Read Search Console

Read Google Search Console once a month the way we do: find the searches you're close on, find the page that should win them, and change one thing. Three steps: queries, pages, one decision.

SET UP **Performance, three months, four numbers**

Open Search Console, choose your website, click Performance. Set the date to 3 months. Tick all four boxes: clicks (visits from Google), impressions (how often you appeared), CTR (share of impressions that became clicks) and average position (1 = the top, 10 = bottom of page one). Don't judge the average position on its own.

Date · the four numbers _____

1 · QUERIES **Searches you're close on**

Open the Queries tab. Skip your own name (people already looking for you). Look for searches that describe what you do, with impressions but few clicks, at a position under about 20.

Examples: moonraker.ai: "marketing for therapists" · 38 impressions · 0 clicks · position 7.6

Query · its four numbers _____

2 · PAGES **The page that should win**

Open the Pages tab and look for two patterns. A: a strong position but a low click rate (people see it and choose something else). B: a page sitting at positions 8 to 20 (nearly on page one).

Examples: moonraker.ai: /core-marketing-system · position 3.8 · 321 impressions · 0.6% clicked (pattern A)

Page · position · impressions · CTR _____

Pattern A or B _____

ONE DECISION **One page, one fix**

Don't change ten things. Pattern A: rewrite the page's title and description (the snippet test). Pattern B: improve the page itself (the five-second test and the scroll test).

The one change I'm making _____

Date changed _____

MEASURE **Check again in four weeks**

Compare the same length of time before and after. Give it a few months before you judge it.

4-week check · date · numbers _____

Keep it, or try the next fix? _____

Numbers shown as examples are from Moonraker's own website (moonraker.ai); your numbers will differ. Google and Search Console are trademarks of Google LLC; Moonraker Academy is not affiliated with Google. Keep patient details out of this worksheet.