How To Link Google Search Console to Google Analytics

To link your Google Search Console property to Google Analytics, follow these steps:

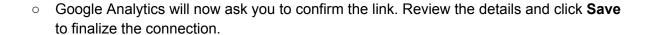
1. Make Sure You Have Access to Both Accounts

- Google Search Console: You should have Owner or Full Access to the property (sc-domain:yourwebaddress.com).
- **Google Analytics**: You need **Admin** rights to the Google Analytics property that corresponds to the same domain.

2. Link Search Console to Google Analytics

Step-by-Step Process:

- 1. Log into Google Analytics:
 - Go to Google Analytics and log in with your account.
- 2. Navigate to the Admin Panel:
 - o In the bottom-left corner, click on **Admin** (the gear icon).
 - Under the **Property** column, select the property for your website (yourwebaddress.com).
- 3. Go to Property Settings:
 - In the Property column, click Property Settings.
- 4. Link Google Search Console:
 - Scroll down to the Search Console Settings section.
 - Click Adjust Search Console.
 - You will see a pop-up window asking you to Add a Search Console Property.
 - Click Add and then select the Search Console property (the one with sc-domain:yourwebaddress.com) from the list of available properties.
- 5. Confirm the Link:



3. Verify the Link

- Once linked, you'll start seeing Search Console data under the **Acquisition** section in Google Analytics.
 - Go to Acquisition > Search Console to find reports such as Landing Pages,
 Countries, Devices, etc.

After the link is set up, Google Analytics will automatically pull in your Search Console data, giving you a clearer view of how search traffic is interacting with your site.