Link Search Console to Analytics

Link Google Search Console to Google Analytics once, so you can see which searches lead to real visits. Three steps: choose, stream, check. Before you start: you need to be a verified owner in Search Console and have editor access in Analytics, using the same practice-owned Google account.

1 · CHOOSE Your Search Console property

In Analytics: Admin → Product links → Search Console links → Link. Read the note: anyone with access to this Analytics property can see your Search Console data, so only give access to people you trust. Click "Choose accounts," type your domain if you manage more than one website, tick yours, Confirm, then Next.

Search Console property I chose _____

2 · STREAM Your website's data stream

Click Select and choose the web stream you created in the Analytics lesson (your website address is underneath). Review: property on top, web stream below. If both are right, click Submit. One web stream links to one Search Console property.

Web stream I chose _____

Link listed with my account and the date (date linked) _____

3 · CHECK The new Search Console reports

Reports → Search Console: Queries (searches, clicks, impressions, average position) and Google organic search traffic (landing pages and what people did next). No section? Library → Search Console collection → Publish.

Search Console section visible in Reports (yes / published from Library) _____

MEASURE Be patient, then look

"No data available" right after linking is normal. Search Console data usually arrives within a day or two. Link it now, even if your website is brand new.

Date I linked the two _____

Check again on (two days later) _____

Queries has data (date) _____

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