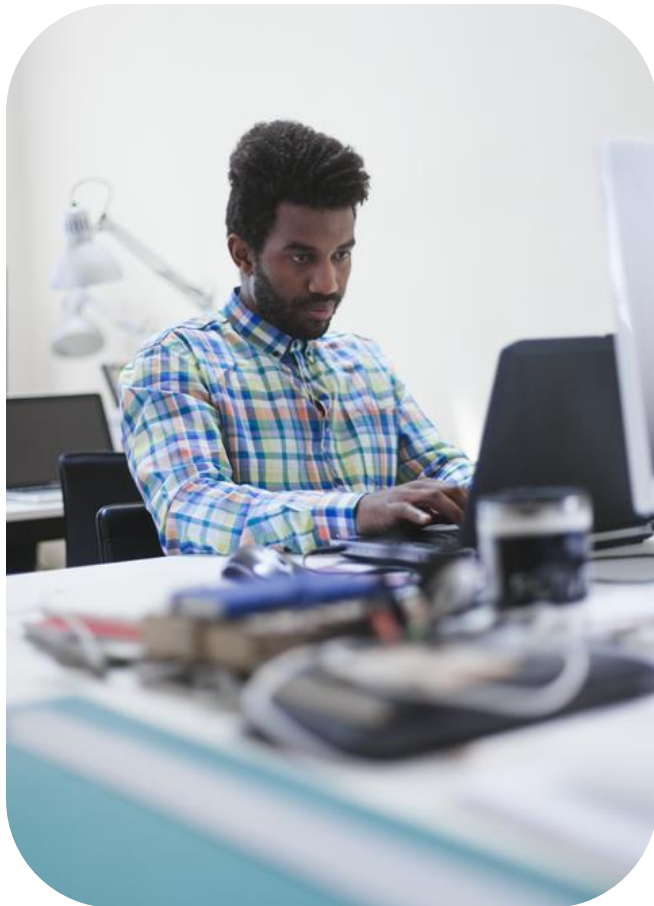


GUIDE TO SEARCH CONSOLE GA4 INTEGRATION

Step-by-step guidance through the connection process.

GUIDE TO SEARCH CONSOLE GA4 INTEGRATION



Connecting Google Search Console with Google Analytics opens new opportunities for data exploration. This guide will walkthrough how to set it up, what you get, and where to find the data in GA4.

- This integration gives you access to two new reports:
 - **The Google Organic Search Queries report** - Shows search queries and their related metrics (impressions, clicks, CTR, and average rank) as well as lets you apply Search Console-specific dimensions to the data.
 - **The Google Organic Search Traffic report** - Shows you landing pages and lets you apply both Search Console and Analytics metrics. This data can be further refined by Country and Device dimensions.

There are a few limitations to what this integration can do:

- Search Console data is only compatible with a very limited number of Analytics dimensions:
 - Country
 - Device
 - Landing Page
- You can only link your Search Console property to one GA4 web data stream (and vice versa)
- Your GA4 property can only have one web data stream (of a maximum of 50) that links to a Search Console property

Let's get to the how.

Connecting Google Analytics 4 and Google Search Console

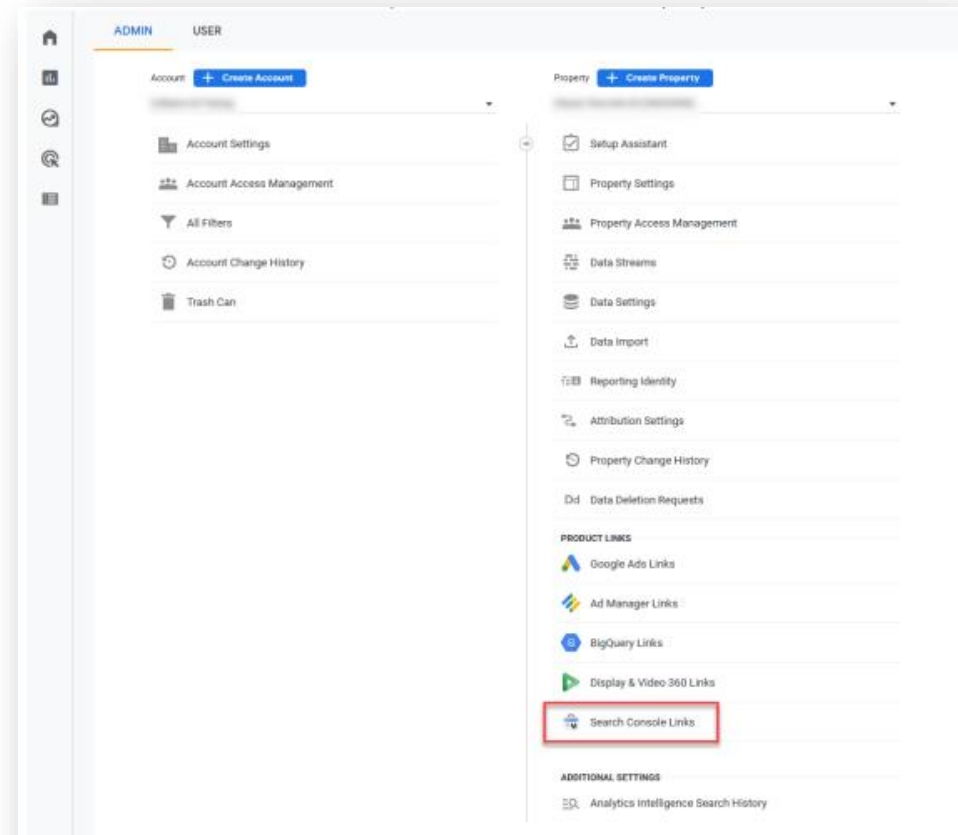
To connect the two applications, you will need to have Editor access of the GA4 property and be a verified owner of the Search Console property. Without the proper access, no connection can be made. So the first step in the process is to go to the Admin panel by clicking on the gear in the lower-left corner of the browser window:

A screenshot of a Google Analytics report table. The table has three columns: a search term, a percentage, and a change percentage. The search terms include 't-corvette', '223263350', '=preowned', 'archResults', 'maxYear=', and 'ptForm'. The change percentages are green with up arrows for the first three and red with down arrows for the last two. At the bottom right of the table, there is a date range '1-9 01 2022' and navigation arrows.

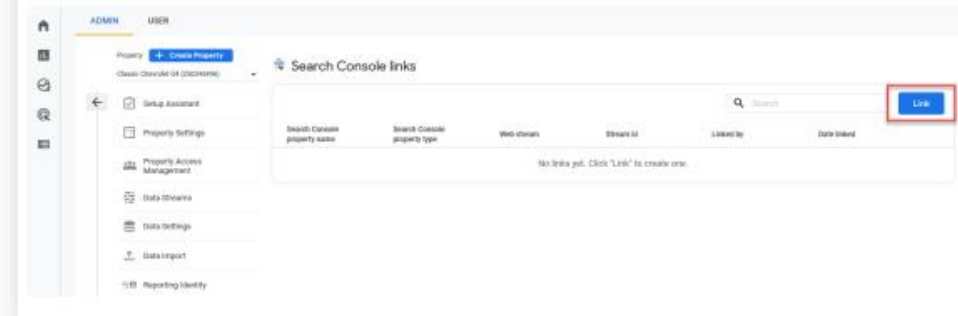
t-corvette	1.6%	↑ 72.7%
223263350	1.0%	↑ 36.4%
=preowned	1.0%	↑ 47.1%
archResults	0.6%	↑ 13.8%
maxYear=	0.6%	↓ 2.1%
ptForm	0.5%	↓ 23.4%

Connecting GA4 and Google Search Console

Next, click on the Search Console Links option at the bottom of the Property column:



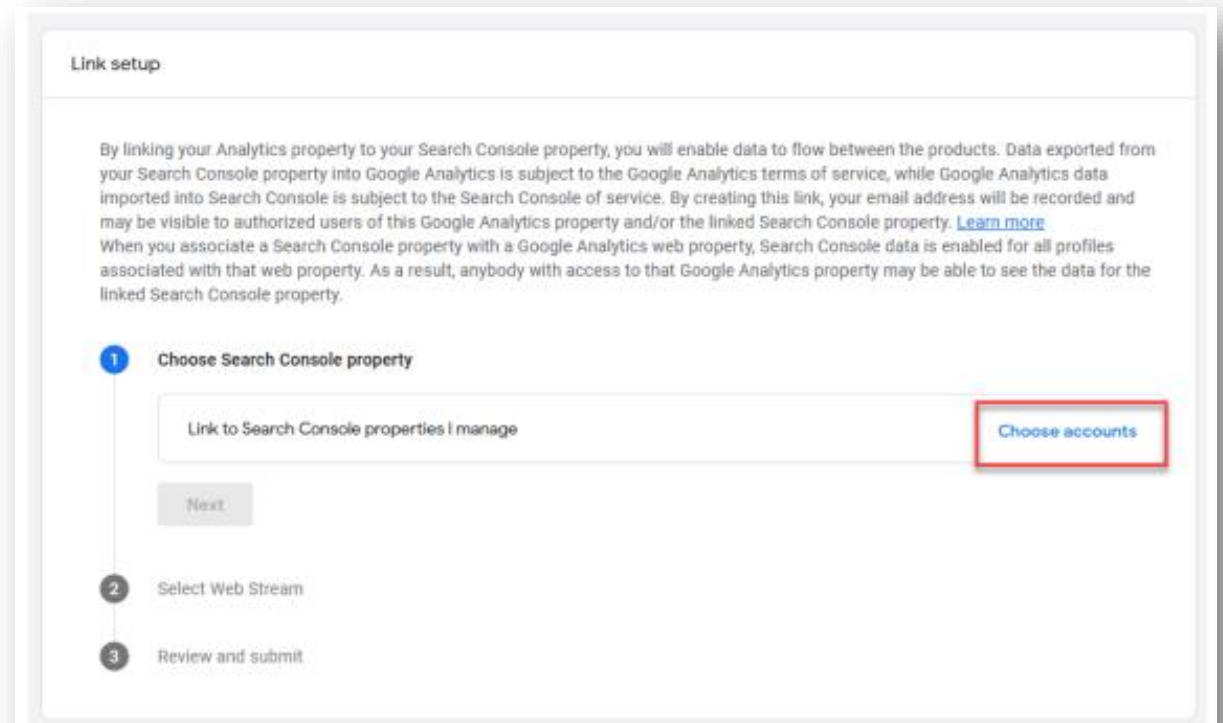
Click on the Link button:



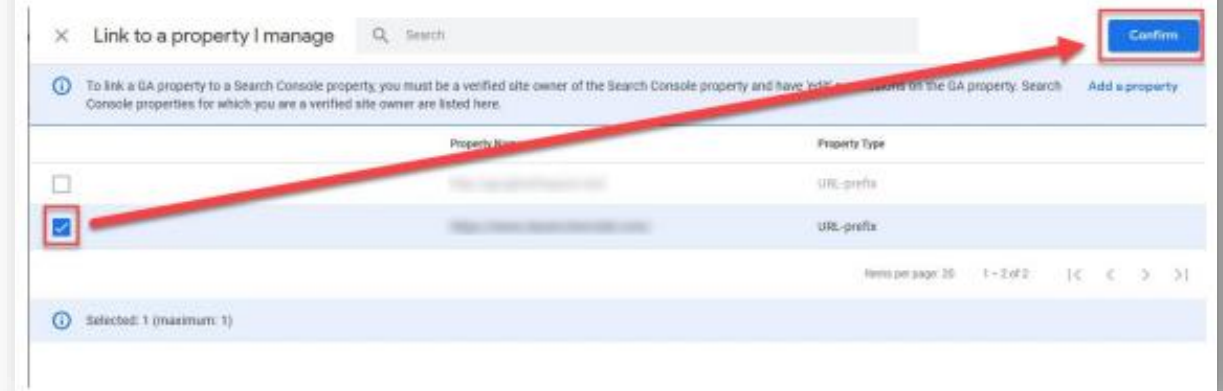
Connecting GA4 and Google Search Console

After you click on the **Link button**, you will see a note at the top of the page: To link a GA property to a Search Console property, you must be a verified site owner of the Search Console property and have 'edit' permissions on the GA property. Search Console properties for which you are a verified site owner are listed here. If you do not currently have owner access to the Search Console property, you will need to upgrade your access to make the connection or have someone with owner access do it for you.

Click the **Choose accounts** button:



Check the box next to the name of the property you want to link, then click the Confirm button:

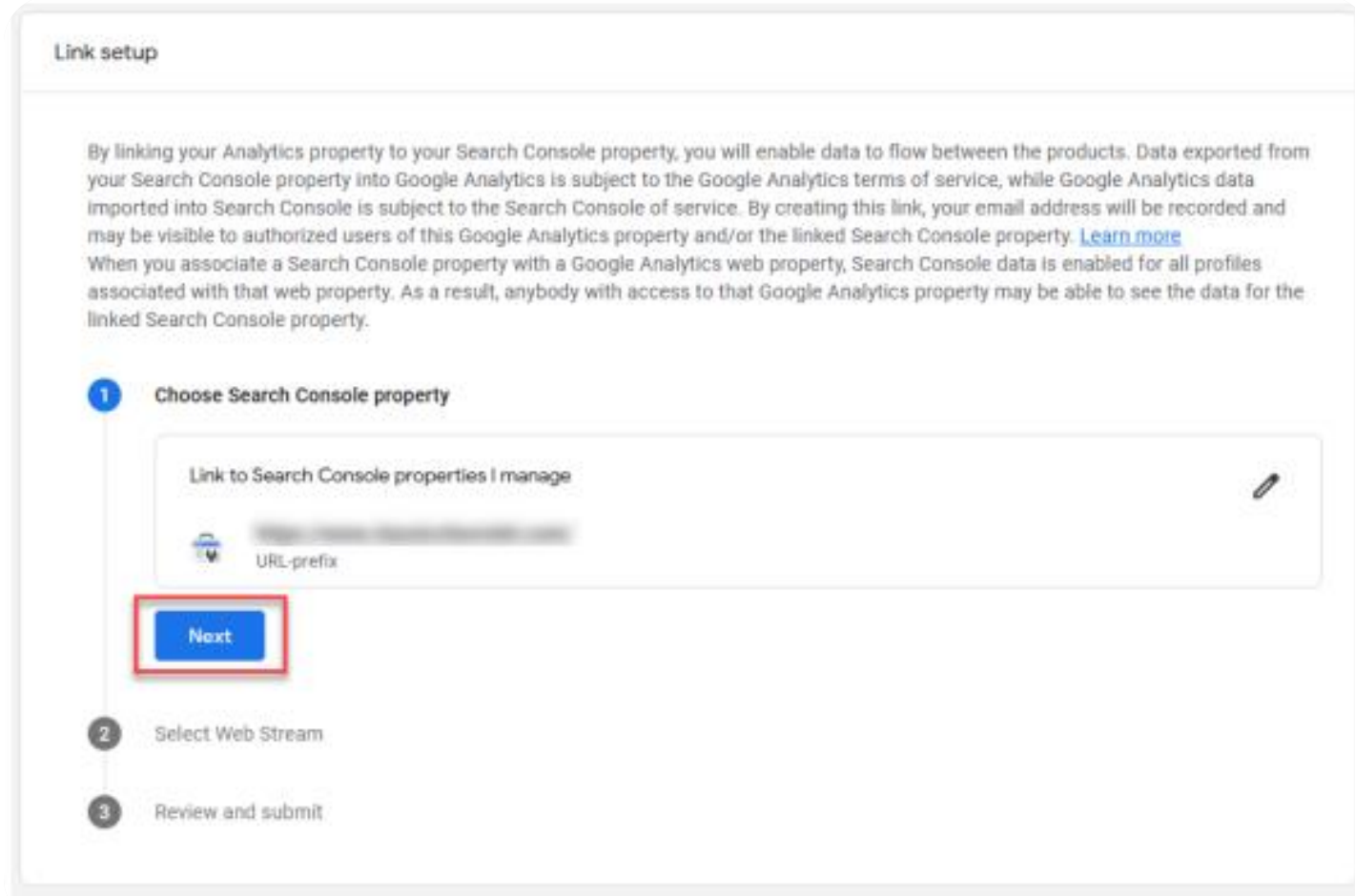


Connecting GA4 and Google Search Console

You are now back at the previous screen where you see that the property's URL is displayed.

Click the **Next** button:

Now we need to select the web stream to link to the property.



Connecting GA4 and Google Search Console

Find the **select** button and click it to proceed.

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.

- Choose Search Console property
- Select Web Stream
- Review and submit

Web Streams Select

[Previous](#) [Next](#)

Then hover over the name of the Web Stream shown and click **Choose**.

× Create a link w × Choose a data stream

[Web Streams](#) Choose

Connecting GA4 and Google Search Console

Once again, we are back at the Link setup window and see that the Web Stream has been chosen. Verify that it is the correct one and click **Next**:




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.

- Choose Search Console property
- Select Web Stream
- Review and submit

Web Streams

[Previous](#) [Next](#)

Connecting GA4 and Google Search Console

Review that this is what you want to do, and click the **Submit** button:

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.

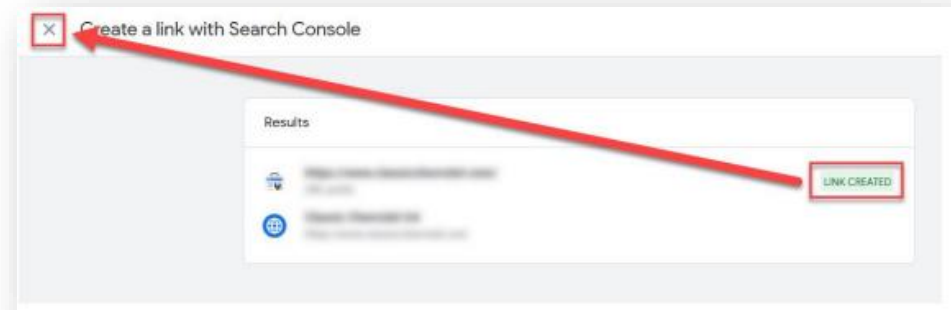
- Choose Search Console property
- Select Web Stream
- 3 Review and submit**

Link to Search Console properties I manage

Web Streams

Previous Submit

The next screen shows you that the link has been created. Click the **X** in the upper-left corner to go back to the Property.



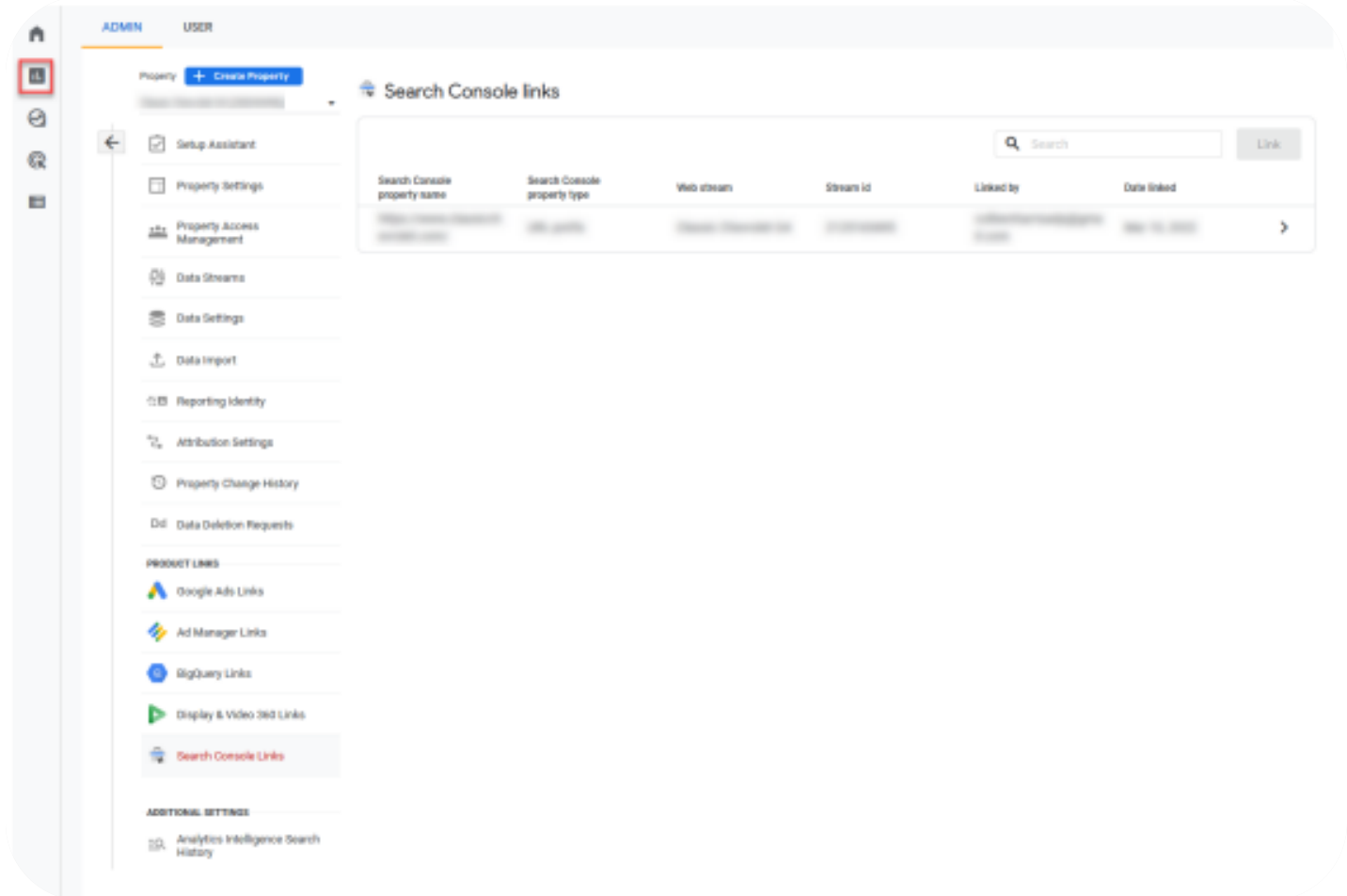
Connecting GA4 and Google Search Console

Now that the connection is made, you have access to two new reports:

- **Google Organic Search Queries**
- **Google Organic Search Traffic**

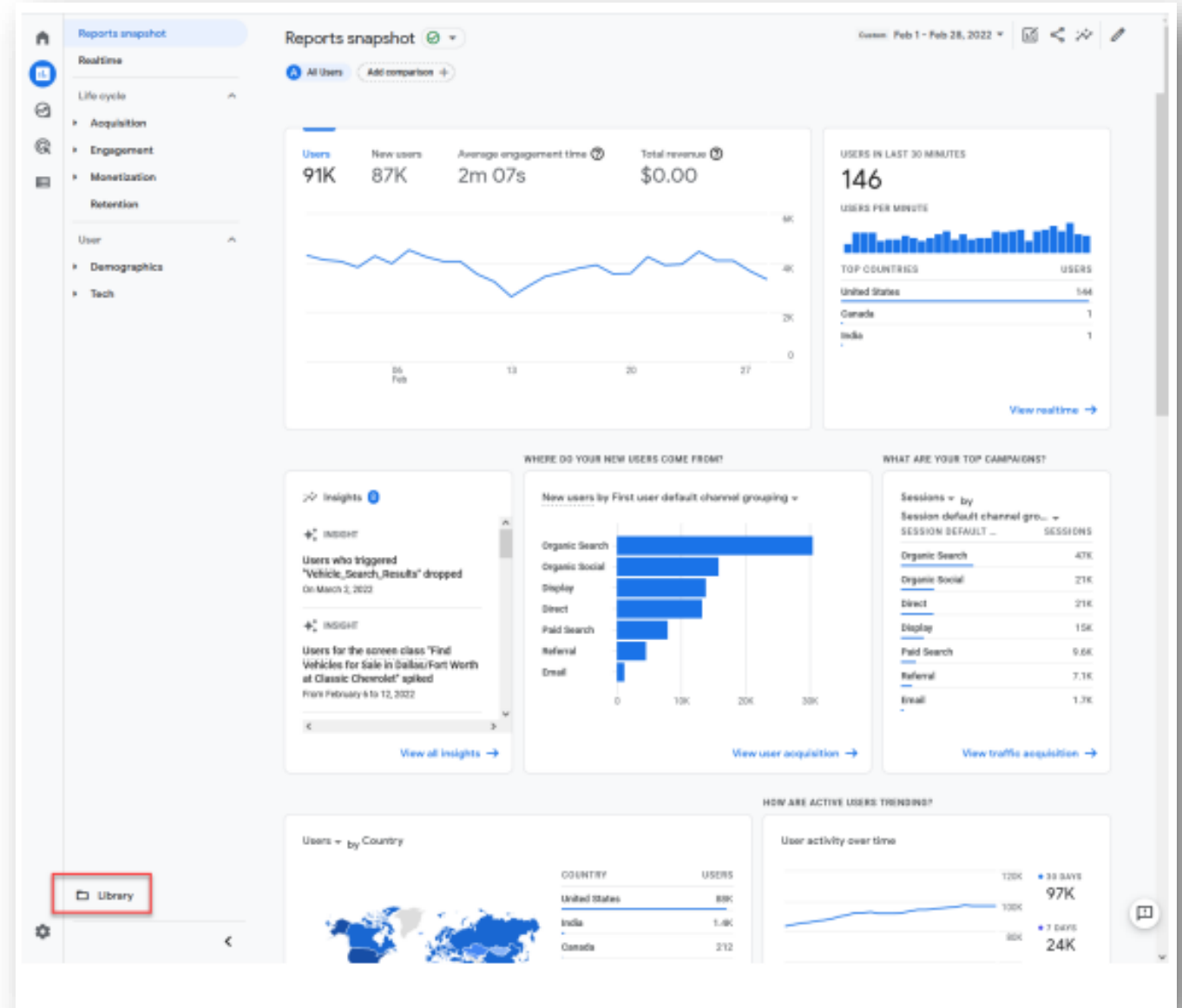
They are, however, not immediately visible, they must be enabled.

Search Console data in GA4 and click on the **Reports** button to get started.



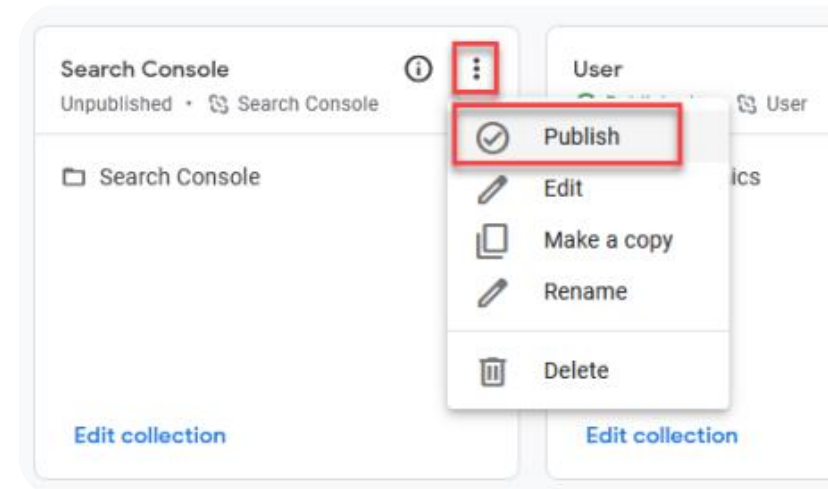
Connecting GA4 and Google Search Console

Click on the **Library** button at the bottom of the page.

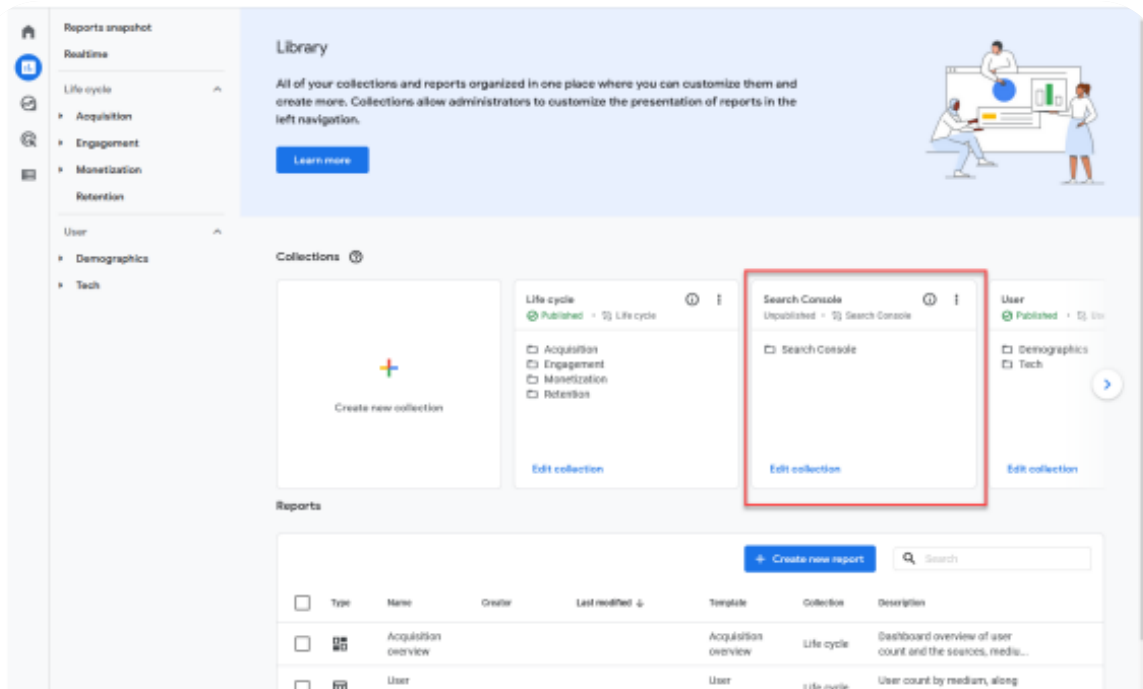


Connecting GA4 and Google Search Console

Before you can use the Search Console reports, they need to be published to your account. Locate the Search Console collection of reports in the Library:



Look closely at the Lifecycle and User collections. Notice that under the name, they list as Published (in green) and have a checkmark next to the name. If you look at the Search Console collection, it lists it as unpublished in gray text and doesn't have a checkmark. To publish the Search Console reports, click the three dots, then choose to **Publish** to add these reports to your library.

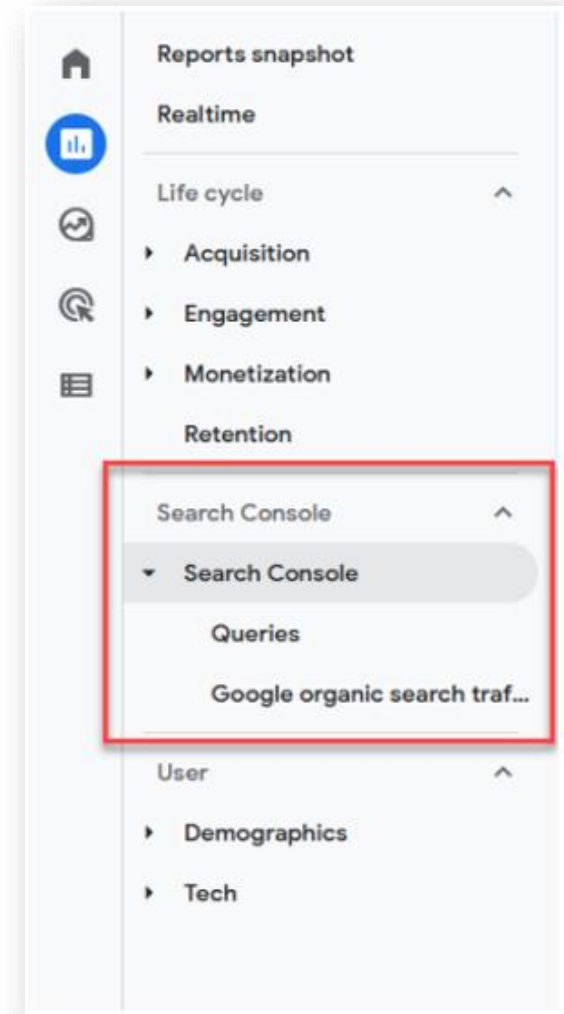


Connecting GA4 and Google Search Console

The reports are now published and appear in a new section of the Reporting UI:

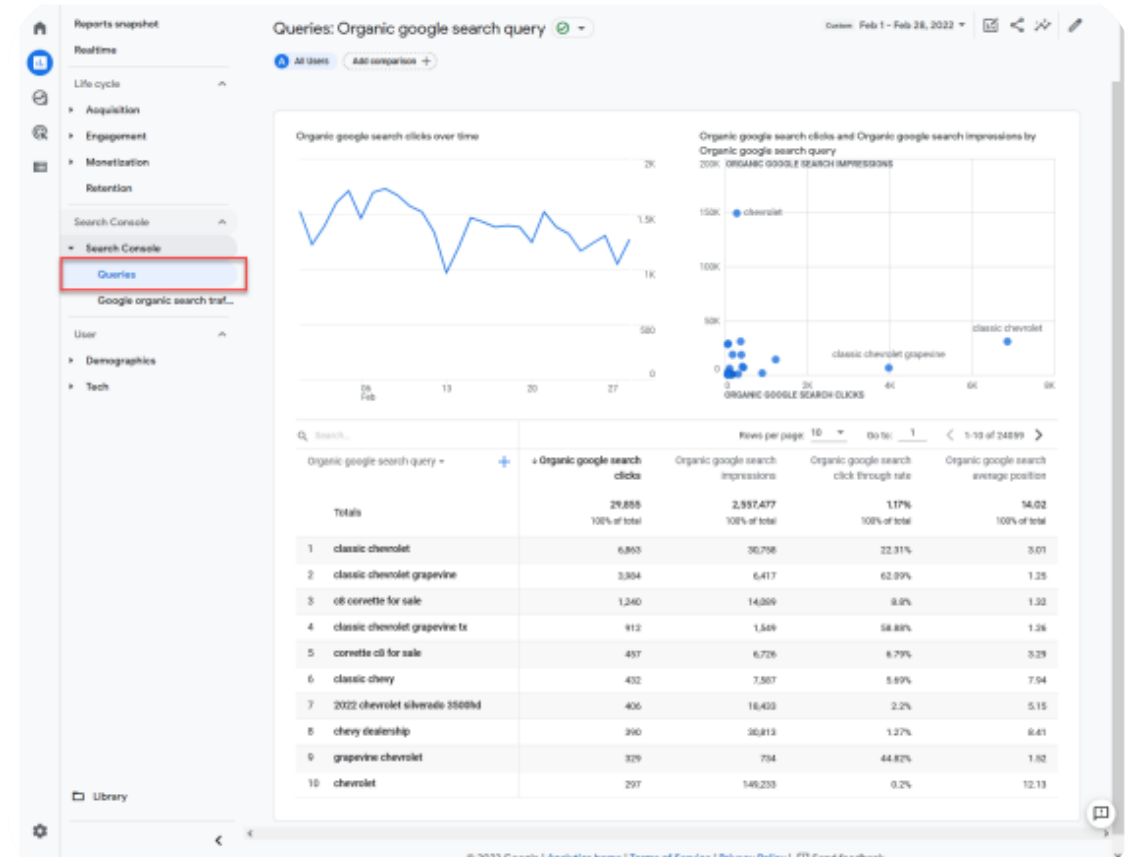
Search Console Reports in GA4

Now that the connection between Search Console and GA4 is established let's review the two provided reports. First up is the Queries report. The report shows a graph of clicks per day, impressions and clicks per search query, and a table of the top 10 (by default) search queries and the number of clicks, impressions, click-through rate, and average position for each – the table sorts based on the first column (clicks). Sorting by a different column or direction will update the search queries shown.



Connecting GA4 and Google Search Console

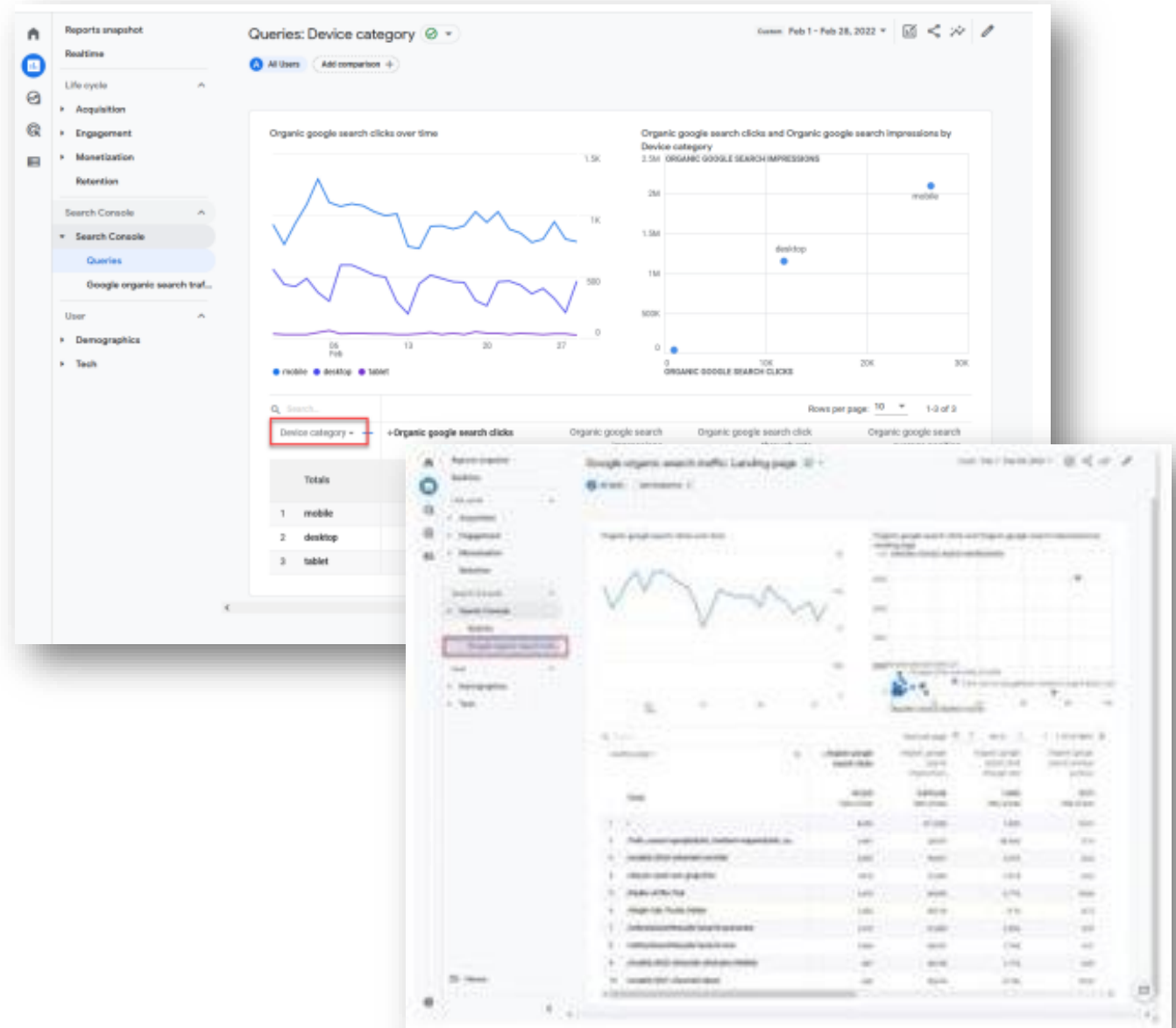
Click on the **Organic** google search query, and there are two other dimensions to choose from: Country and Device category. Selecting either of these options will update the charts and table to show a different aspect of Search Console data.



Connecting GA4 and Google Search Console

Switch to the Google organic search traffic report. The report changes to show a graph with the number of clicks per day, a chart with the number of clicks and impressions per landing page, and a table showing the top 10 landing pages, the number of clicks, number of impressions, click-through rate, and average position for each. The table sorts based on the first column (clicks). Sorting by a different column or direction will update the search queries shown.

Like the Queries report, if you click on Landing page and you are given two other dimensions to choose from: Country and Device category. Selecting either of these options will update the charts and table to show a different aspect of Search Console data.





THANK YOU!

Let's Connect And Talk About It

ansira.com