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# Google Search Console

Tracking keywords and seeing where you rank.



# What is Google Search Console (GSC)?

GSC is a tool that helps you understand how your website is performing on Google Search. It will show you how you rank and help you determine how to draw more traffic to your website.

It allows you to view what keywords you rank for and the web pages that are associated with those keywords. It will give you a better understanding of how your audience is organically searching for you and the services you offer online.

There's a lot more GSC can do, but for now we're going to show you a few basics to get you started...



# What will Google Search Console do for you?

- Show you *if* you rank on Google
- Show you *where* you rank on Google
- Show you which *keywords* you rank for
- Better understanding of pages and posts that need improve on for better ranking
- Allows you to monitor your ranking efforts on an ongoing basis.

Let's navigate GSC together →



# A quick-start to setting up GSC

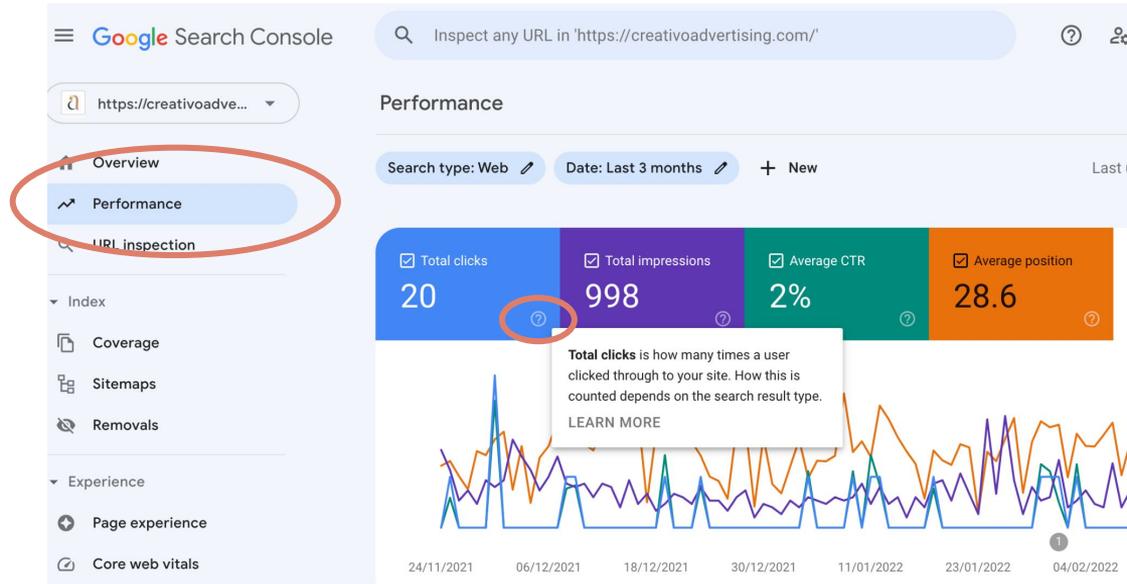
- Search for Google Search Console on your browser
- Sign-in to your Google account and click the “start now” button
- Click + Add property
- Verify the domain – This is preferred over the URL prefix
- Click the continue button

The screenshot shows the Google Search Console interface. At the top, there is a search bar with the text "Search property". Below it, a list of properties is displayed, including "https://creativoadvertising.com/" and "creativemediaco.ca". A dark grey bar with the text "Select property type" is overlaid on the interface. Below this bar, two options are presented: "Domain" and "URL prefix". The "Domain" option is selected and highlighted with a red circle. It includes a list of bullet points: "All URLs across all subdomains (m., www. ...)", "All URLs across https or http", and "Requires DNS verification". Below the list, there is a text input field containing "example.com" and a "CONTINUE" button. The "URL prefix" option is also visible, with a list of bullet points: "Only URLs under entered address", "Only URLs under specified protocol", and "Allows multiple verification methods". Below the list, there is a text input field containing "https://www.example.com" and a "CONTINUE" button. At the bottom right of the interface, there are links for "LEARN MORE" and "CANCEL".

# How to use GSC

- On the GCS dashboard view “Performance” in the left-side menu.
- In the chart you can view your Total Clicks, Total Impressions, Average CTR and Average Position.
- Click on the question mark (?) for a description of each performance task to learn more.
- You can check or uncheck each performance to view it separately or view them together

Let’s take a look below the chart for keyword ranking...



# GSC Keywords

- Here we will focus on Queries (*fancy for keywords*) and Pages
- Queries (*or search terms*) are what people are searching for in Google to find your website
- Pages will show you where the clicks and impressions are mostly coming from
- Ensure your total clicks, Impressions and average position are selected above so that the data shows up in this performance chart.

Check out our *SEO checklist* in your email, where we share a free available tool on how to search for keywords.

Performance EXPORT

Search type: Web 📄 Date: Last 3 months 📅 + New Last updated: 12 hours ago ?

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES	
Top queries			↓ Clicks	Impressions	CTR	Position
creativo marketing			4	21	19%	1.9
kings village			0	171	0%	55.3
creativo			0	120	0%	22.2
marketing creativo			0	111	0%	11.9

# Queries

- On the left of this chart are a list of queries (or search terms) that were used to find your website.
- To the right of the search terms are the data collected for each one.
- This gives you a better understanding of how users are finding you but also helps you determine how you can improve your content for search.

Performance EXPORT

Search type: Web ✎ Date: Last 3 months ✎ + New Last updated: 12 hours ago ?

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES	
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# Pages

- Click on the pages tab to see which pages are performing best based on the keywords that are searched.
- This can help you determine which pages are performing well and which pages you might want to improve your content on.
- This also gives you an idea of which topics or information users are finding valuable so that you can consider creating more of that content.

Performance EXPORT

Search type: Web ✎ Date: Last 3 months ✎ + New Last updated: 9 hours ago ?

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
Top pages			↓ Clicks	Impressions	Position
https://creativoadvertising.com/			19	679	23.1
https://creativoadvertising.com/case-study-kings-village/			1	216	46.8
https://creativoadvertising.com/case-study-mac-awards/			0	41	13.7
https://creativoadvertising.com/about-us/			0	36	18.4

# Two more things for even better SEO...

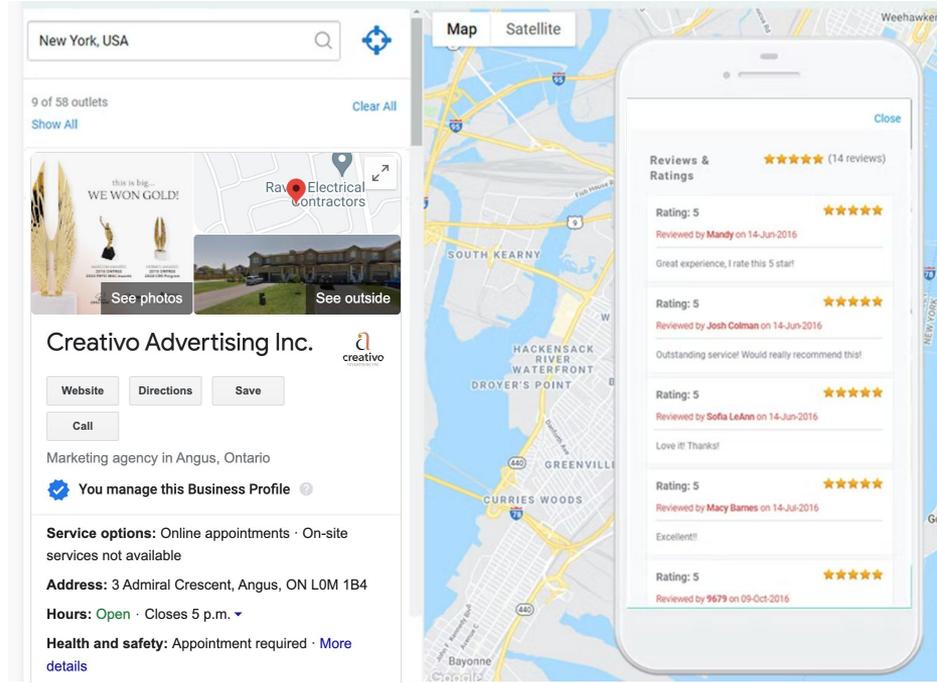
We've covered the beginning of your on-page SEO journey but we wanted to share two more things that will help improve your SEO efforts.

## 1 - Google My Business & Reviews

Be sure to create your Google My Business listing and encourage Google reviews.

## 2 - Sitemaps

A sitemap makes your website easier for Google to crawl and allows better visibility for search engines. *(stay tuned for more ;)*



# What's up next?

Hopefully your engines are all fired up now that you've learned about keywords, the art of SEO-friendly content, and tracking your keywords with Google Search Console.

*But*, before we drop you off safely we didn't want to leave without touching on one important piece of SEO advice — how important is your website design when it comes to SEO?

We're very excited to share our favourite part.



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# Buckle up for what's ahead!

Did you know that the design of your website can affect your SEO performance?  
This is why we are passionate about creating quality websites.

Don't miss our bonus email coming up next — *so buckle up!*



[creativoadvertising.com](http://creativoadvertising.com)