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Link Google Analytics 4 with Google Search Console

Last Updated / Reviewed: Aug 25th, 2022

Execution Time: ~5 Mins



Goal: Link Google Analytics 4 with Google Search Console.

Ideal Outcome: You are able to see Google Search Console data inside Google Analytics.

Prerequisites or requirements: You need to set up Google Search Console on your site and make sure you have edit permissions for both Google Search Console and your Google Analytics 4 account.

Why this is important: The integration with Search Console lets you analyze organic search related to your site. You can, for example, see where your site is ranked in search results.

Where this is done: Google Analytics 4.

When this is done: After you've set up Google Search Console and Google Analytics 4 on your site.

Who does this: Marketing Manager, marketing consultant, or any person responsible

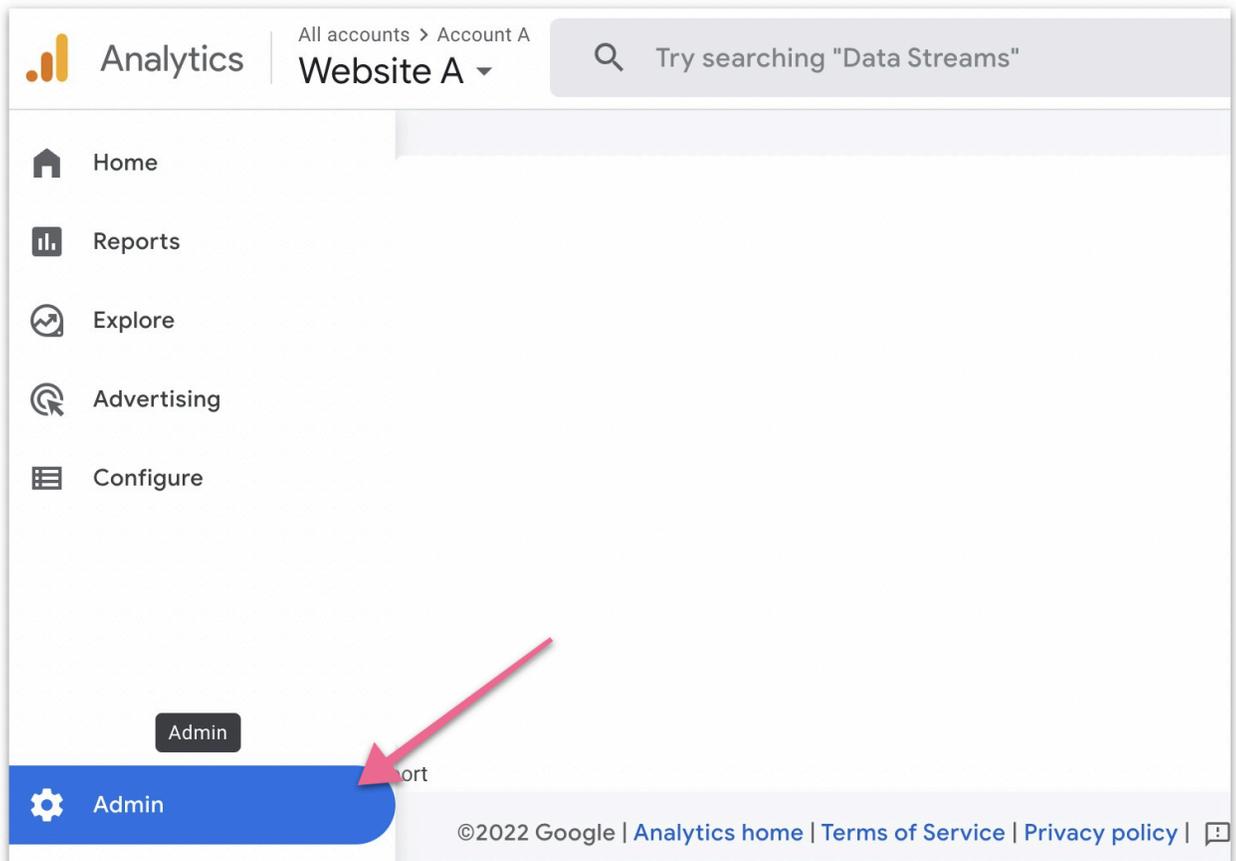
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for setting up analytics for your site.

Link Google Analytics 4 with Google Search Console.

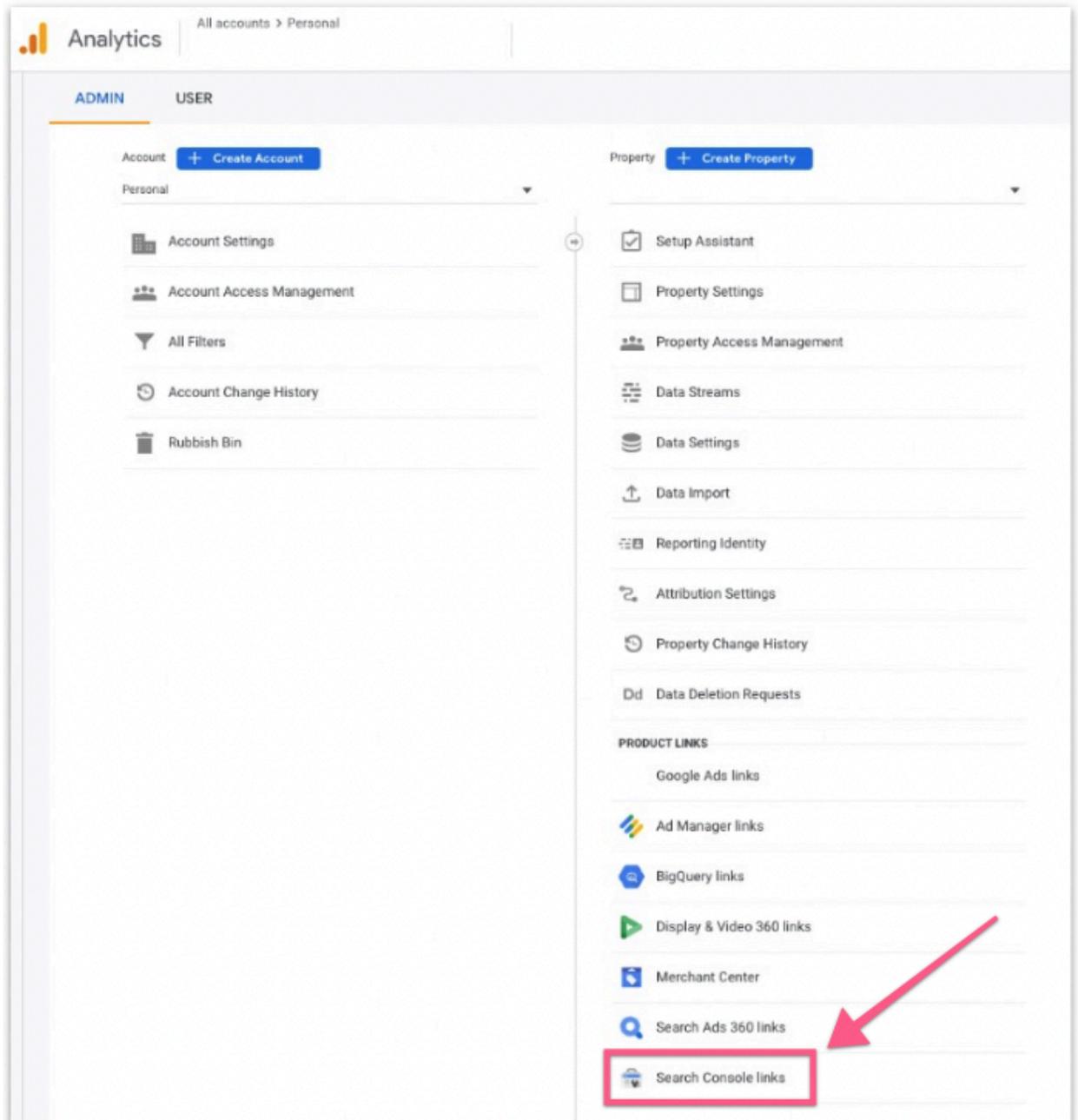
1. Login to your [Google Analytics account](#).
2. Click “Admin”.



3. Make sure you've selected the correct property (website) and select “Search Console links” under PRODUCT LINKS.

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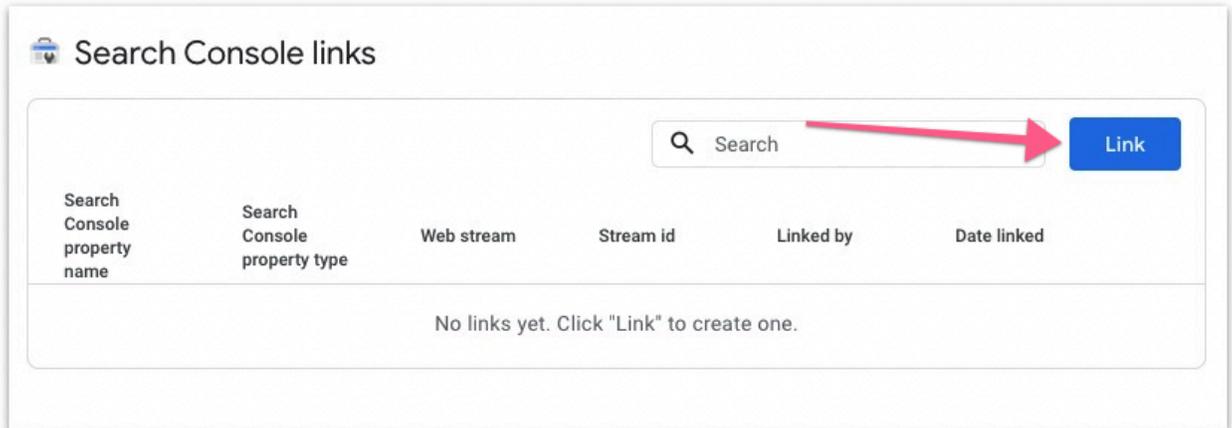
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4. Click "Link" to create a new link.

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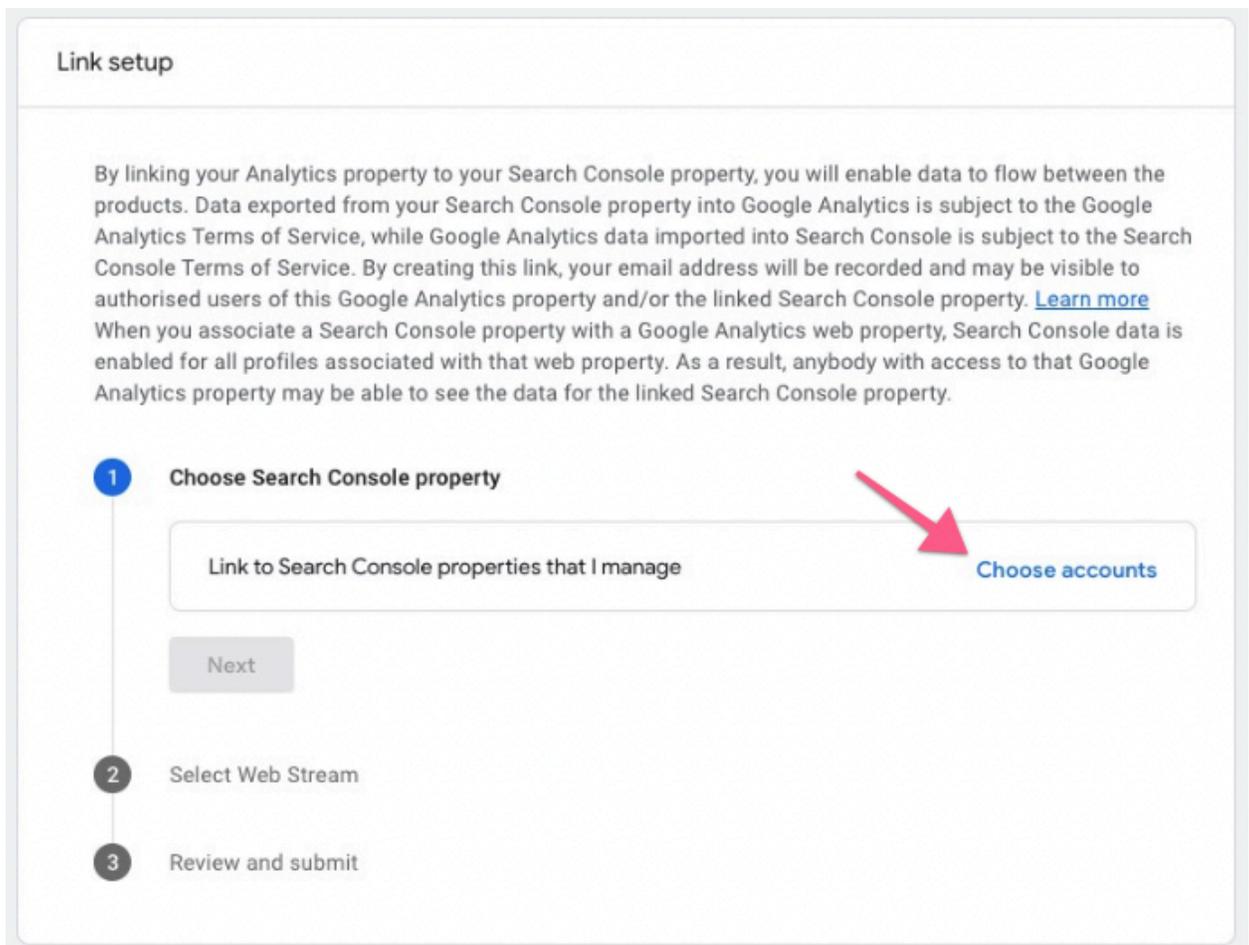


Search Console links

Search Search Link

Search Console property name	Search Console property type	Web stream	Stream id	Linked by	Date linked
No links yet. Click "Link" to create one.					

5. Click "Choose accounts".



Link setup

By linking your Analytics property to your Search Console property, you will enable data to flow between the products. Data exported from your Search Console property into Google Analytics is subject to the Google Analytics Terms of Service, while Google Analytics data imported into Search Console is subject to the Search Console Terms of Service. By creating this link, your email address will be recorded and may be visible to authorised users of this Google Analytics property and/or the linked Search Console property. [Learn more](#) When you associate a Search Console property with a Google Analytics web property, Search Console data is enabled for all profiles associated with that web property. As a result, anybody with access to that Google Analytics property may be able to see the data for the linked Search Console property.

- 1 Choose Search Console property**

Link to Search Console properties that I manage [Choose accounts](#)

Next
- 2 Select Web Stream**
- 3 Review and submit**

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6. Select the property (website) that you want to connect Google Analytics 4 to and click "Confirm".

The screenshot shows a window titled "Link to a property that I manage". It features a search bar and a "Confirm" button. Below is a table with columns for "Property name", "Property type", and "URL prefix". The first row is highlighted with a red box and contains a checked checkbox, the URL "https://website.com/", and the text "URL prefix". A red arrow points from the "Confirm" button to the first row.

	Property name	Property type
<input checked="" type="checkbox"/>	https://website.com/	URL prefix

Note: To link a GA property to a Search Console property, you must be a verified site owner of the Search Console property and have 'edit' permissions on the GA property.

7. Click "Next".

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Link setup

By linking your Analytics property to your Search Console property, you will enable data to flow between the products. Data exported from your Search Console property into Google Analytics is subject to the Google Analytics Terms of Service, while Google Analytics data imported into Search Console is subject to the Search Console Terms of Service. By creating this link, your email address will be recorded and may be visible to authorised users of this Google Analytics property and/or the linked Search Console property. [Learn more](#)

When you associate a Search Console property with a Google Analytics web property, Search Console data is enabled for all profiles associated with that web property. As a result, anybody with access to that Google Analytics property may be able to see the data for the linked Search Console property.

- 1 Choose Search Console property**

Link to Search Console properties that I manage 

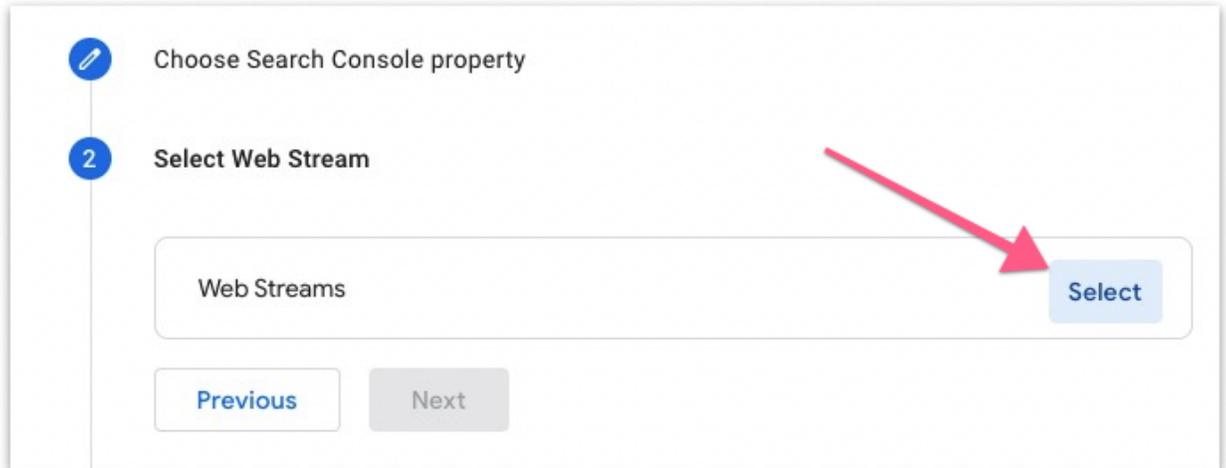
 **https://website.com/**
URL prefix

Next 
- 2 Select Web Stream**
- 3 Review and submit**

8. Select a web stream.

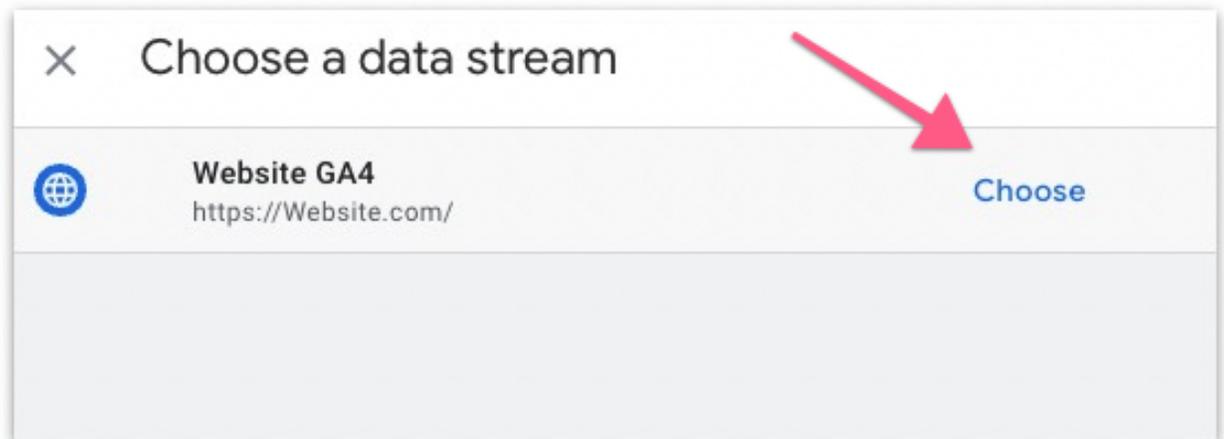
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The screenshot shows a two-step process. Step 1 is 'Choose Search Console property'. Step 2 is 'Select Web Stream'. A search bar contains the text 'Web Streams'. To the right of the search bar is a blue 'Select' button, which is highlighted by a red arrow. Below the search bar are two buttons: 'Previous' and 'Next'.

9. Choose the Google Analytics 4 web stream that you've set up.

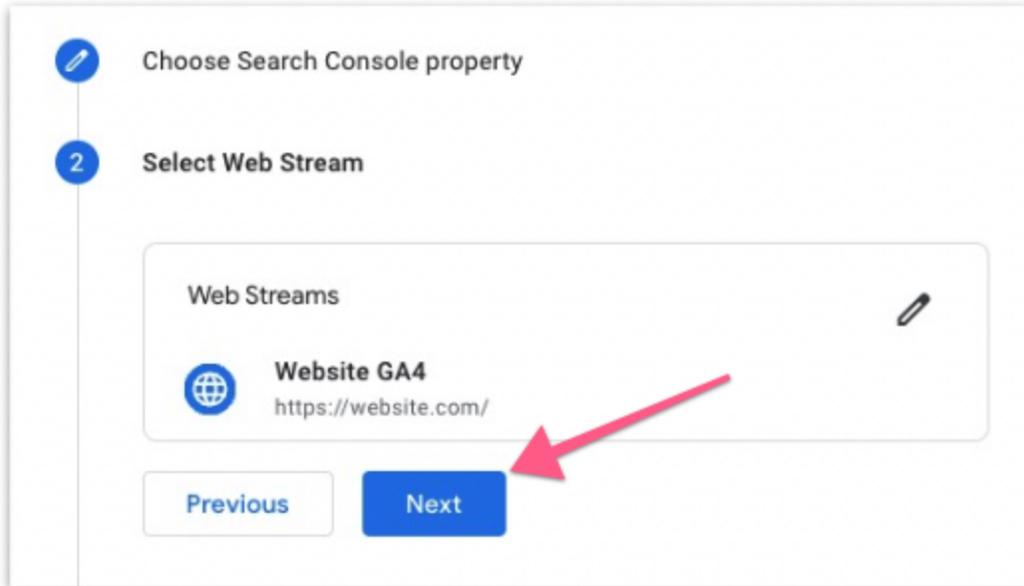


The screenshot shows a dialog box titled 'Choose a data stream'. It features a close button (X) in the top left corner. Below the title bar, there is a list of data streams. The first entry is 'Website GA4' with the URL 'https://Website.com/'. To the right of this entry is a blue 'Choose' button, which is highlighted by a red arrow.

10. Click "Next".

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11. Click "Submit".

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Choose Search Console property

Select Web Stream

3 Review and submit

Link to Search Console properties that I manage

 **https://Website.com/**
URL prefix

Web Streams

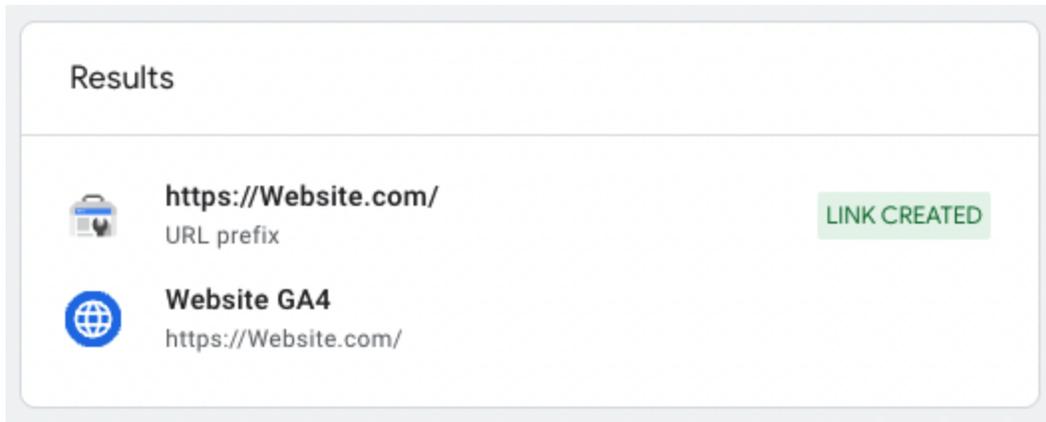
 **Website GA4**
https://Website.com/

Previous Submit

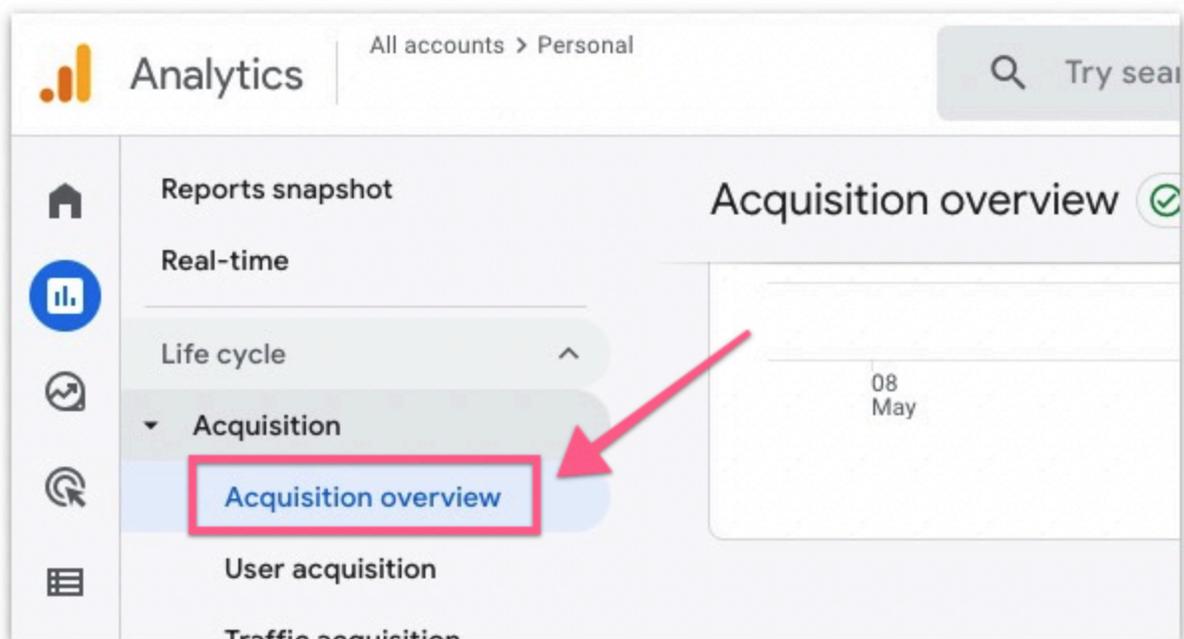
12. If you see the confirmation message “LINK CREATED”, you’ve successfully linked your Google Analytics 4 account with your Google Search Console account.

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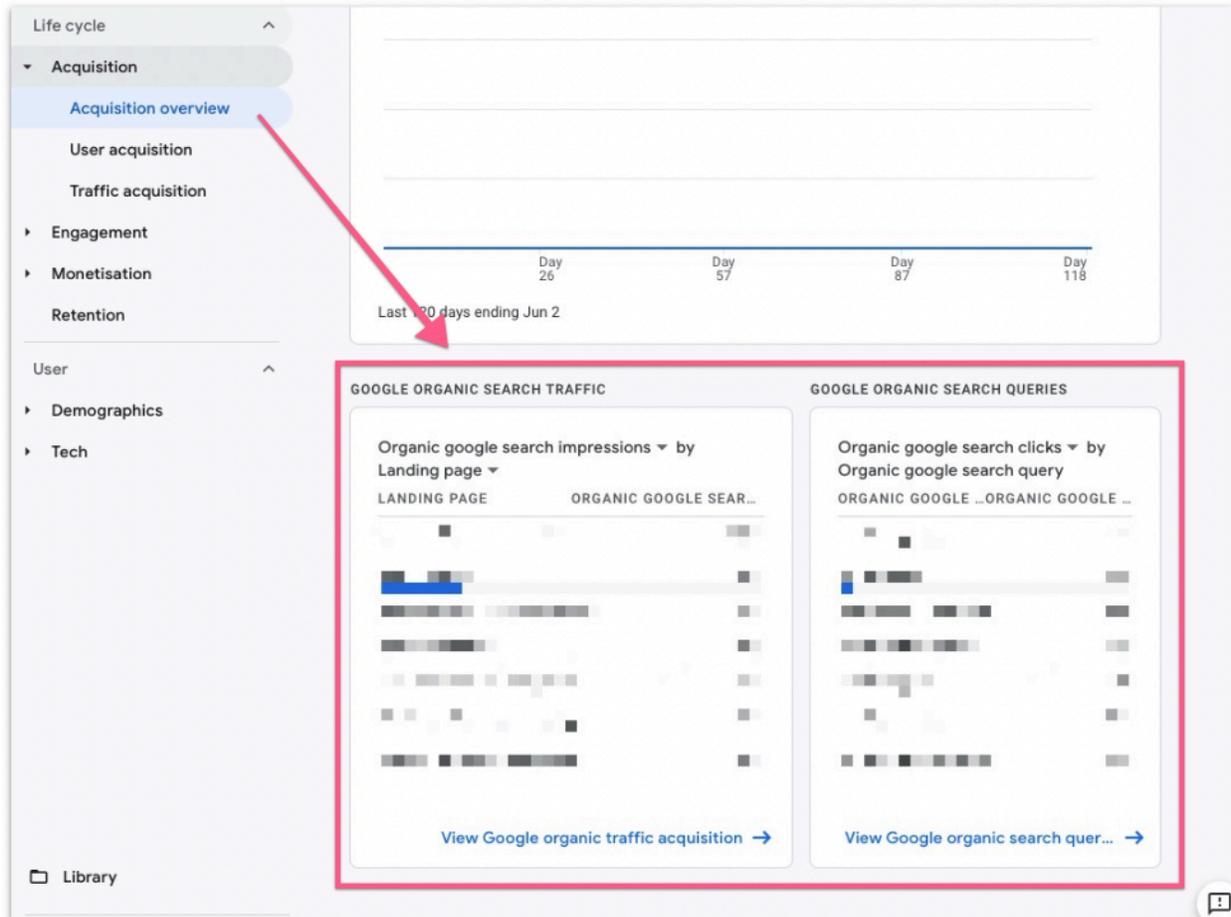
13. To confirm that you've successfully linked the 2 accounts, you can view the data from Google Search Console by heading over to Reports → Acquisition → Acquisition Overview.



14. In that report, scroll down to the bottom and you will find 2 additional reports made available after you've connected GA4 with Google Search Console:
- Organic Google Search impressions by Landing page
 - Organic Google Search clicks by Organic Google Search query

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15. That's it. You've now successfully linked Google Search Console with your Google Analytics 4 property.