

Connect Search Console

Last updated and reviewed: Jun 27, 2022

Time needed to execute: 5-10 minutes

Skill level: Intermediate

Background:

Google Search Console is a useful tool that helps you monitor your organic search traffic, clicks, and conversions for your SEO and content marketing campaigns. We created a process doc to help you integrate Search Console directly into your GA4 instead of switching back and forth between these tools.

Purpose:

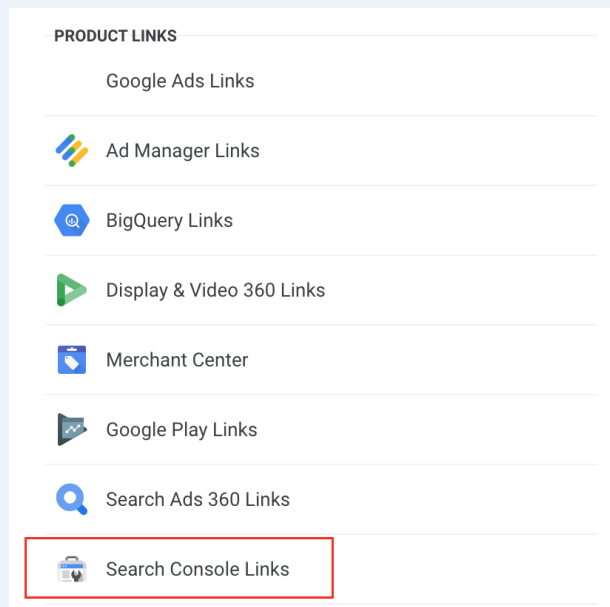
Integrate your Google Search Console into your Google Analytics 4 dashboard.

Process Steps:

- Section 1: Create New Search Console property
- Section 2: Set Up Search Console Reports

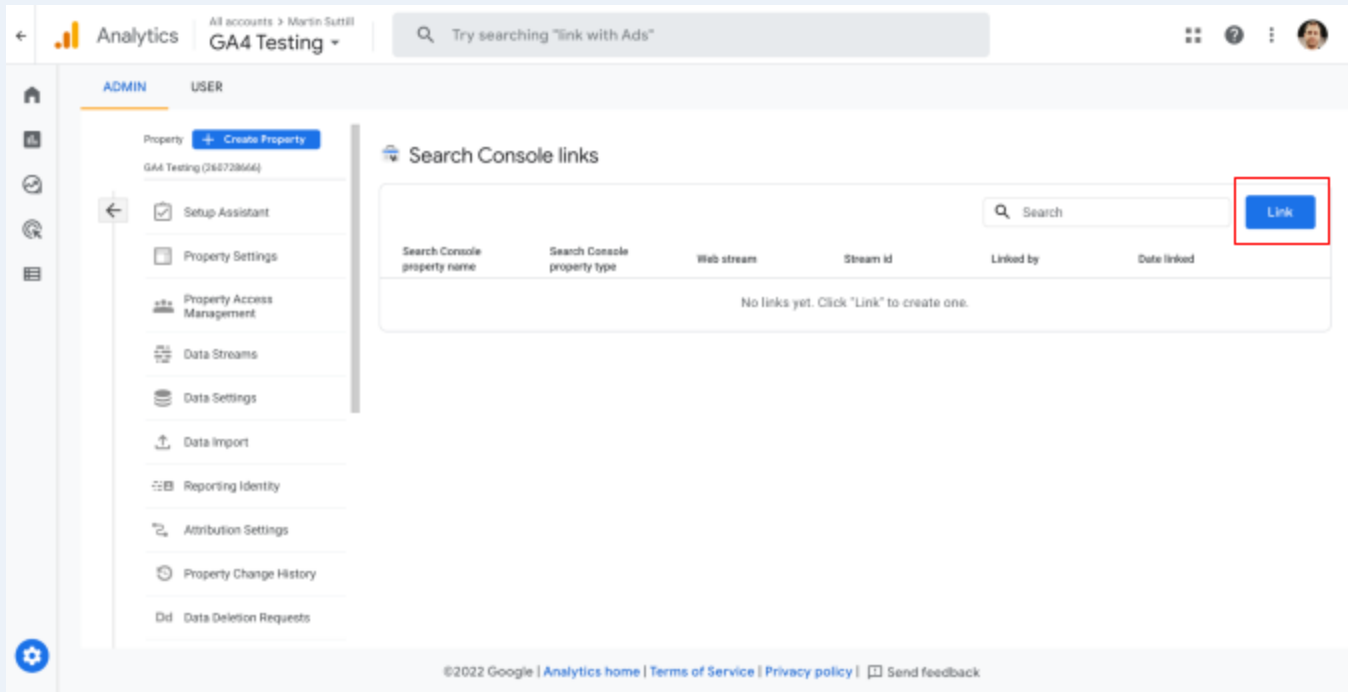
SECTION 1: CREATE NEW SEARCH CONSOLE PROPERTY

- Go to **Admin** in your GA4 account
- Scroll down to **Product Links** under the “*Properties*” column
- Click **Search Console Links**

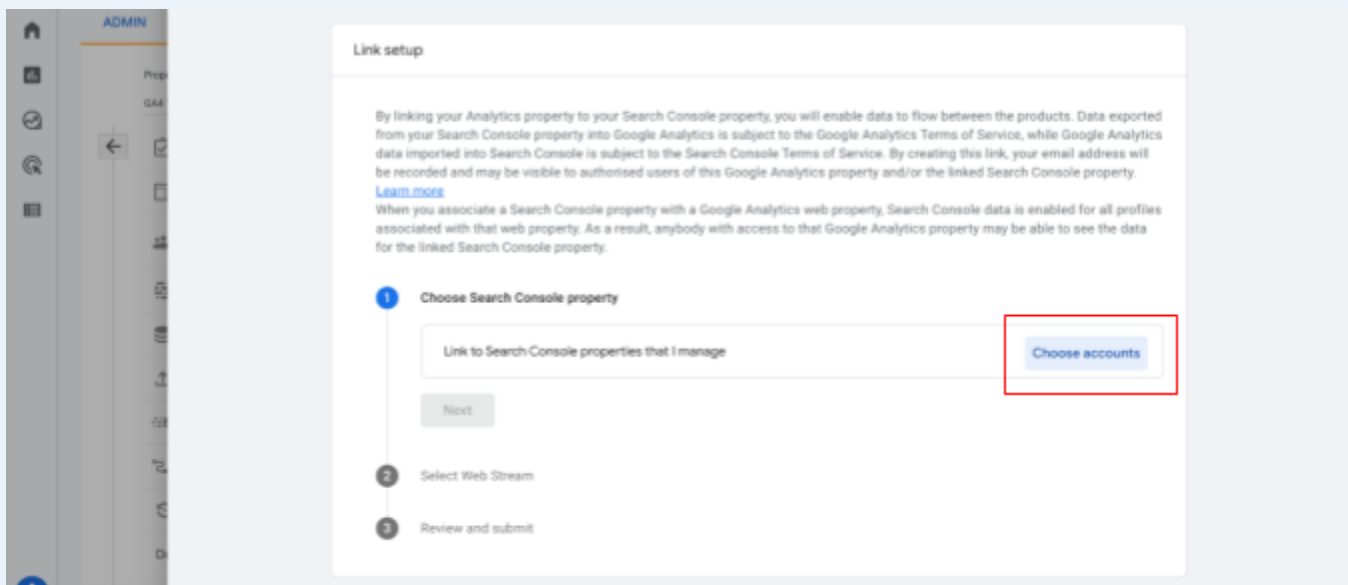


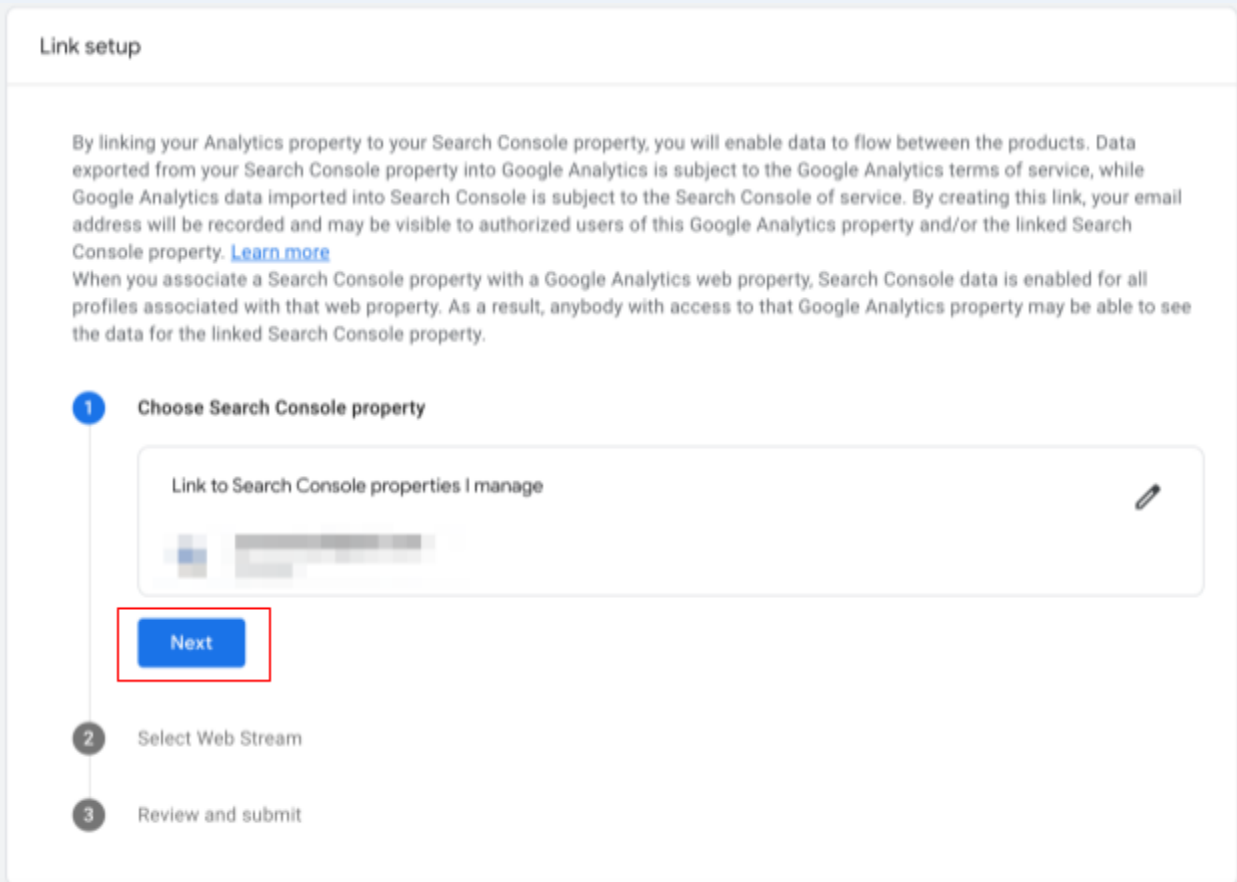
If you do not have any existing Search Console links, you will have an opportunity to create a new one by following the steps below.

- Click the **Link** button



❑ Click **Choose accounts**



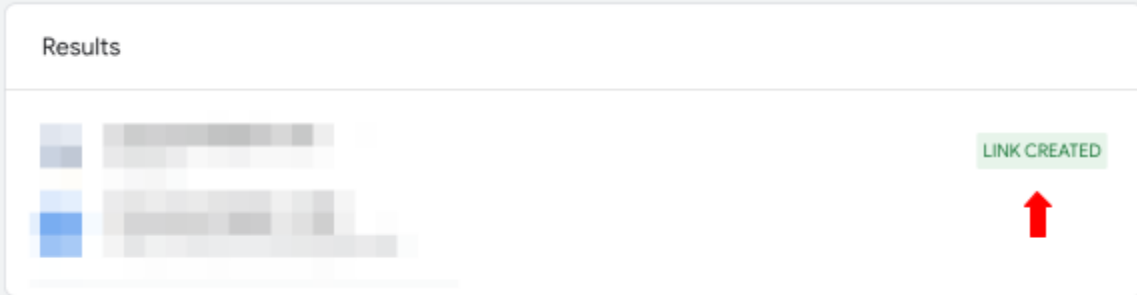


- Select your Web Stream by clicking **Choose** next to your analytics account

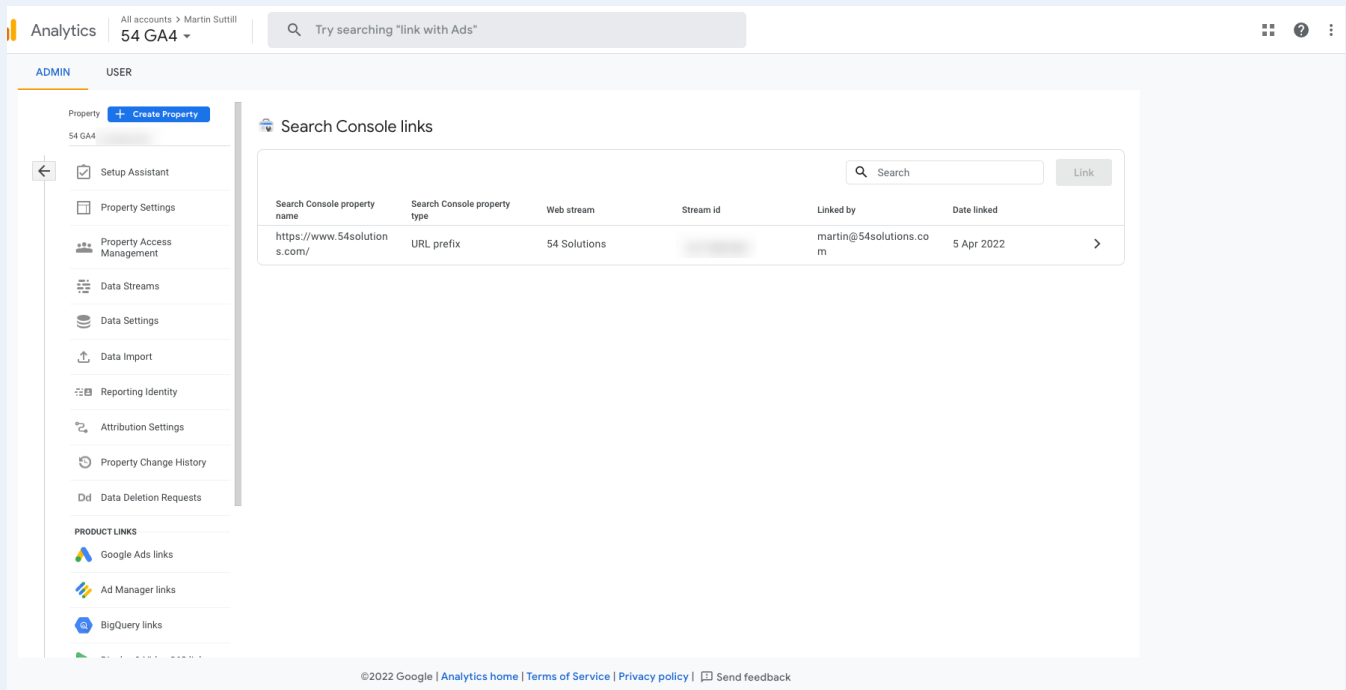
Note: “Web Stream” is a data stream in GA4 that looks at your website events. Data streams GA4 replace Views in UA. For more information, read our blog post on [GA4 Data Streams](#).

- Click **Next**
- Click **Submit** under “Review & Submit”

You should now see a light green text box “LINK CREATED” as shown below:



In the *Search Console links* screen on your GA4 dashboard, you should see a new Search Console property similar to below:

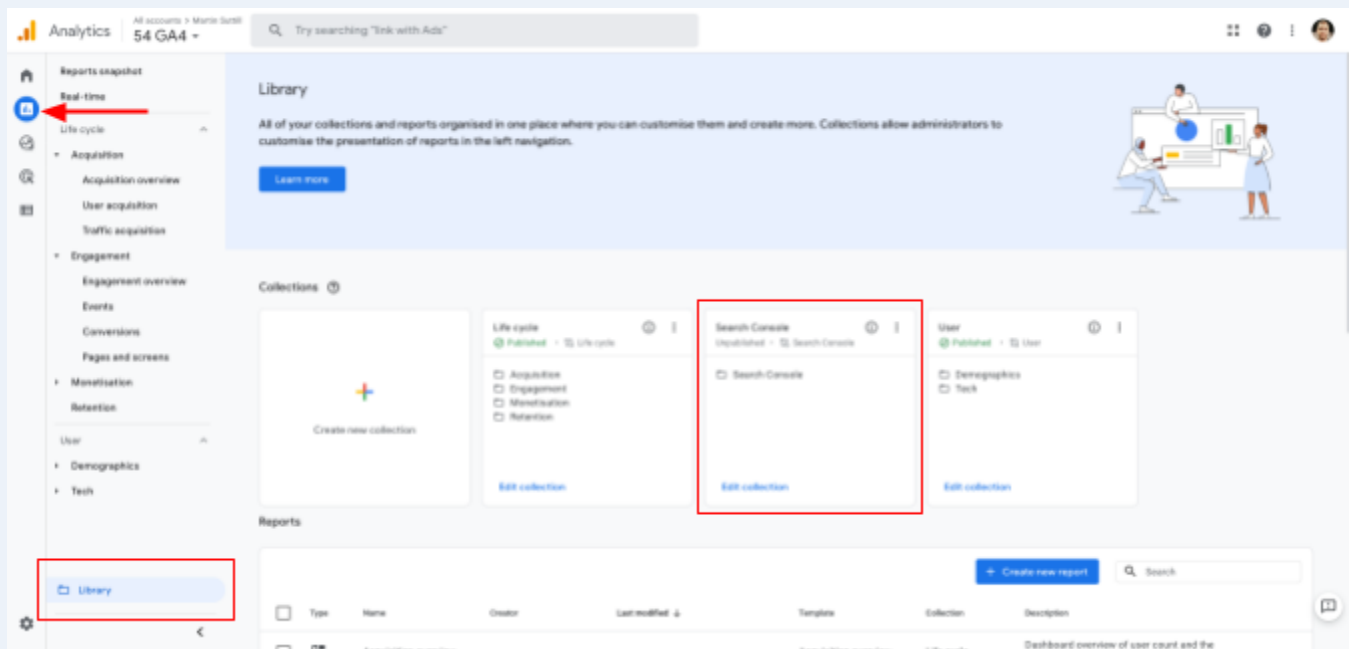


Now what?

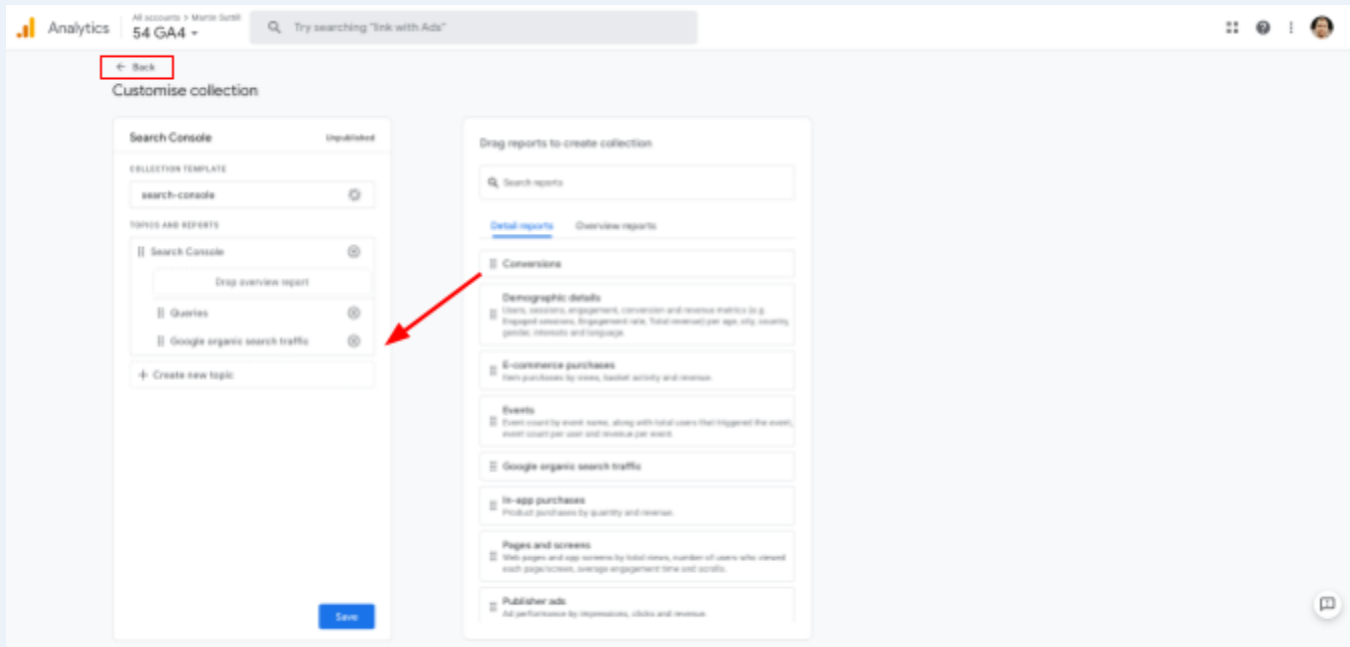
We're actually not quite finished yet. There are a few more steps to go through in the next section. We'll show you how to set up your Search Console reports in GA4.

SECTION 2: SET UP SEARCH CONSOLE REPORTS

- Go to **Reports** on the left-hand side as shown by the red arrow.
- Click the **Library** at the bottom
- Under the “**Search Console**” collection, click **Edit Collection**

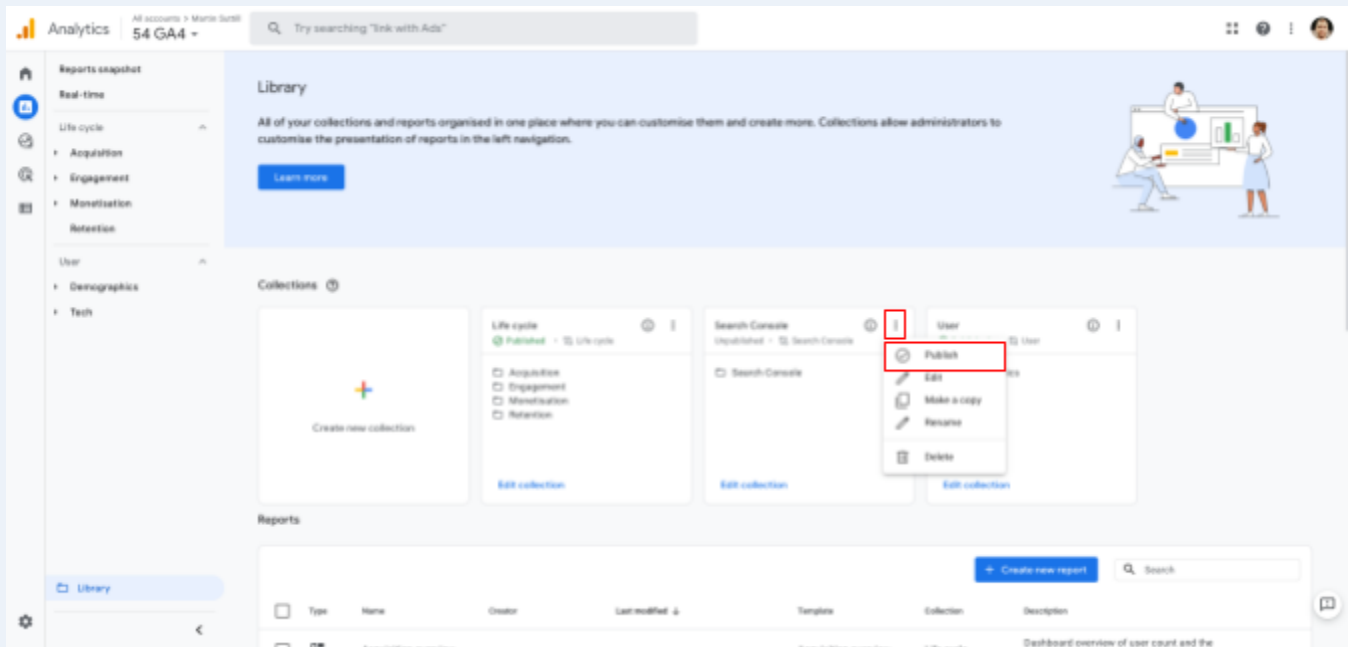



In the next screen as shown below:



- Drag any detailed reports you want to add to your Search Console collection from the right to left panes.
- Order your reports in the way you want to see them.
- Click **Save** and the ← **Back** button

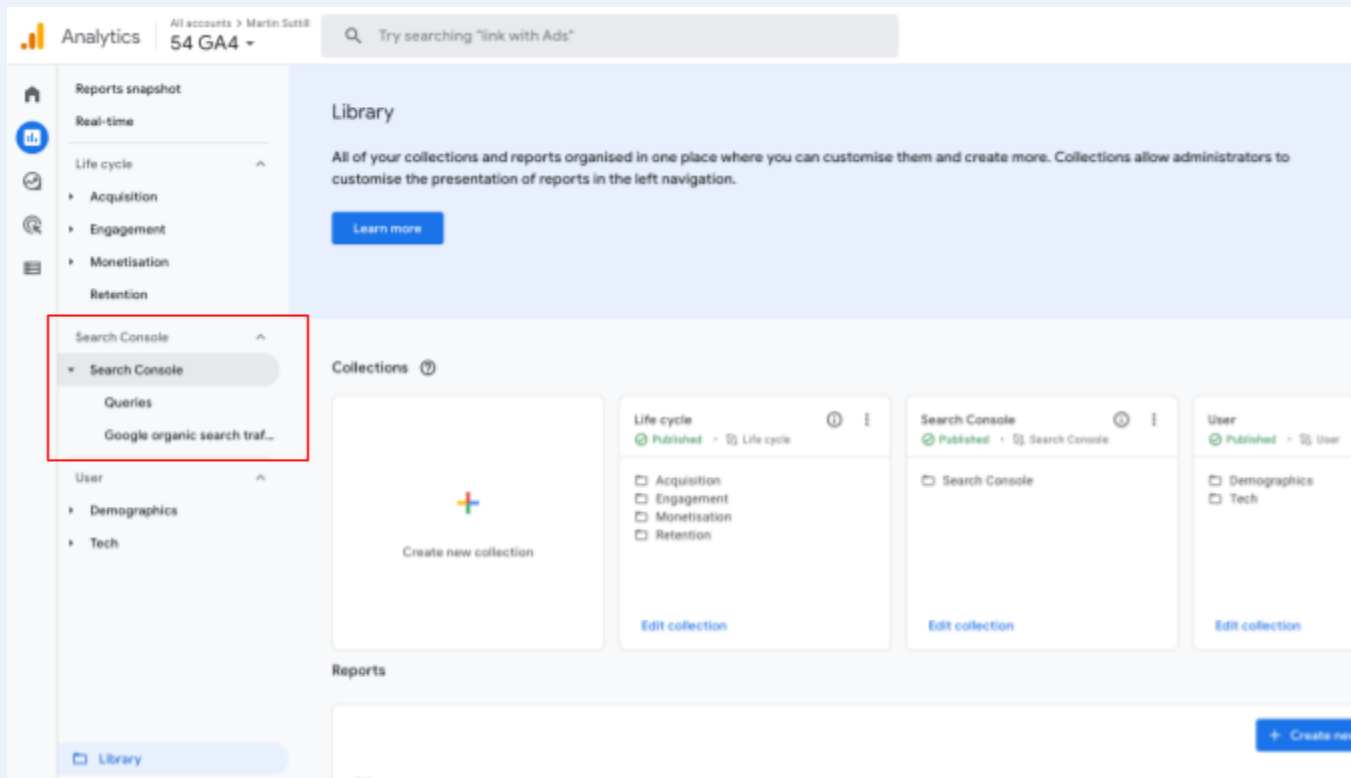
You will return to the Library page.



Click the triple dots  on the upper right corner of the Search Console collection

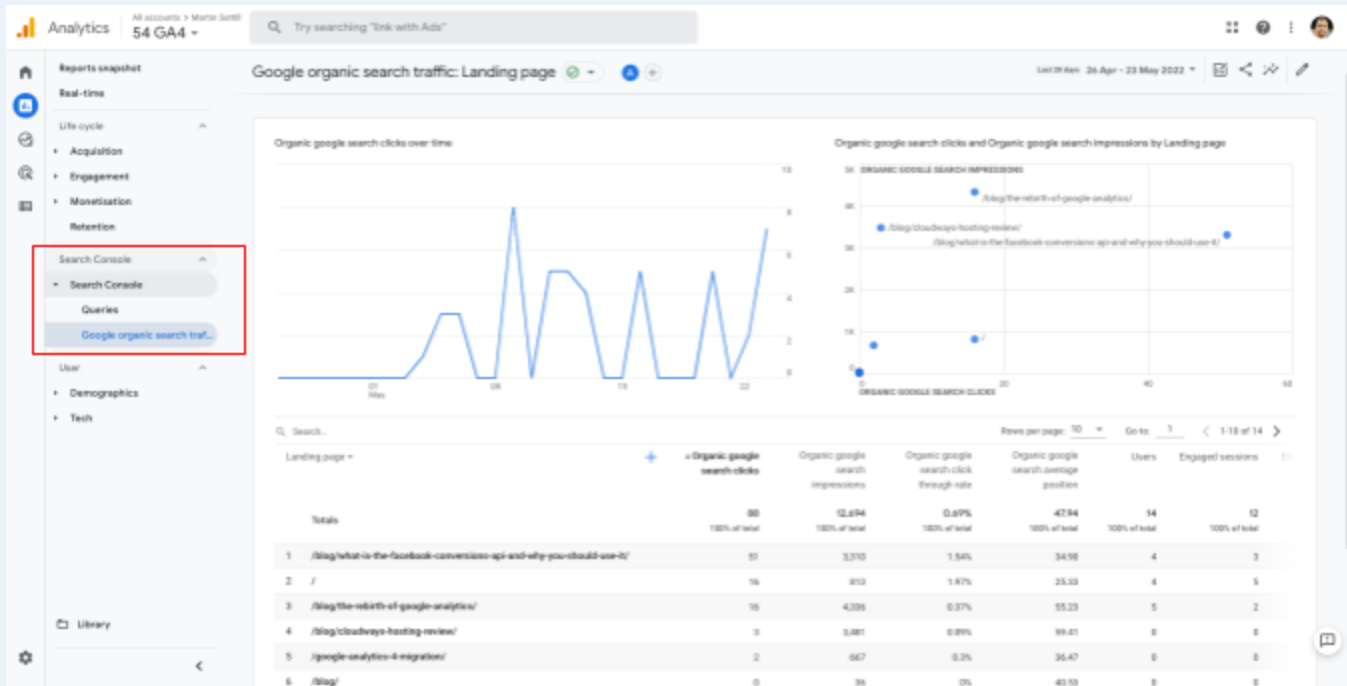
Click **Publish**

A new Search Console report will appear on the left hand side as shown below:



You can now view your Search Console report data in Google Analytics 4:

- Queries
- Google organic search traffic
- Conversions
- ... and more!



Your report data will show much of what Google Search Console already shows except now it will all be integrated into your Google Analytics 4.

- Objective: I added Search Console reports to my Google Analytics 4.