

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:

- 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:

- Google Analytics will now ask you to confirm the link. Review the details and click **Save** to finalize the connection.

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.