



How Google Search Console can help improve your website traffic

Top Queries [Keywords]

See which search terms are your top terms for impressions and clicks.

Click on CTR and Position to include in your analysis. Avg. position 1-9 is page 1 result.

Top Pages

Look at your top impressions at a page level. Which pages on your website should be top ranking and aren't?

Click on the page then go back to query tab to see page level queries.

Search Performance Trend

Look at the past three months compared to previous three months to see over time the trend on performance.

Optimize Site

Submit a request for indexing on new or modified pages.

Get email notifications on any issues that may occur as Google's algorithm changes.

Top Impressions

Sorting on top impression terms shows you what the online market is searching for that is not resulting in clicks to your website.

Which pages have the lowest impressions?

Page Optimizations

Determine best target keyword for key pages to rank.

Focus on your money pages, not all pages need to rank.

Keyword Gaps

Queries your page is getting impressions but low clicks, modify page content to incorporate where it makes sense.

Filter exclude brand terms to see non-branded terms to create more content, images and video to rank.

Audit & Update

Each month look back, test, modify and plan for more growth.

For more tips on how to increase traffic

