

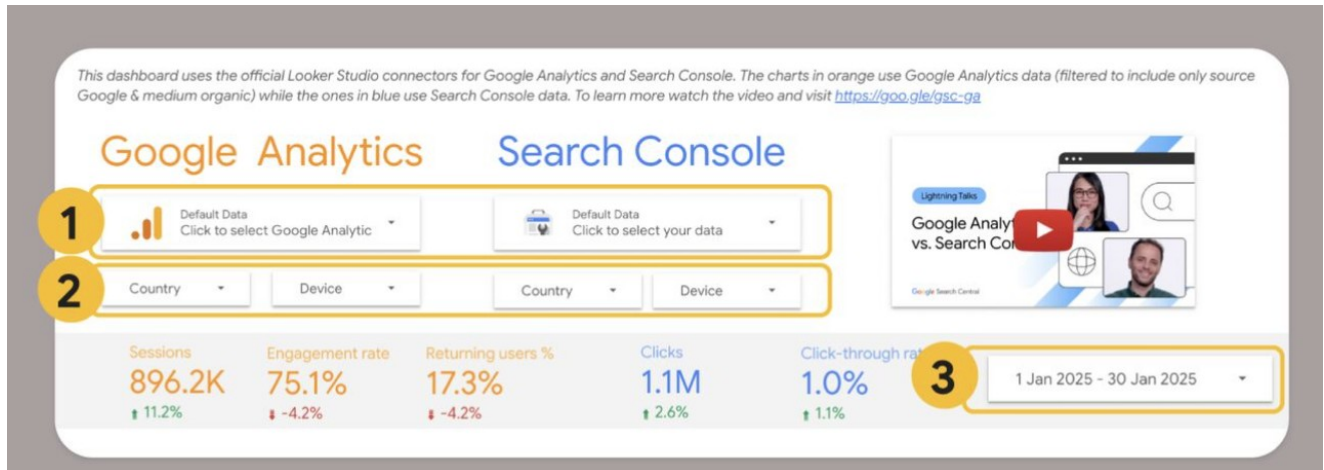
Google's New SEO Dashboard: GA4 & Search Console Data in One Place

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Read online: <https://www.accordtechsolutions.com/blog/googles-new-seo-dashboard-ga4-search-console-data-in-one-place>



Using Search Console and Google Analytics, we can track our audience presence, usage, and other important information. Until now, we used to collect all this information using these two separate tools, but now we can see Search Console and Google Analytics results together using one platform. This is a new resource available on **Google Search Central**, created by Daniel Waisberg and Cherry Sireetorn Prommawin. In this article, they link to a template that **SEOs** can use to analyze both **GA4** and **GSC** data in one place.



What Makes This Dashboard Special?

This dashboard allows you to seamlessly integrate GA4 and GSC data to get a holistic view of your SEO performance. Instead of manually comparing data from different platforms, you can visualize key insights in an interactive report.

How to Get Started?

To get started with Google's new SEO dashboard, the first step is to access the template available on Google Search Central. Once you have the template, you'll need to link your [Google Analytics 4](#) (GA4) account by ensuring that your tracking code is set up correctly on your website.

Next, connect your Google Search Console (GSC) account by verifying your website and linking it to the dashboard. After both accounts are connected, the dashboard will automatically pull in data from both platforms, allowing you to customize the display to focus on the metrics that matter most to your SEO goals.

You can track user behavior and search performance in one interactive interface, making it easier to monitor and analyze data. Once set up, you'll be able to make data-driven decisions to refine your SEO strategy and improve overall site performance.

Key SEO Dashboard Visualizations and What They Reveal About Your Website's Performance

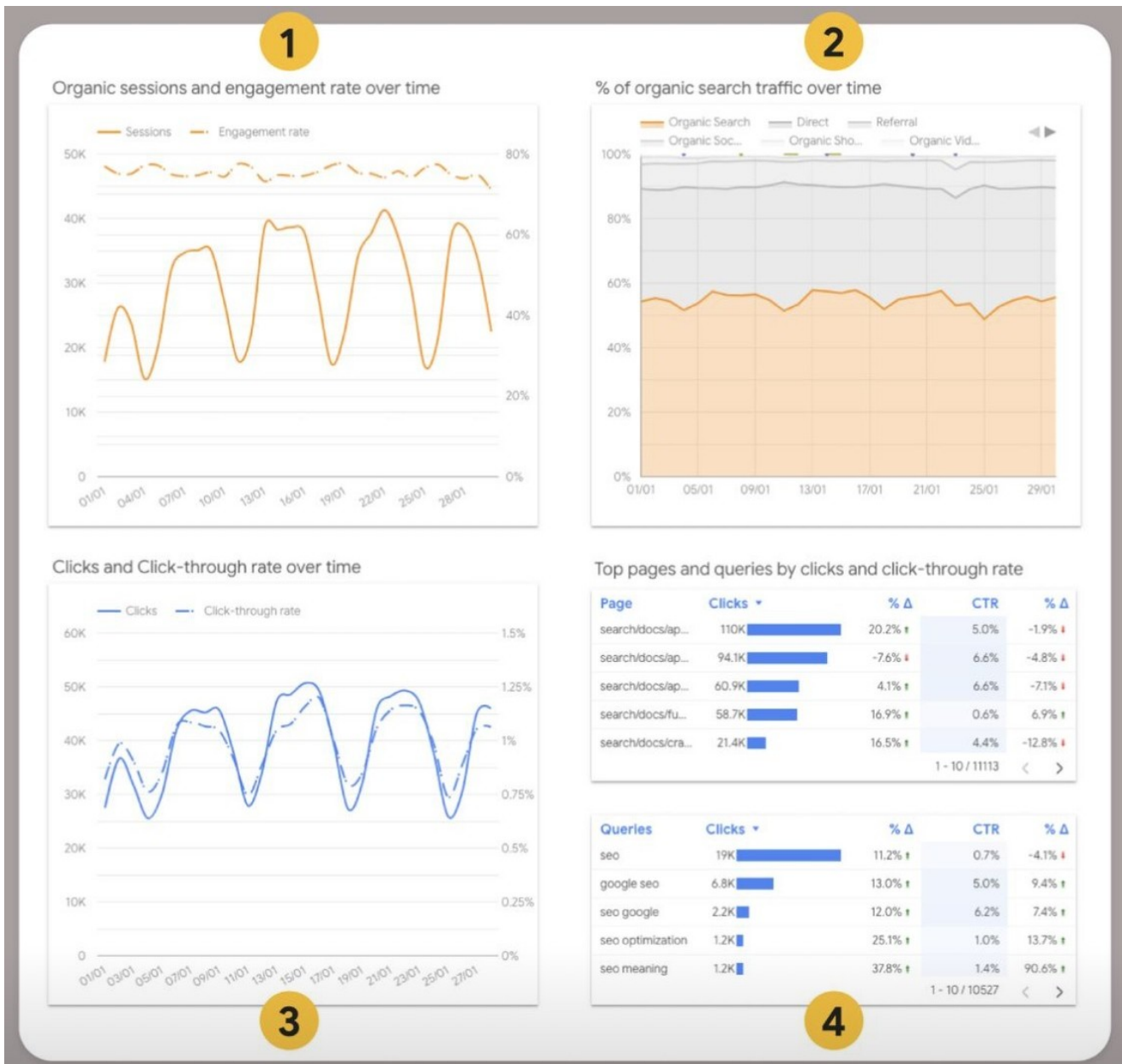
Use this new SEO dashboard to understand your website's performance better. This new dashboard offers insightful visualizations that help you understand the SEO dashboard. Here's a breakdown of the key visualizations and what they can reveal.

- 1. Organic Sessions and Engagement Rate Over Time:** This dashboard compares your engagement rate over time with the number of organic sessions (coming from search engine results). The dashboard helps you see whether fluctuations in engagement-such as longer time on site, lower bounce rates, or higher page views-correspond to changes in total traffic. For example, if there is a significant increase in organic sessions, you can check whether engagement is also improving, better indicating user interaction with your content.
- 2. Percentage of Organic Traffic Over Time:** This visualization gives you a clear view of how much of your total website traffic comes from organic search. Tracking this percentage over time helps you understand if your efforts in SEO are leading to a greater share of traffic from search engines. A change in this percentage can indicate whether your organic presence is growing or shrinking compared to other traffic sources like direct visits or referral traffic.
- 3. Clicks and Click-Through Rate (CTR) Over Time:** This visualization tracks your website's total number of clicks and the click-through rate (CTR)-the percentage of users who clicked on your link after seeing it in search results-over time. By mapping these metrics, you can determine whether changes in the number of clicks are due to fluctuations in CTR. For example, a dip in clicks might be linked to a lower CTR, meaning fewer users are clicking through to your site even though it's still appearing in search results.
- 4. Top Pages and Queries by Clicks and Click-Through Rate:** This report shows you which pages and search queries are generating the most clicks and the highest CTR. This is crucial for identifying the content and keywords driving the most traffic to your site.

The report can be filtered by clicks or CTR, allowing you to focus either on the pages that bring in the most traffic or the ones that have the highest engagement rates, providing a clear picture of your most successful content and search queries.

Benefits of Using the SEO Dashboard

- **Time-Saving:** By combining data into one platform, the dashboard eliminates the need to switch back and forth between GA4 and GSC, saving time and reducing the risk of missing important insights.
- **Better Collaboration:** This dashboard is a fantastic tool for teams. With key data in one place, team members can easily collaborate and make decisions based on shared insights.
- **Actionable Insights:** The dashboard is designed to surface actionable data, helping you understand what's working and what's not with your SEO efforts.
- **Reduced Complexity:** Instead of being overwhelmed with raw data from multiple sources, this dashboard presents you with simplified, easy-to-read visuals that give you a quick snapshot of your performance.



Conclusion

The integration of GA4 and GSC data into one SEO dashboard is a game-changer for SEO professionals, providing a unified view of website performance and saving time. It enables smarter decision-making to optimize your SEO strategy and drive more traffic.

Getting started is simple, and once set up, the dashboard makes data analysis easier, helping you stay on top of your SEO goals. Whether you're new to SEO or an expert, this tool

will help you achieve better results with less effort.

Ready to dive in? Visit Google Search Central to access the template and [start optimizing your SEO strategy](#) today!

FAQ

What is Google Analytics?

Google Analytics is a powerful web analytics tool by Google that tracks website traffic, user interactions, and behavior. It helps businesses analyze visitor sources, page views, session duration, and conversion rates. With this data, businesses can optimize their websites, improve user experience, and enhance digital marketing strategies for better engagement.

What is Google Search Console?

Google Search Console is a free tool by Google that helps website owners monitor and maintain their site's presence in search results. It provides insights into indexing, crawling issues, search performance, and keyword rankings. Users can optimize content, fix errors, and improve SEO to enhance website visibility in Google Search.

What is the GA4 and Google Search Console Dashboard?

The GA4 and Google Search Console Dashboard is a report that displays website traffic, user engagement, clicks, impressions, cities, user locations, and search query data in one place. Viewing GA4 and Google Search Console reports helps SEO teams understand both website visibility and user behavior more clearly.

Why should I connect GA4 to Google Search Console?

Connecting Google Search Console with GA4 allows you to view website clicks, impressions, search queries, and top pages reports in one platform, saving you time.

What SEO metrics can I track in a GA4 and GSC dashboard?

You can track organic sessions, engagement rate, clicks, impressions, click-through rate, best performing pages, and top search queries. These metrics help you identify which pages are driving traffic and which need improvement.

How does this dashboard help improve SEO performance?

This dashboard shows where traffic is coming from, which pages are getting clicks, and how users are engaging after they land on your website. For example, if a page has high impressions but low CTR, it may need a better title or meta description.

What is the difference between GA4 and Google Search Console?

GA4 focuses on user behavior after visitors enter your website, such as sessions, engagement, and conversions. Google Search Console focuses on search performance before users visit, such as impressions, clicks, CTR, and ranking queries.

Is this SEO dashboard useful for beginners?

Yes, this SEO dashboard is useful for beginners because it presents important SEO data in an easy visual format. Instead of viewing GA4 and Search Console separately, beginners can review key performance data in one report.

Can this dashboard help you find underperforming pages?

Yes, this dashboard can help identify underperforming pages by comparing clicks, CTR, organic sessions, and engagement rates. Pages with traffic but low engagement may need better content, stronger CTAs, or improved user experience.

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