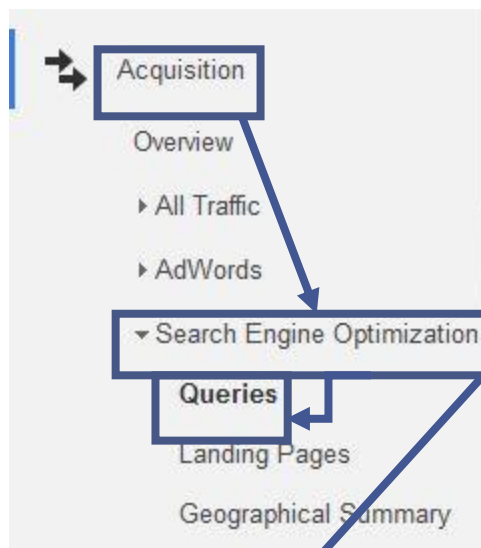


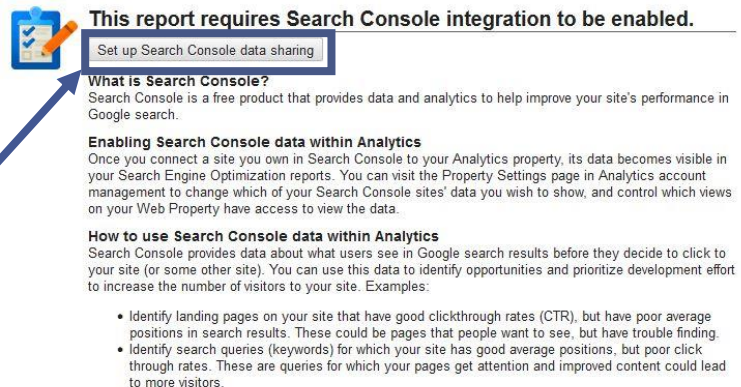
How to Set Up the Search Console

When you run a website, one of the best feelings has got to be when someone finds you via a search engine. They were looking for something and they found YOU! It's important to know what people are searching for when your site shows up in the results, *where* it shows up in the results, and which search terms result in clicks (and which don't!).

You can't find any of that information in Google Analytics until you set up the Search Console, though. Never fear – it's not rocket science! Go to Acquisition -> Search Engine Optimization -> Queries.



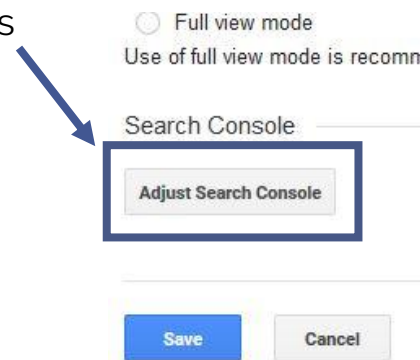
If you don't already have Search Console set up, you'll see something like this:



Click the button to get started. You'll be taken to your Property Settings. Scroll down until you get to the bottom and this section:

Click the Adjust Search Console Button.

This is where the fun gets started!



After clicking the Adjust Search Console button, you'll be taken to the Search Console Settings page:

Search Console Settings

Search Console site [?]

If your property is also a verified website in Search Console, you'll see some reports:

none

Edit

Done

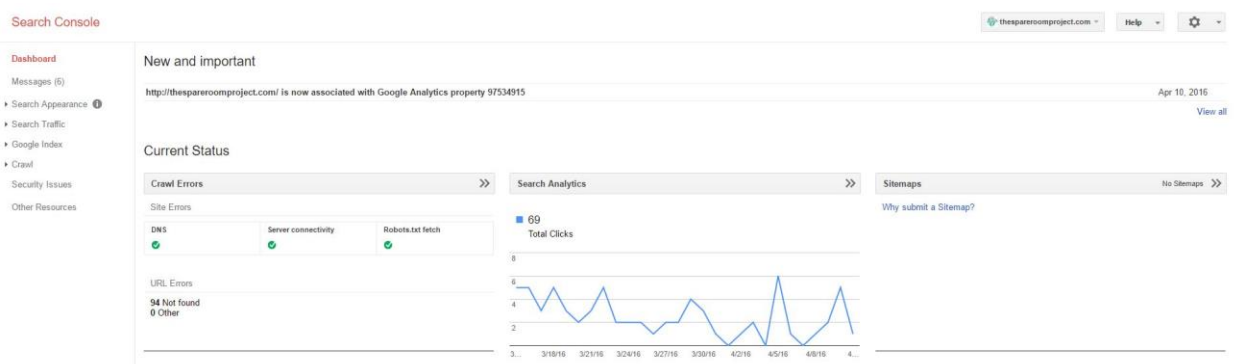
Click the Edit button. The next page should be pretty easy: it should offer you a website to link to (it should be your site, which you specified when you set up GA). Click the radio button next to your site's URL and click Save. You'll get a little window asking if you want to

associate this URL. Click OK.

If it doesn't offer you a website to link to, click the *Add a Site to Search Console* button and follow the steps. You can verify your site through Google Analytics (since it's already hooked up to it) and go from there. Now you should be able to associate your URL and go to the Search Console dashboard:



You can click on your site and it will take you to the statistics page:



This is all you have to do to set up the Search Console in GA, though! You can also do things like submit a sitemap through the Search Console, but that's a whole other lesson, which we'll get into next. For now, if you just want access to some search results in GA, you're good to go!