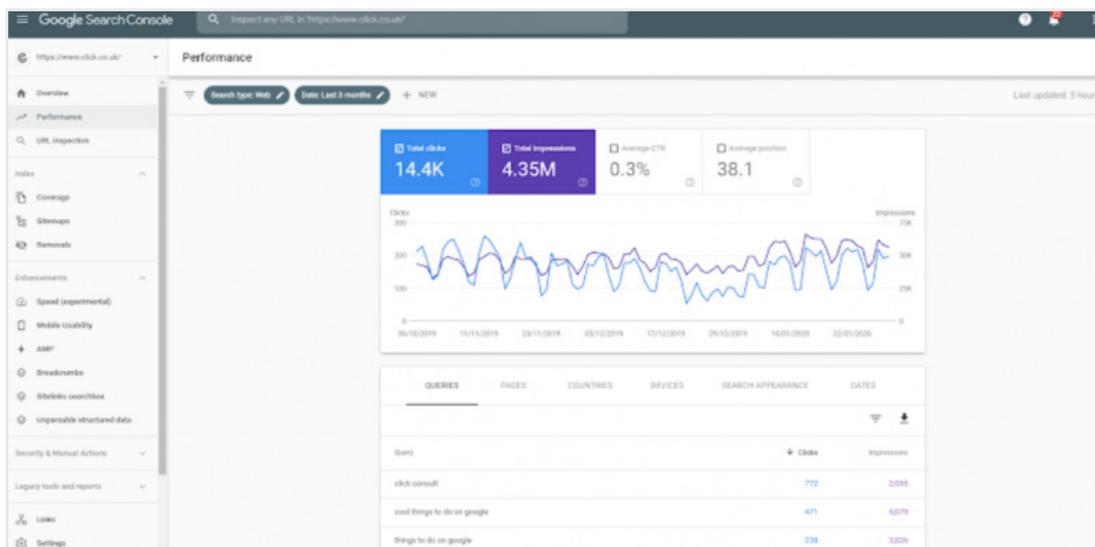


Source: DataStudio

## DISCOVER WHICH KEYWORDS MATTER THE MOST TO YOUR BUSINESS WITH THE PERFORMANCE REPORT

The Performance report allows you to understand which search queries are drawing impressions and clicks to your website from Google. You can also see the average position in Google's search results pages (SERPs).

You can find this report by simply logging into your Google Search Console account and selecting 'Performance'.



Source: Google Search Console

Scroll down and view a list of queries your whole website is ranking for in Google. You can filter the keywords by query and sort these keywords by number of impressions and clicks:

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
Query				Clicks	Impressions
click consult				772	2,055
cool things to do on google				471	5,079
things to do on google				238	3,826
things to google				106	2,230
cool things on google				80	2,469

Source: Google Search Console

This can help inform which keywords you should be targeting and tracking.

## FINAL THOUGHTS

Make a list of the keywords that are driving the most clicks (these are your traffic driving keywords). Google these keywords to check the position of your website. Have a look at any pages ranking above and consider – Is the content better? Does the page cover the topic in more depth? Do they include images, videos... Is the site ranking above more authoritative or trusted? Think about in comparison to competitor content, what does your page lack?



# GET IN TOUCH WITH US TODAY

## ABOUT US

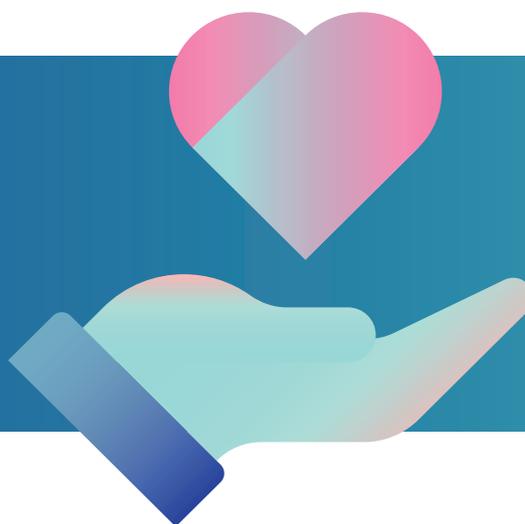
Click Consult is a multi award-winning search & digital marketing agency with a focus on organic (SEO) and paid search (PPC). Part of global consumer brand business Ceuta Group, we have a team of 70-plus specialists and a portfolio of more than 60 clients worldwide.

Our complementary services include content marketing, social media and analytics. We can also offer training and consultation to support your teams or existing strategy.

Click was named both SEO Agency of the Year and Organic Search (SEO) Team of the Year 2020; ranks within Econsultancy's 'Top 100 Digital Agencies', and Prolific North's 'Top 50 Digital Agencies'. We're also a Google Premier Partner, and a Microsoft Advertising Select Agency Partner.

## HOW CAN WE HELP YOU?

CONTACT US



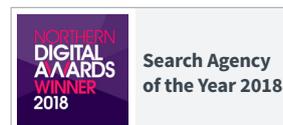
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## OUR ACCREDITATIONS



## OUR AWARDS



## OUR TECHNOLOGIES

monitor **TRAX** rank **TRAX** feed **TRAX** link **TRAX** pro **TRAX** page **TRAX**